Reviewer's report

Title: The availability of snack food displays that may trigger impulse purchases in Melbourne supermarkets

Version: 1 Date: 31 January 2012

Reviewer: Jason C G Halford

Reviewer's report:

1. Is the question posed by the authors well defined? YES
2. Are the methods appropriate and well described? YES
3. Are the data sound? YES
4. Does the manuscript adhere to the relevant standards for reporting and data deposition? YES
5. Are the discussion and conclusions well balanced and adequately supported by the data? YES
6. Are limitations of the work clearly stated? YES
7. Do the authors clearly acknowledge any work upon which they are building, both published and unpublished? YES
8. Do the title and abstract accurately convey what has been found? YES
9. Is the writing acceptable? YES

Discretionary Revisions. Overall, this is an interesting, original and well written paper. Within the abstract the background could be reduced and the auditing methods expanded and perhaps the results could rely less on descriptive statistics. The background / introduction is concise. The methods and result are straight forward. It would have been useful to explore some of the SES differences more in the results if any had been found – pity the sample did not allow that. This could be commented on more.