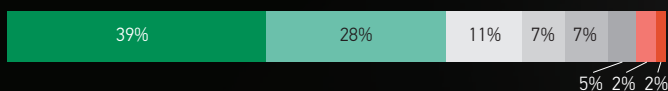


### CHOOSING LIGHT

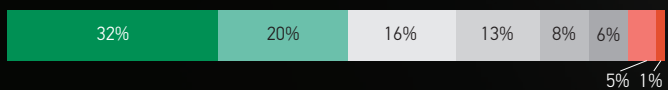
Earlier this year, 356 firms told us how they decide on lighting specifications for their projects. The answers, were, well, illuminating.

#### What are the most important considerations in choosing lighting products?

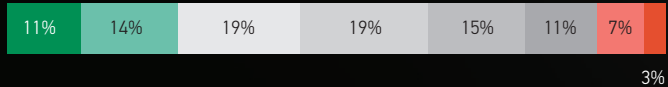
##### Design or Style



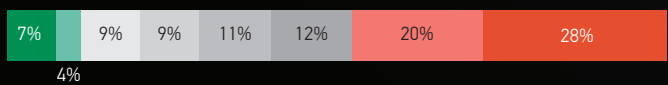
##### Performance / Functionality



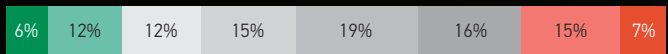
##### Energy Efficiency



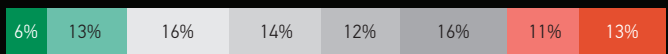
##### Safety



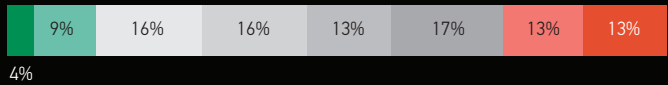
##### Maintenance



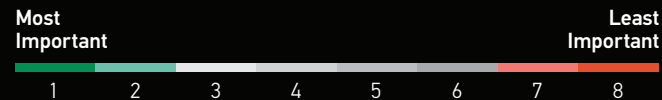
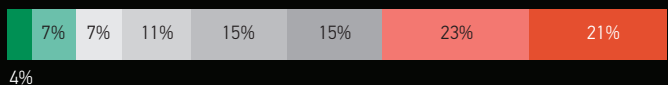
##### Cost



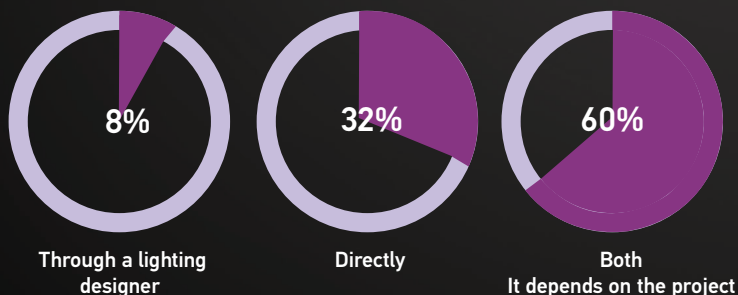
##### Materials



##### Sustainability



#### How do you make lighting specification decisions?



#### What type(s) of lighting products has your firm specified/purchased in the past year?

