

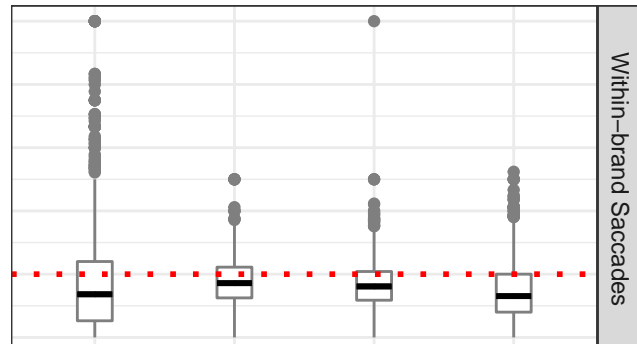
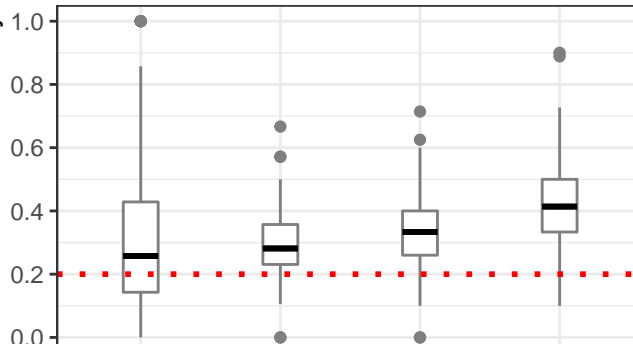
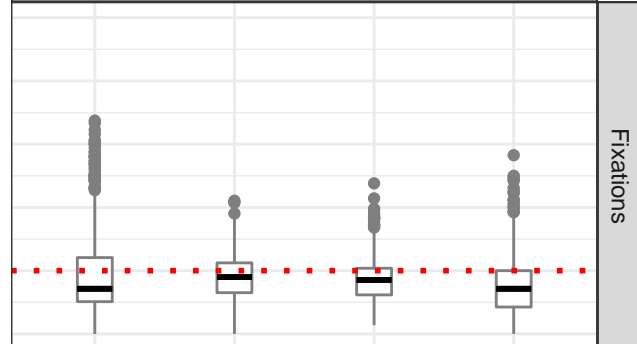
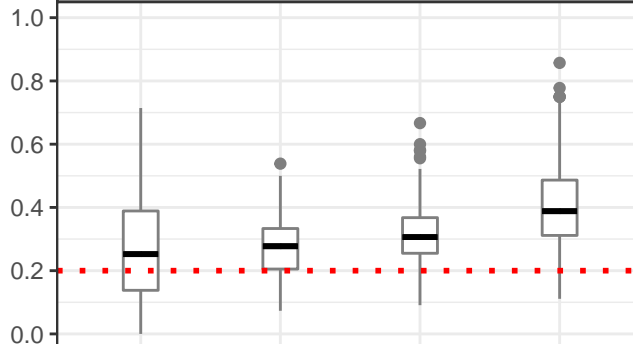
Share of Eye-movements

Chosen Brand

Not Chosen Brands

Fixations

Within-brand Saccades



Quarter

— Median (half of participants have a larger share)