Reviewer's report

Title: Perceptions of young Jordanian adults to proposed anti-tobacco pictorial warning labels

Version: 1 Date: 26 January 2011

Reviewer: David Hammond

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GENERAL COMMENTS
This study seeks to examine the effectiveness of four pictorial health warnings on cigarette packages among young Jordanians. The issue of health warnings is a timely and important topic. Very little, if any, published evidence from Middle Eastern countries. The study presents findings from a cross-sectional study conducted among youth using convenience sampling methods. The general quality of the writing is reasonable, but could be improved. Additional statistical and methodological detail also needs to be added. Overall, this paper provides data that is urgently needed on the topic of health warnings in an important region. However, the quality of the paper needs to be improved and the paper may be better suited to a brief report than a full research article.

Abstract
It would be preferable to refer to daily/non-daily smoker rather than “regular/social” smoker.

Unclear: “In smokers, only one proposed pictorial had significantly more smoker perception as salient or adding to information.”

Background
Second page of the Background should note that Egypt has rotating pictorial warnings.

It would be helpful to have some basic tobacco information on Jordan, such as the prevalence rate.

Methods
Original wording should be provided for all key outcome measures, including perceptions of salience, fear elicited and gained information after viewing each pictorial and motivation to not initiate smoking (if a non-smoker) or to quit smoking (if a smoker).

It appears as if no information was collected on response rates, such as the number of participants who refused to participate. Please note this.

Need to define criteria for “regular” and “social” smokers.
The last sentence of the Results appears to summarize qualitative data. This section is too brief to present this type of data in a comprehensive way. I would recommend removing this section.

Results

The nature of statistical tests (i.e., the type of test) and the actual results need to be presented. At the moment, the only statistical information provide is an asterisk indicating p<.05. This is inadequate. Where possible, provide exact p values and provide the test statistic, such as the chi square value.

The figures need to have a footnote indicate what the asterisk refers to.

**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.

**Declaration of competing interests:**

None to declare.