



The European School Survey Project on Alcohol and Other Drugs

## Application form for use of the ESPAD 07 Database

**Date: July 11th 2011**

**Person responsible for the dataset<sup>1)</sup>**

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**List of authors (preliminary):**

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**Working title of the project:**

The demand of alcoholic beverages and products with particular appeal to minors

**Abstract:** (Please describe objectives, methods and specify the research question(s), maximum 250 words.)

We are preparing a report for the EU Executive Agency for Health and Consumers about the characteristics of the market of alcoholic beverages and especially those with particularly appeal to minors. In this context we would like to discuss two aspects, by making use exclusively of ESPAD data. First, we propose to provide a description of the trend of alcohol consumption among minors between 200 and 2007 (and possibly 2011), disaggregated by types of alcoholic beverage in all ESPAD countries. Second, we intend to estimate an individual demand function for alcohol and primarily for alcopops in order to assess the relative importance of relevant socio-economic determinants of consumption, such as price and taxes, family background and peer effects. Standard econometric techniques based on regression methods will be adopted with a particular effort to identify causal effects. Identification is problematic because consumption depends on individual preferences, which are typically unobservable, and local socio-economic conditions likely not available in the data. For instance, since household self-select into neighbourhoods depending on their income and social condition, it is problematic to separate the pure effect of family background from neighbourhood characteristics. Alternatively, as individuals typically choose their peers, it is not trivial to distinguish peer effects from individual preferences. One standard technique we intend to employ is that of instrumental variables regressions which exploits exogenous sources of variation.

While we primarily have to produce a report, we would ultimately also seek to submit the resulting work to good and/or high-quality journals.

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<sup>1)</sup> This can only be a Principal Investigator or a Chair of an ESPAD Thematic group. When the application is approved the Principal Investigator/Chair of a Thematic group has to sign an agreement that the delivered copy of the 07 Database only will be used for the applied project and that the database will be handled according to the rules in the document "Rules for the use of ESPAD databases".

**Planned type of publication:**  Paper/article  Report  PhD  
 Other, which:

**Variables to be included in the analysis:**

We would be interested in using the entire cross-country dataset (esp 2003 and 2007), to be able to better identify the exact empirical methodology to apply after having explored the dataset.

**Countries to be included in the analysis:**

- All accessible countries (Level 2)  
 A more limited number of countries, namely:

To have the application reviewed by the Application Committee please e-mail this document to:  
[bjorn.hibell@can.se](mailto:bjorn.hibell@can.se)