Author’s response to reviews

Title: The effect of glass shape on alcohol consumption in a naturalistic setting: a feasibility study

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Version: 5 Date: 1 July 2015

Author’s response to reviews: see over
1st July 2015

Dear Dr Lancaster,

Please find enclosed our revised manuscript, “The effect of glass shape on alcohol consumption in a naturalistic setting: a feasibility study”. We have revised the manuscript in light of your comments and made required changes to the format of the paper, which are detailed below.

Editor's comments:

1. Please separate out the results from the discussion. The discussion is good but there does need to be a separate results section containing each set of results (including all stats analysis) that clearly address each specific feasibility objective.

   We have restructured the manuscript to include a separate results section containing each set of results (including all statistical analysis) as recommended.

2. The confidence interval for change in earnings is not completely clear. Is the CI based on monetary difference converted into percentage change to mask the actual values (to maintain confidentiality). Please add a statistical analysis section to the methods and make clear how and why the CI is calculated in the methods, and also include the calculation of correlation coefficients and paired t-test in the methods.

   The confidence interval of monetary differences was converted into percentage change due to the commercially sensitive nature of the absolute amounts.

   A statistical analysis section has now been added to the methods including details of the rationale behind all statistical tests carried out on the study data.

3. The sample size calculation in the discussion is based on detecting a difference in earnings. Will the main outcome in a future study be alcohol
consumption measured by till receipts? If so how would a pub landlord view this - wouldn't he be concerned with maintaining equivalence of earnings eg by increase in sale of soft drinks? Soft drinks are not really mentioned in this respect. How would this issue be dealt with?

A discussion of these points has been added to the manuscript:

First, we suggest that the indirect measurement of alcohol consumption, using monetary takings from itemised till receipts for alcoholic beverages, may be an appropriate outcome measure in future studies.

Second, we suggest that if a commitment to offer financial reimbursement for loss of earnings is made before a future trial, this may alleviate the concern of landlords of maintaining equivalency of earnings.

Third, we suggest that itemised till receipts would allow sales of soft drinks to be accurately separated from alcoholic drinks, and changes in the sales of soft drinks to be monitored over the duration of a future trial.

Yours sincerely,

David Troy