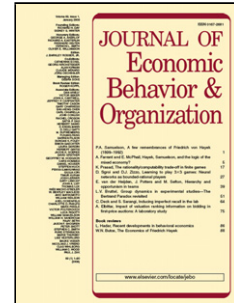


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**Examining the Relationship Between Visual Attention and Stated Preferences: A Discrete Choice Experiment Using Eye-Tracking**

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**March 2017**

**Highlights**

- We examine the relationship between visual attention and value
- We employ a Bayesian Infinite Mixture Logit specification
- Our econometric specification reveals interesting aspects of heterogeneity
- We find a weak relationship between visual attention and attribute value

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