Reviewer's report

Title: Perceived pros and cons of smoking and quitting in hard-core smokers: a focus group study.

Version: 2 Date: 25 November 2013

Reviewer: Michael Doumas

Reviewer's report:

This is an interesting, well designed, and well conducted study.

Minor essential revisions
1. The background is quite descriptive and lengthy. It seems to need some tightening.
2. The current study (pages 4 and 5) is rather a mix of background and methods. Relevant parts can be removed either to background or methods.
3. Patient selection (page 7) needs clarification to exclude selection bias. Was time or geographical availability the only selection criterion to exclude so many patients and end with 31 from 314 current hard-core smokers, and 32 from 132 former hard-core smokers?
4. The Methods section is very lengthy and might be shortened without losing significant information.
5. Page 12-social environment. It sounds strange to me that partners (wife, husband, companion) have not been mentioned at all. This is in contrast to my experience in this field.
6. Similarly, concerns about sexual activity are not mentioned at all, although they are frequently expressed in everyday clinical practice and represent a strong message of antismoking campaigns.
7. Results and Table 2. data according to SES are not provided.

Level of interest: An article of importance in its field.

Quality of written English: Acceptable

Statistical review: No, the manuscript does not need to be seen by a statistician.

Declaration of competing interests: I declare that I have no competing interests.