



GLOBAL VIEWS ON VICES – 2019

IPSOS GLOBAL ADVISOR

GAME CHANGERS



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Methodology

- These are the findings of the Global Advisor, an Ipsos survey conducted between November 26 and December 7, 2018.
- The survey instrument is conducted monthly in 27 countries around the world via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Russia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey, and United States.
- For the results of the survey presented herein, an international sample of 18,638 adults ages 19-74 in South Korea, 18-74 in the US, Canada, China, Malaysia, South Africa and Turkey, and ages 16-74 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel, with the exception of Argentina, Belgium, Chile, Hungary, India, Malaysia, Mexico, Peru, Poland, Russia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.
- 15 of the 27 countries surveyed online generate nationally representative samples in their countries (Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, Poland, South Korea, Spain, Sweden, and United States).
- Brazil, China, Chile, Colombia, India, Malaysia, Mexico, Peru, Russia, South Africa and Turkey produce a national sample that is more urban & educated, and with higher incomes than their fellow citizens. We refer to these respondents as “Upper Deck Consumer Citizens”. They are not nationally representative of their country.
- Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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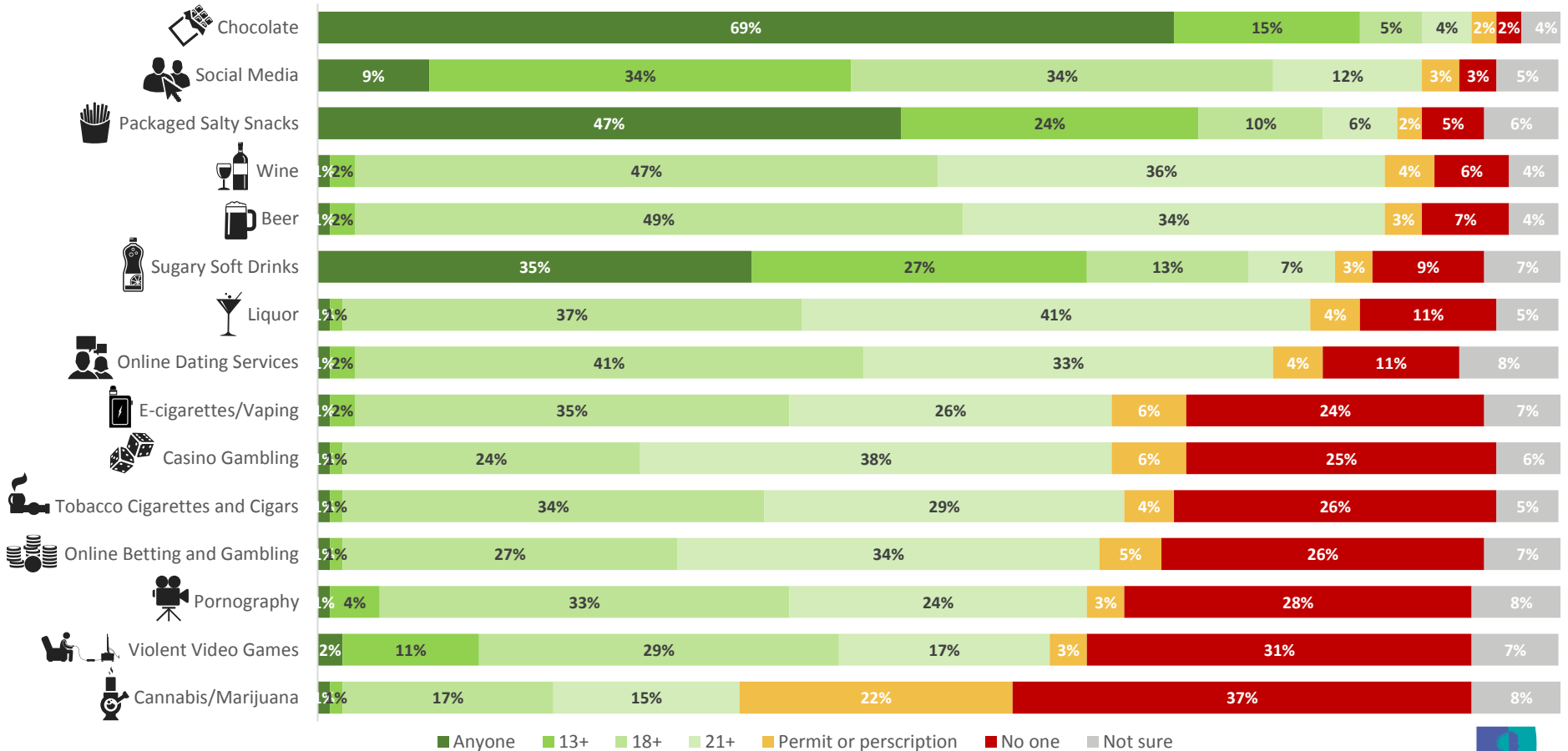


