

SUMMARY OF THE RESEARCH PROPOSAL

Background: The proposed study investigates the consumption of alcopops among Swiss adolescents aged 13 to 16 years. Specific hypotheses about consequences related to the consumption of alcopops and particular drinking motives of alcopops users in comparison with non users will be tested. Research on consequences and motives of alcopops consumption is currently absent in the international literature. **Research Questions** relate to a) differences in alcopops consumption across age and gender subgroups, b) share of alcopops in total alcohol consumption, c) associations between alcopops consumption and alcohol-related consequences, including drunkenness, in comparison with other alcoholic beverages, d) impact of alcopops consumption on age of onset of drinking, e) availability of alcoholic beverages, f) effects of substitution and addition of alcopops and other alcoholic beverages, g) comparison of drinking motives of users and non-users of alcopops, h) associations between drinking motives and amount of alcopops consumed and the share of alcopops in total volume. **Methods:** Cross-sectional survey of 7'000 students based on an internationally standardized questionnaire of the School Survey Project on Alcohol and Drugs (ESPAD) used by 35 countries. Statistical analysis is based on multiple and multivariate regression models, including discriminant analysis, Cox-regression, and canonical correlation. **Expected value:** The proposed study yields evidence based findings as regards a) consequences related with alcopops consumption, and b) to design preventive measures tailored to the motive structure for adolescents' drinking behavior. In addition, it serves as a baseline measure for structural policy measures such as the Swiss tax increase for alcopops in February 2004. Because of its international orientation, it also serves for policy makers of other countries as a background for similar policy measures.