Reviewer's report

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

Version: 3 Date: 13 January 2013

Reviewer: Matthew C Rousu

Reviewer's report:

Major Compulsory Revisions
The author must respond to these before a decision on publication can be reached. For example, additional necessary experiments or controls, statistical mistakes, errors in interpretation.

Minor Essential Revisions
The author can be trusted to make these. For example, missing labels on figures, the wrong use of a term, spelling mistakes.

Discretionary Revisions

Level of interest: An article of importance in its field

Quality of written English: Needs some language corrections before being published

Statistical review: Yes, and I have assessed the statistics in my report.

Declaration of competing interests:
'I declare that I have no competing interests'