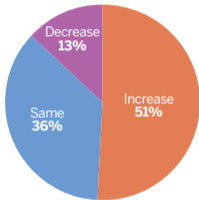
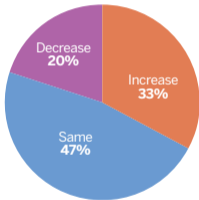


### Fig. 3: Budget Shift, Branded vs. Unbranded, 2014

% of respondents reporting shift  
(n=202)



Branded



Unbranded