follow-ups. Responses were classified into subgroups on the basis of the subjects’ mention of a parity or superiority comparison, mention of the target attribute and the comparison brands (see Appendix G). Logistic regression analyses were used to assess the effect of advertising condition, delay, and product category on the different response subgroups.

**Aided recall and follow-up questions**

As previously discussed, half of the subjects answered the aided recall questions before answering questions about their personal opinion and beliefs regarding the sponsor and the comparison brands. The variable order was included in all analyses to determine if the order of the questions had a statistically significant effect on subjects’ responses. Unless otherwise noted, there were no statistically significant main effects or interactions of order with any of the other variables.

The first aided recall question asked whether the advertisement said or suggested anything about Aleve/ Zantac (the sponsor) and speed of relief. Sixty-two percent of those respondents eligible said yes (91), 6.8% said no (10), and 30.8% chose the response option don’t know/don’t remember (45). Those respondents who answered yes were asked the open-ended question *what did the ad say or suggest about Aleve/ Zantac and speed of relief?* Responses to this question were analyzed in the same manner as responses for the unaided recall question. That is, responses were classified by whether they mentioned superiority or parity, and then assigned to subcategories depending on the specificity of the response (mention of the comparison brands, mention of the target attribute).