

Abstract

This master thesis presents a theory of distribution of alcohol consumption by a Norwegian sociologist Ole-Jørgen Skog (1985), which has had an influence on many alcohol policies. Skog's theory described the relationship between the average alcohol consumption in the population and the consumption at all levels of consumption (from light to heavy drinkers). A change in the average consumption of the population is always followed by a change at each level of consumption; Skog describes this relationship as log-linear (multiple) and argues that the largest changes appears at the level of light drinkers.

Another key point of this thesis is to describe the development of underage alcohol consumption in the Czech Republic, compared with Finland, which is the subject of the second chapter. A comparison with Finland was chosen based on the results of an international survey ESPAD, which showed that both countries have different trends in alcohol consumption by youth, and in its excessive form as well (Hibell et al., 2012). Data analysed in this thesis come from international surveys ISRD and ESPAD, which consistently showed that alcohol consumption increases over time among Czech youth, while it decreases in Finland. Furthermore, the Czech Republic has higher prevalence of alcohol consumption.

In the third chapter, we verify Skog's theory and draw inspiration from a study by Brunborg et al. (2014), who tested this theory on Norwegian ESPAD data. The results of our analysis showed that Skog's theory is applicable in our country, and our results are consistent with this theory. Unlike Skog (1985) or Brunborg et al. (2014), we came to conclusion that it is the group of heavy drinkers who is most affected by changes in the average alcohol consumption in the population.