Author’s response to reviews

Title: Alcohol consumers' attention to warning labels and brand information on alcohol packaging: Findings from cross-sectional and experimental studies

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Version: 2 Date: 09 Jan 2017

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January 2017

RE: PUBH-D-16-01890 Alcohol consumers' attention to warning labels and brand information on alcohol packaging: Findings from cross-sectional and experimental studies

Dear Dr Pafitis,

Thank you for providing detailed feedback on our manuscript. We are grateful for the constructive comments from you and the reviewers. We believe that we have been able to carry out the essential revisions suggested by the reviewers.

We hope you will agree that we have been responsive to the points raised during the second round of reviews, and that you will give our manuscript further consideration for publication in BMC Public Health.

Sincerely,

Inge Kersbergen

Editor:

(1) Move your 'List of Abbreviations' to before your 'Declarations' section.
We have done this

In addition to the revisions requested, we also require that you please remove Figure 1 from your submission as this depicts alcohol brands.
We have removed Figure 1 and adjusted the figure numbering accordingly

Reviewer 2

Page 12, lines 260-262. The statement that started with 'taken together' is somehow vague. The authors can make it clearer.

We have reworded this (p12, lines 260-262)

Page 13, line 284: ….the University of Liverpool. See Table 3. See Table 3 should be in brackets.

This has been changed (p13, line 284)

Page 16, line 376: see Table 4 should be in brackets.

This has been changed (p16, line 376)

Page 18, line 427: Indeed, [39] demonstrated… Change to: Indeed, Al-hamdani and Smith [39] demonstrated…

This has been changed (p18, line 427)

Page 19, lines 434-435… Research on the effect… demonstrated that exposure warnings… Do you mean exposure to warnings?

We have changed this (p19, line 435)