



Press Release

New global study: Most believe that cannabis will be legal in coming years

Ipsos survey examines attitudes about “vices” like cannabis, wine and gambling

New York, NY, April 18, 2019 — Most (55%) predict that cannabis will be legal for medical purposes and one third think it will also be legal for recreational use in a multi-country survey released today from Ipsos. About half of respondents also believe that use of illegal drugs, e-cigarettes/vaping devices and consumption of beer, wine and liquor will be higher in ten years than it is today.

This new report was released as part of Ipsos’ “What the Future” series. This issue focused on “vices” like cannabis, beer, wine, spirits and sports betting. As part of this report, Ipsos conducted a 26-country survey asking for predictions and discussing the relative morality of various vices – from chocolate to cannabis.

One in five overall would be interested in trying cannabis for recreational purposes if it were legal, but results varied widely across the countries surveyed. More than a third would try it in countries like the U.S., Canada, Chile and South Africa. But only 6% expressed interest in Japan. A much greater number would ask their doctor about medical marijuana if it were legal in their nation.

On the question of morality, we see high level of acceptance for many “vices” if used in moderation. Interestingly, violent video games were seen as acceptable by only one in four respondents, making it one of the most heavily judged activities on the list. A majority essentially think liquor, beer, wine, sugary soft drinks, social media, packaged salty snacks and chocolate are “morally acceptable.” Fewer think online dating, smoking, casino gambling, pornography and online betting are acceptable. Despite the interest in trying cannabis, only 22% currently think it’s morally acceptable.

When it comes to the age at which people should have access to these products and activities, violent video games were surprising unpopular. Three in ten said that no one should play them at any age. About half feel that only adults 18 and over should have access to these widely popular products. Most people feel there should be some age restrictions on nearly every category of “vice.” One in five think there should be age restrictions on chocolate!

To see the full global study please visit the Ipsos website:

<https://www.ipsos.com/en-us/news-polls/new-global-study-most-believe-cannabis-will-be-legal-coming-years-2019>

To see the What the Future report please visit:

[ipsos.com/en-us/wtf](https://www.ipsos.com/en-us/wtf)

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About Ipsos

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With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,749.5 million in 2018.

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ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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