Reviewer’s report

Title: Responses to textual and pictorial cigarette pack health warnings: Findings from an exploratory cross-sectional survey study in Austria

Version: 0 Date: 18 Feb 2018

Reviewer: Juliet Aweko

Reviewer's report:

Despite the negative findings reported in the manuscript, the study was well conducted. The rationale for conducting the study is well presented and the methods are well aligned to the objectives of the study. There is generally a good description of the variables multiple analyses conducted. However under the subtitle additional variables in the methods section, there was no clear justification for the selection of the additional variables let alone why the categories e.g., household income (2000 Euros; 2001-3000 Euros; >3000 Euros), educational level (highest level reached: still in school or compulsory education; apprenticeship certificate or diploma from vocational school; high school diploma; university degree). Additionally, the study focuses on smokers and ex-smokers but the table on descriptive statistics only shows data on smokers and not ex-smokers as well. The study elucidates relevant challenges in population-based health promotion interventions particularly for tobacco use that should be taken into account in other public health fields pertaining to health promotion. Overall, the manuscript is well written, the language used is clear and easy to read. The manuscript is also well aligned and structured according to the BMC public health journal submission guide. Best of luck ahead!

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.

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 recommend additional statistical review

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

Acceptable

**Declaration of competing interests**
Please complete a declaration of competing interests, considering the following questions:

1. Have you in the past five years received reimbursements, fees, funding, or salary from an organisation that may in any way gain or lose financially from the publication of this manuscript, either now or in the future?

2. Do you hold any stocks or shares in an organisation that may in any way gain or lose financially from the publication of this manuscript, either now or in the future?

3. Do you hold or are you currently applying for any patents relating to the content of the manuscript?

4. Have you received reimbursements, fees, funding, or salary from an organization that holds or has applied for patents relating to the content of the manuscript?

5. Do you have any other financial competing interests?

6. Do you have any non-financial competing interests in relation to this paper?

If you can answer no to all of the above, write 'I declare that I have no competing interests' below. If your reply is yes to any, please give details below.

I declare that I have no competing interests below

I agree to the open peer review policy of the journal. I understand that my name will be included on my report to the authors and, if the manuscript is accepted for publication, my named report including any attachments I upload will be posted on the website along with the authors' responses. I agree for my report to be made available under an Open Access Creative Commons CC-BY license (http://creativecommons.org/licenses/by/4.0/). I understand that any comments which I do not wish to be included in my named report can be included as confidential comments to the editors, which will not be published.

I agree to the open peer review policy of the journal