Reviewer’s report

Title: How smokers may react to cigarette taxes and price increases in Brazil: data from a national survey

Version: 1 Date: 23 November 2013

Reviewer: Hung-Hao Chang

Reviewer’s report:

Review Comments on the Manuscript

“How smokers may react to cigarette taxes and price increases in Brazil: data from a national survey”

This paper deals with a straightforward issue related to anti-smoking policy: “How would current smokers respond to increased cigarette price?” From the policy point of view, this is one of the important issues around anti-smoking policy. Therefore, this manuscript has its own value in terms of policy implications. In general, I like this paper but still have some concerns of minor points. Please see my comments below.

1. You may want to consider shortening the text of the introduction. In particular, you mention that smokers may respond to the changes in cigarette prices in several ways. However, you don’t deal with all of them in your empirical analysis. Therefore, you should narrow down to the points you deal with to make the discussion more concise.

2. What bother me the most is the “Data”# Why did you only select 500 smokers out of the 3,007 respondents? If the full sample is nationally representative, it is hardly convinced that the small sample of 500 smokers is still nationally representative. Can you address this issue somehow?

3. Moreover, this dataset was randomly constructed using a multistage cluster sample design. Therefore, I would expect some treatments in the empirical analysis regarding the sampling weights. Did you take care of the sampling design issues in model estimation?

4. How did you deal with the refuse-to-answer sample and those who reported “I don’t know”?

5. In my opinion, one of the serious drawbacks in this study is the definition of the dependent variable. To be consistent with your data structure, you can only work on a hypothetical question related to quitting or ..... As expected, people may think about one thing and do the other. If so, the results driven from this study may not be that reliable. I would suggest you to recognize this issue as one of the research limitation of this paper.
Level of interest: An article whose findings are important to those with closely related research interests

Quality of written English: Acceptable

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

Declaration of competing interests:

no conflict of interest.