Slide 62 - Ten years from now


















**WHO SHOULD BE ALLOWED
TO USE, BUY OR HAVE
ACCESS TO...?**

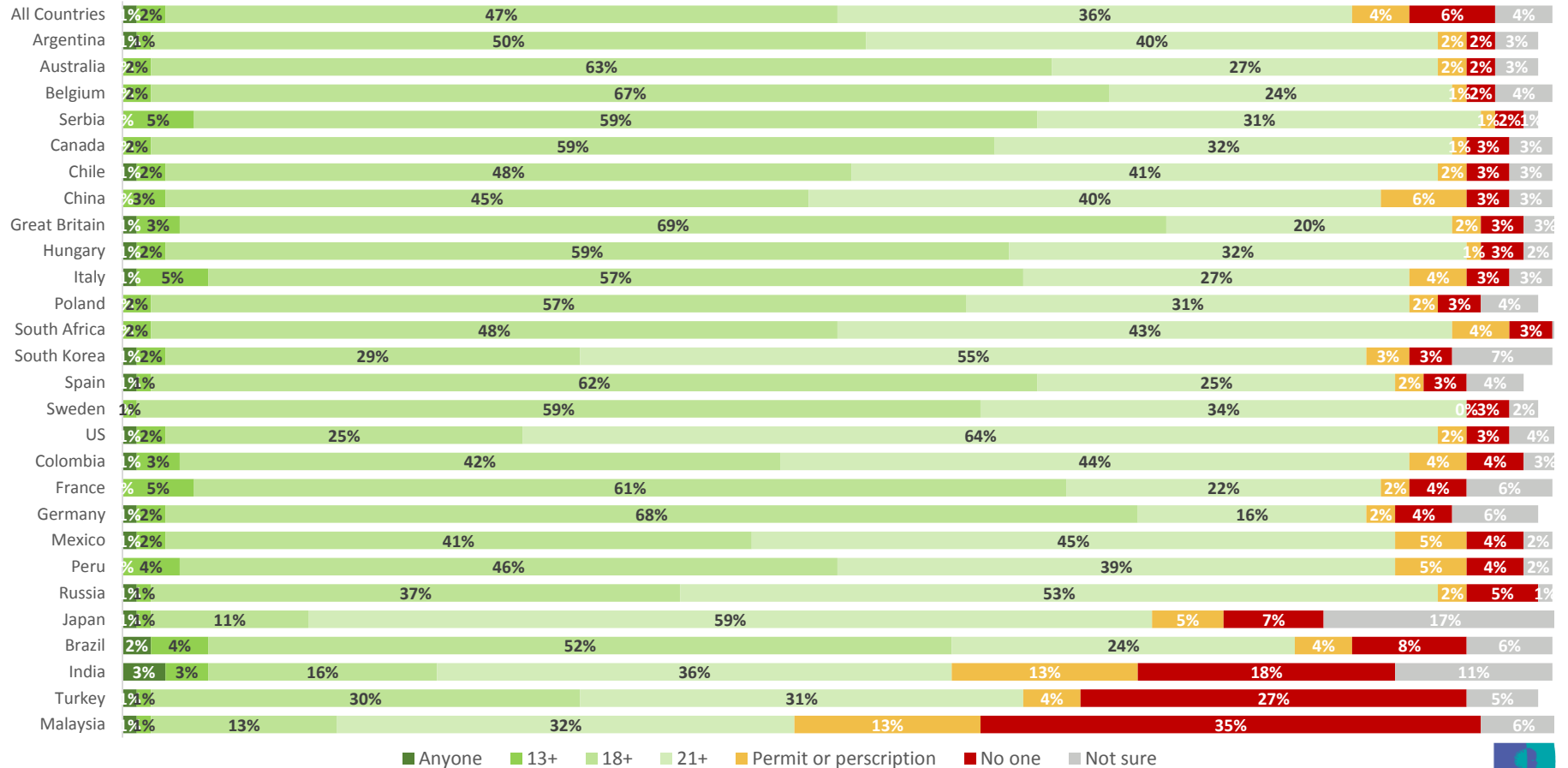
Allowed to Use, Buy or Have Access to...: Global Totals



Allowed to Use, Buy or Have Access to...: Global Totals

	Anyone, including children	Anyone aged 13 or older	Anyone aged 18 or older	Anyone aged 21 or older	Only people who have been delivered a permit or a prescription for	No one whatsoever	Not sure
 Chocolate	69%	15%	5%	4%	2%	2%	4%
 Social Media	9%	34%	34%	12%	3%	3%	5%
 Packaged Salty Snacks	47%	24%	10%	6%	2%	5%	6%
 Wine	1%	2%	47%	36%	4%	6%	4%
 Beer	1%	2%	49%	34%	3%	7%	4%
 Sugary Soft Drinks	35%	27%	13%	7%	3%	9%	7%
 Liquor	1%	1%	37%	41%	4%	11%	5%
 Online Dating Services	1%	2%	41%	33%	4%	11%	8%
 E-cigarettes/Vaping	1%	2%	35%	26%	6%	24%	7%
 Casino Gambling	1%	1%	24%	38%	6%	25%	6%
 Cigars	1%	1%	34%	29%	4%	26%	5%
 Gambling	1%	1%	27%	34%	5%	26%	7%
 Pornography	1%	4%	33%	24%	3%	28%	8%
 Violent Video Games	2%	11%	29%	17%	3%	31%	7%
 Cannabis/Marijuana	1%	1%	17%	15%	22%	37%	8%

