Reviewer's report

Title: Factors affecting acceptability of an email-based intervention to increase fruit and vegetable consumption.

Version: 3 Date: 2 July 2014

Reviewer: Virginia Quick

Reviewer's report:

This study investigates how the Fresh Facts 30-day email-delivered intervention to increase fruit and vegetable consumption was acceptable to participants and examined relationships between participant and intervention characteristics, attrition, effectiveness, and acceptability ratings. With a few suggested revisions and clarification I think this paper can be much improved for publication. Please see suggested revisions below.

Major compulsory revisions:
1) Lines 77-78: More details on the TPB measures and how fruit and vegetable intake were assessed is needed in the methods section. For example, what is the internal consistency and validity of the TPB measures? Are the response items on a Likert scale?
2) Lines 79-80: Can you describe in more detail the established measure used to assess intervention acceptability. Were the response items on a type of Likert scale?
3) Please state the limitations to this study in the discussion. One limitation is participants were only university students so findings are not generalizable to all audiences.

Minor essential revisions:
1) The authors should pay attention to the BMC public health instructions for authors. If I am correct, the abstract should have a separate heading for “methods” and “results”.
2) A separate subheading under the methods section for data analysis would be helpful. As of now, the data analysis is intertwined in the results section.
3) Please include a “conclusion” heading after the discussion summarizing findings.
4) Table 5 has the same title as Table 4. Please change accordingly.

Level of interest: An article of importance in its field

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