Reviewer's report

**Title:** 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

**Version:** 2  **Date:** 26 December 2011

**Reviewer:** Nikos Chatzisarantis

**Reviewer's report:**

This manuscript presents a study that examines attitudes towards a policy that increases price of alcoholic beverages. I think that the manuscript is well written and it provides insights into beliefs and attitudes towards this policy. However, from my point of view, I am unsure whether participants are able to assess or evaluate success of such policies given that effects of these policies on drinking are statistical in nature. For example, participants used smoking as an example to justify failure of similar policies in reducing smoking. However, as the authors stated, such policies were successful in reducing smoking rates. Of course, understanding attitudes is important but I would like the authors to be clearer as to how people's viewpoints can be used to develop interventions. For example, the fact that participants are opposed to such policies may not mean that “price increasing” policies are going to fail. All in all, I think that the authors need to clarify (by providing examples) how observed beliefs and attitude may inform campaigns and interventions aiming to reduce alcohol intake.

**Level of interest:** An article of importance in its field

**Quality of written English:** Acceptable

**Statistical review:** No, the manuscript does not need to be seen by a statistician.