Reviewer’s report

Title: Are the stages of change relevant for the development and implementation of a web-based tailored alcohol intervention? A cross-sectional study

Version: 2  Date: 24 January 2012

Reviewer: Sara Wood

Reviewer’s report:

1. The questions posed and objectives of the study are clearly stated
2. Methods are appropriate and well described.
3. Data appear sound
4. Manuscript adheres to the relevant standards for reporting
5. Discussion and conclusions are well balanced and adequately supported by the data
6. Limitations are clearly discussed
7. Authors build on previous work and discuss own findings in relation to this.
8. The title and abstract relay objectives and findings of the study
9. The writing is acceptable.

Discretionary revisions

1. It may add clarity to add in how many people responded to the advertisements etc earlier in the paper (the sampling procedure and design section).

2. To increase article quality, authors could add in reliability and validity scores of all survey tools (if available), some reliability stats are already presented.

3. How are glasses of alcohol defined in the stages of change/self efficacy/social influence questionnaires? A glass of wine would be very different in terms of units than e.g. a glass of beer or a shot and mixer. This would also affect intentions to drink alcohol in the future. i.e. it may be a bigger deal for men to have two glasses of beer a day maximum than it is for women to have two large glasses of wine a day maximum (although I appreciate gender is taken into account in the analyses). If it was defined it would be useful to add this information in.

4. Page 12: “Thus, modelling seems to play an important role in the later stages”. If people in the AM stage had more healthy role models than people in the two other groups, does this not mean that modelling plays an important role generally? i.e. those with good role models are more likely to be engaging in healthier alcohol consumption. Surely it is not just important in the later stages? Similarly “social support seems to become more important in CP” – do the results not suggest that those with greater social support are in the CP category – i.e.
that social support is important generally? Perhaps I misunderstand.

Minor essential revisions

1. Figures one and two need titles, a key to the stages of change and titles for the x and y axes.

2. The reference to Figure one needs adding into the main text.

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

**Quality of written English:** Acceptable

**Statistical review:** Yes, and I have assessed the statistics in my report.

**Declaration of competing interests:**

I declare that I have no competing interests