Reviewer's report

Title: Resveratrool food supplements: a survey on the role of individual consumer characteristics in explaining attitudes and adoption intention in a US and Danish sample

Version: 1 Date: 18 March 2014

Reviewer: Anthony Worsley

Reviewer's report:

Major compulsory revisions

1 General comments: An interesting report of a growing set of consumer behaviours. One of the first studies to examine psychographic explanatory variables.

2 The writing style could be more concise and phrased in past tense. There several typographic and grammatical errors. I can provide some corrections.

3 Methods: Can you give more evidence in support of the validity of the measures you have used here? Mention that the validity and reliabilities of the scales listed in the tables where available.

4 Methods: Was resveratrool clearly defined in the questionnaire? Many people do not know what it is. Did all the respondents understand the term? Please list the questions asked of the respondents in the Methods section.

5 Methods: The term “Mediterranean Kitchen” should be defined early on in the paper. It is not used in some countries. Was it defined for the respondents?

6 Discussion: Describe the main limitations of the study such as the cross sectional nature of the design, the use of quota rather than random probability sampling, the possibility of overlap between the independent measures.

Discretionary revisions

1 Results: Can you give the R square values associated with each block of predictor variables in tables 3 and 5 and comment on them in the Results/Discussion?

Discussion: Some indication of possible future research directions would be useful as would reflection on the public health importance of this topic.

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

Quality of written English: Needs some language corrections before being
published

**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'