

Review of: "Barriers to quitting smoking – a survey among 1000 adult cigarette smokers in Germany"

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Potential competing interests: The author(s) declared that no potential competing interests exist.

This study is valuable because it elucidates the socio-demographic and psychological motives for smoking cigarettes. I have specific suggestions and a question.

(1) Please report the internal consistency (Cronbach alpha) of the Motivation to Stop Scale. This gives readers an idea of the quality of the measure.

(2) Since the authors are employees of Philip Morris, I as a reader become sensitive to the financial considerations in this paper. I am aware that Philip Morris is promoting alternatives to cigarette smoking and that interest is reflected in this paper.

In order for the paper to be more objective, it would be commendable if the authors expounded on the benefits/harms of the alternatives being proposed. In this paper, this is limited to the statement, "switching to scientifically substantiated alternatives . . .". Science tends to be circumspect in its claims, so the "reduction in harm" needs to be substantiated by presenting a fuller picture.

A question: were the participants in this study compensated for their participation?