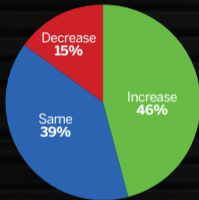
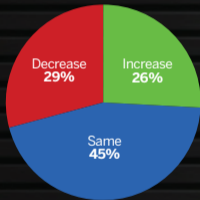


Fig. 4: Budget Shift, Branded vs. Unbranded

% of respondents reporting shift
(n=200)



Branded



Unbranded