Reviewer’s report

Title: Outdoor Advertising, Obesity, and Soda Consumption: A cross-sectional study

Version: 2 Date: 14 November 2012

Reviewer: Keryn Pasch

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Outdoor Advertising, Obesity, and Soda Consumption: A Cross-Sectional Study

The authors did a nice job addressing the reviewer comments. A few minor essential revisions remain.

Minor Essential Revisions

1. Please include a description of the outdoor advertising that was included in this study, was it all free-standing advertising, advertising on buildings, or any form of advertising. This information would be helpful to put the results in context as well as provide a comparison for other studies which have documented other forms of outdoor advertising.

2. How was the quality control supervisor’s data used to ensure reliability?

3. Please clarify the missing data numbers, complete data was available on 2,589 people out of the 2,881 respondents but then it also says that 244 were excluded because of missing data (not the same as 2881-2589).

4. While the simulation models may be predictive models, on page 5 of the text where it states that “logistic regression was used to test which factors “predicted” whether a census tract...” should be “which factors were associated with” as I believe these regression models were not the simulated models and given the cross-sectional nature of the data this would be better stated as association rather than causation.

5. While one study has used the percentage-based measure of advertising, I am not sure that it would be referred to as “the standard measure”. I believe this is one way of measuring outdoor advertising that has certain strengths and limitations. It would be better to state that “This measure has been used previously when analyzing outdoor advertising.”

Level of interest: An article of importance in its field

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