**Reviewer’s report**

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

**Version:** 0 **Date:** 28 Sep 2016

**Reviewer:** Sheryl Cates

**Reviewer’s report:**

Methods Section

- Provide additional information on the AUDIT score, e.g., what is range of score so reader has an understanding of what 10.67 means - is this good or bad?

- Provide information on how subjects were recruited

- Provide information on how the instruments were tested

- Was a power analysis conducted?

- Page 7, describe the scales for readers unfamiliar with these scales. What are psychometric properties of the scales - has their validity and/or reliability been tested?

- page 13 - what do you mean by a bogus memory task

- page 13 - what color was the brightly colored border?

- page 14 - the 9% inaccurate tracking - is that good or bad, what is usually expected?

- Discussion - page 16, lacks comparison to existing research, suggesting expanding discussion to address this omission

- page 17, row 389, in order to increase their effectiveness - explain in what way

- page 17, row 393- describe in what way might be more effective

- page 18, conclusion - you say that changes in warning label design and content are advised - what types of changes, is this realistic, how would this be operationalized?

**Are the methods appropriate and well described?**

If not, please specify what is required in your comments to the authors.

No
Does the work include the necessary controls?
If not, please specify which controls are required in your comments to the authors.

Yes

Are the conclusions drawn adequately supported by the data shown?
If not, please explain in your comments to the authors.

Yes

Are you able to assess any statistics in the manuscript or would you recommend an additional statistical review?
If an additional statistical review is recommended, please specify what aspects require further assessment in your comments to the editors.

I am able to assess the statistics

Quality of written English
Please indicate the quality of language in the manuscript:

Acceptable

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