Reviewer's report

Title: Assessing awareness of colorectal cancer symptoms: Measure development and results from a population survey in the UK

Version: 2 Date: 3 June 2011

Reviewer: S Elizabeth McGregor

Reviewer's report:

The responses to the previous reviews address the questions raised and the revisions to the paper are adequate.

One important issue that needs to be addressed is the consistency between the Bowel CAM instrument presented in Appendix I and the findings reported in the paper. There does not appear to be a question on lifetime risk of CRC on the instrument in Appendix I but this question is referred to in the abstract, methods, results sections of the paper.

The first sentence of the last paragraph on page 8 is unclear as to what timeframes were included in the categories for time to seeking help.

I do not believe it is necessary to include F statistics for the results presented from the multivariable analysis presented on pages 19 and 21. The p-values are sufficient.

Minor editorial suggestions are provided in the attached document.

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

Quality of written English: Acceptable

Statistical review: Yes, but I do not feel adequately qualified to assess the statistics.

Declaration of competing interests:

'I declare that I have no competing interests'