Table 19. Sample size for each of the ad-communication questions.

<table>
<thead>
<tr>
<th>Total subjects</th>
<th>Subjects eliminated because of screening</th>
<th>Removed because of acquiescence</th>
</tr>
</thead>
<tbody>
<tr>
<td>N=220</td>
<td>n= 66</td>
<td>n = 8</td>
</tr>
</tbody>
</table>

**Unaided recall**

Aided recall screening question
- Did the advertisement say or suggest anything about TARGET BRAND and TARGET ATTRIBUTE?  
  - Yes  
  - No  
  - Don't know/Don't remember  
  - 91  
  - 10  
  - 45

Aided recall open ended
- What did the ad say or suggest about TARGET BRAND and TARGET ATTRIBUTE?  
  - Open ended  
  - n=91

Aided recall closed-ended
- Did the advertisement say or suggest that TARGET BRAND would be inferior to, equal to, or superior to COMPARISON BRAND on TARGET ATTRIBUTE?  
  - Those who answered Yes and Don't know/don't remember  
  - n=136

The main response categories of interest were the expressed parity or superiority of the sponsor, their mention of each of the comparison brands, and mention of the comparison attribute.

Each rater coded the responses independently. Initial agreement between raters was high, 89.6%. Disagreements were reconciled through discussion and mutual agreement. When no agreement was achieved the response was coded as inconclusive. The key dependent variable from this phase was the question *What did the advertisement say or suggest to you about the pain reliever/antacid Aleve/Zantac?* Two follow-up questions prompted the subjects to report anything else that the ad may have conveyed to them. The analyses were conducted on the pooled responses to the main question and