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: Minhuyen Nguyen

Reviewer's report:

The revised manuscript provides much-needed clarification regarding the study methodology and results. I think that overall, it remains a solid and highly publishable work.

Minor revisions:

Page 20, in paragraphs 2 and 3, it would be clearer if the authors would add the words “low-level” or similar adjectives in front of the word “exercise” and “physical activity” and pair them with "increased" (bowel cancer risk).

For instance, “..., and 42% thought low-level exercise was associated with increased bowel cancer risk compared with 33% of women.”
Likewise, “39%; p=0.004), low-level physical activity (46% vs 35%...”

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.