Subsequent analyses were conducted excluding the fourth option in order to fit a cumulative logit model for ordered response categories. Advertising condition, delay, product category, and measurement order were entered in the logistic regression model. Because the second response option (equal) was never selected, the regression modeled a binary response instead of an ordered multinomial.

In order to determine whether the comparison was anchored on the sponsor or the comparison brand, respondents were then asked whether the ad said or suggested anything about the comparison brand and speed of relief. Forty-nine percent of respondents (61) said yes, 24% said no (30), and twenty-five percent answered don’t know/don’t remember (33). Those who answered yes were then asked what the ad said or suggested about the comparison brand on speed of relief. As in the previous open-ended questions, responses were analyzed on the basis of the subjects' mention of the target brand and speed of relief.

As before, the next aided recall question specifically asked subjects whether the ad said or suggested that the comparison was superior, equal to, or inferior to the sponsor on speed of relief. Logistic regression analysis yielded no statistically significant differences between subjects who answered don’t know don’t remember and those who chose one of the three response options. Subsequent analysis concentrated on the comparative statements. Advertising condition, delay, product category and measurement order were entered in the logistic regression model. Because the second response option (equal) was never selected, the regression modeled a binary response instead of an ordered multinomial.