Reviewer's report
Title: Severity and susceptibility: measuring the perceived effectiveness and believability of tobacco health warnings

Version: 2 Date: 18 Sep 2017

Reviewer: Michelle Amaral

Reviewer's report:
The authors have completed all of the revisions asked. I do think they should include the statistical method used in the abstract. I don't think the authors spend enough time describing their statistical methods or justifying them however they seem reticent at best to change.

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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