ABSTRACT

In an assay method which uses a chromatography strip that has a binding region at a position where a trapping substance 2 capable of binding to an analyte specifically is immobilized on its chromatography carrier and in which a tracer comprised of a trapping substance 1 capable of binding to the trapping substance 2 in competition with the analyte specifically and a marker is arranged on an upstream area of the binding region in advance or added at the time of the sample addition in such a manner that its development can be effected, gelatin is added to an upstream area of the binding region at the time of the sample addition or arranged in advance on the area.