Dear Editor,

Re: what price quitting? The price of cigarettes at which smokers say they would seriously consider trying to quit

Word Count: 5,117 words

We wish to submit the above paper to be re-considered for publication in your journal. The data is original and has not been published elsewhere.

We have revised this version of the manuscript by completing the following requirements:

• Included in the Methods section a sentence regarding the ethics for this research study: ‘The survey was approved by the Human Research Ethics Committee of the Cancer Council Victoria (HREC 0018).’

• Included a Competing Statement: ‘The authors have no competing interests.’
• Included an Author’s Contributions statement: ‘MS conceived the study with help from MW, and LH oversaw fieldwork and did the analysis under the supervision of MW. All authors contributed to the writing of the manuscript and approved the final version for submission.’

• Changed the following titles ‘Objective’ and ‘Introduction’ to ‘Background’

All authors have agreed to submit the paper as it now stands to your journal.

Yours sincerely,

Professor Melanie Wakefield
Director