Reviewer's report

**Title:** Information and communication technologies for approaching smokers: A descriptive study in primary healthcare

**Version:** 1  **Date:** 8 April 2014

**Reviewer:** Esteve Fernandez

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This manuscript presents data from a multicenter cross-sectional study in Spain on the use of ICTs by a sample of smokers. The observation that smokers are extensively using email, sms, and webs is of interest to tailor ICT-based interventions for smoking cessation.

**Major compulsory comments**

1. Do the authors ask in the questionnaire about the potential of ICTs for smoking prevention? This is, something similar to "would you engage in a cessation program based on sms?" If not, please comment it in the Discussion section, as a limitation or as potential information to gather in the future in routine visits to the GP.

2. The authors adjust the final model both for social class and education, and inclusion of the two variables in the same model may result in overadjustment. Do the authors consider this possibility? In any case, this should be addressed in the Discussion.

3. Given the differences observed by social class (and education) and age, have the authors studied potential effect modification by these variables. I should recommend to perform stratified analysis by social class, by education, and by age (two categories) and report, at least narratively, the results.

**Level of interest:** An article of outstanding merit and interest 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