Author's response to reviews

Title: Filter presence and tipping paper color influence consumer perceptions of cigarettes

Authors:

Richard J O'Connor (richard.oconnor@roswellpark.org)
Maansi Bansal-Travers (maansi.travers@roswellpark.org)
K. Michael Cummings (cummingk@musc.edu)
David Hammond (david.hammond@uwaterloo.ca)
James F Thrasher (THRASHER@mailbox.sc.edu)
Cindy Tworek (ctworek@hs.c.wvu.edu)

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1. Page 5, lines 15-16, “The two filtered cigarettes were 85mm (i.e., standard length)…” Figure 1, a photograph of the cigarettes, shows that the filtered cigarette with white tipping paper is longer than the filtered cigarette with cork tipping paper. The authors should correct the apparent conflict or adjust their analysis to account for the difference in length.

WE HAVE REVISED THE DESCRIPTION OF THE CIGARETTES TO ‘KING’ RATEHR THAN SPECIFYING THE PRECISE LENGTH.

2. Page 5, line 1 and line 14, referring to “(Bansal-Travers et al., in preparation)” does not conform to the instructions to author provided by the journal which are “unpublished abstracts, unpublished data and personal communications should not be included in the reference list, but may be included in the text and referred to as "unpublished observations" or "personal communications" giving the names of the involved researchers.”

THIS PAPER IS ALSO UNDER REVIEW AT BMC PUBLIC HEALTH (MS 1100815683161709), WITH THE VIEW THAT THEY WOULD BE PUBLISHED TOGETHER.

Minor Comment

1. Page 4, line 1, “banning the use of vents” is not supported by the references cited. Should “vents” be replaced with “filters”?

WE HAVE CORRECTED THIS

2. Page 4, lines 3-4, since the descriptor “light” was banned by the Family Smoking Prevention and Tobacco Control Act in 2009 use of present tense in
this sentence seems incorrect and it distracts from the main thrust of the paragraph which is tipping paper. Suggest deleting sentence.
WE HAVE MOVED THIS SENTENCE.
3. Page 5, lines 1-12, it would be useful if the authors also provided the number of current, ever and never smokers for each of the three study sites.
DONE.
4. Page 8, line 18, there appears to be a missing word in phrase “that the risks of some forms of lung has…”
WE HAVE CORRECTED THIS
5. Page 13, lines 7-9, Brooks et al., 2005 reference is not numbered. It is not known if this reference was used or if subsequent references are appropriately numbered. The authors should confirm that the correct references are cited.
THIS WAS AN OVERSIGHT ON OUR PART AND HAS BEEN CORRECTED.
6. Table 1, although described well in the text, addition of footnotes describing what the Chi-Square analysis is comparing in the table would add clarity.
WE HAVE ADDED THESE.
7. Table 2, the authors should indicate in the table that the bold values indicate statistical significance at a specified p value.
WE HAVE ADDED THIS.