Reviewer’s report

Title: Attitudes, practices and information needs towards novel influenza A (H7N9) among employees of food production and operation in Guangzhou, Southern China.

Version: 2 Date: 18 November 2013

Reviewer: Richard Fielding

Reviewer’s report:

This paper is now improved. However, I feel the manuscript still remains a bit under-developed. While the authors mention different messages for different groups, I get the feeling that they have underemphasised some of their findings. For example 1 in 5 young people ask their friends rather than seek more formal information; men consistently show less in the way of protection behaviours (or women more); finally worry is the strongest predictor of vaccination uptake. These results are all mentioned in the Discussion but they could be more developed. What does the literature suggest is the reason for these differences. That they are very widely found has implications for how people perceive and respond to risks. The ms would be strengthened by some discussion of this, or of how authorities can get around some of these differences if needed. However, it is up to the authors to decide if they wish to do this.

Level of interest: An article whose findings are important to those with closely related research interests

Quality of written English: Needs some language corrections before being published

Statistical review: No, the manuscript does not need to be seen by a statistician.