Reviewer’s report

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

Version: 1 Date: 24 Dec 2016

Reviewer: Emeka Dumbili

Reviewer’s report:

The authors have addressed my initial concern. They may consider these minor issues:

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

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

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

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

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

Are the methods appropriate and well described?
If not, please specify what is required in your comments to the authors.

Yes

Does the work include the necessary controls?
If not, please specify which controls are required in your comments to the authors.

Unable to assess

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 recommend additional statistical review

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

Acceptable

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