Author's response to reviews

Title: A minimum price per unit of alcohol: A focus group study to investigate public opinion concerning UK government proposals to introduce of new price controls to curb alcohol consumption

Authors:

Adam J Lonsdale (adam.lonsdale@brookes.ac.uk)
Martin S Hagger (martin.hagger@curtin.edu.au)

Version: 2 Date: 27 October 2011

Author's response to reviews: see over
October 27, 2011

Simon Harold
Executive Editor
BMC-Series Journals
Biomed Central
Floor 6, 236 Gray's Inn Road
London, WC1X 8HL

Re-submission of manuscript to BMC Public Health

Please find attached a revised version of the manuscript entitled “A minimum price per unit of alcohol: A focus group study to investigate public opinion concerning UK government proposals to introduce new price controls to curb alcohol consumption” for consideration for publication in *BMC Public Health*. The manuscript is co-authored with Dr. Adam Lonsdale.

The manuscript reports a focus group study examining general public perceptions of a relative pricing policy for alcohol, known as ‘minimum price per unit’ in the UK. It has clear relevance for public health as it investigates beliefs, attitudes, and acceptability of the pricing policy which, if introduced in the UK, would lead to substantial decreases in alcohol consumption and concomitant health outcomes and health service savings. The research is important because governments may be reluctant to introduce health policies that are unpopular with the general public and those involved with the development and promotion of pricing policy would be interested in means that would make it more acceptable to the general public.

In response to your editorial comments:

1. We did not use a questionnaire for the main research, it was, instead, a structured interview schedule administered to each focus group. The interview schedule is now referred to as Appendix 2 in the revised manuscript and is included in the Additional Files uploaded separately with the revision.
2. We have included a statement regarding ethical approval on page 9 of the revised manuscript.
3. We checked the authorship criteria prior to our previous submission and we are satisfied that the acknowledged academics made minor contributions that were not sufficiently substantive to be commensurate with authorship but made a contribution.
that was worthy of acknowledgement, which is why their names appear in the acknowledgements section.

We declare we have no competing interests and that the manuscript has not been submitted for publication or published in its current form elsewhere.

Yours sincerely,

[Signature]

251658240
Martin Hagger, PhD
Professor of Psychology