Reviewer’s report

Title: Severity and susceptibility: measuring the perceived effectiveness and believability of tobacco health warnings

Version: 0 Date: 05 Jun 2017

Reviewer: Ozen Asut

Reviewer's report:
The study supports the evidence that pictorial health warning labels are more influential than only-text warnings. The severity of the warnings has been a subject of discussion. The results of this study reveal the positive effects of the severity of the content of warnings on people including smokers, although further research and more evidence is needed for a definite conclusion.

I am in the opinion that the publication of this manuscript will contribute to public health and global public health community.

Recommendations: The background and discussion sections should be broadened to include more data and information on the issue, including comparisons with similar studies. Minor corrections are needed in the text and references section.

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 am able to assess the statistics

**Quality of written English**

Please indicate the quality of language in the manuscript:

Acceptable

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

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