Access to Wine



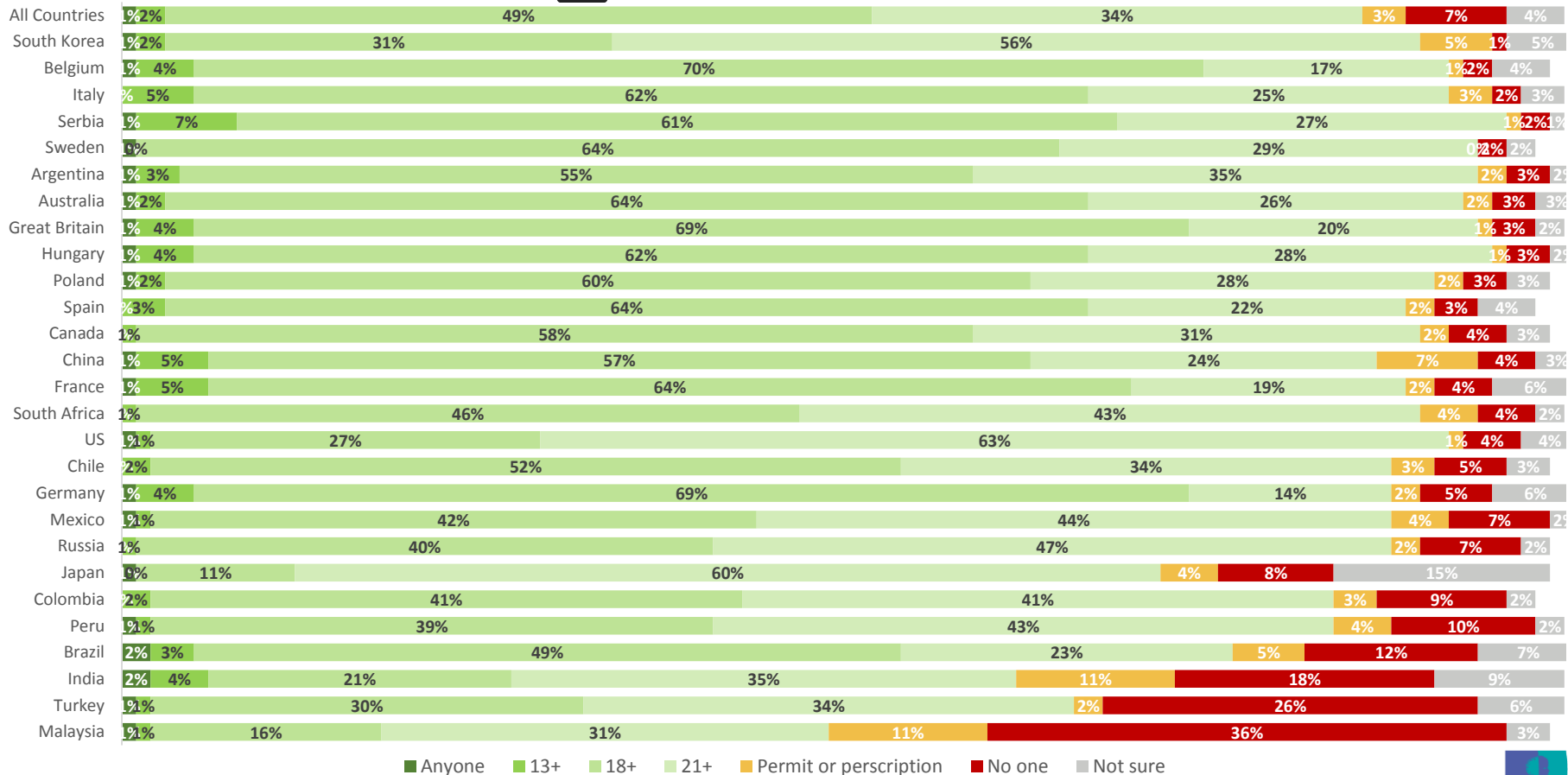
■ Anyone ■ 13+ ■ 18+ ■ 21+ ■ Permit or prescription ■ No one ■ Not sure

Access to Wine



	Anyone, including children	Anyone aged 13 or older	Anyone aged 18 or older	Anyone aged 21 or older	Only people who have been delivered a permit or a prescription for	No one whatsoever	Not sure
All Countries	1%	2%	47%	36%	4%	6%	4%
Argentina	1%	1%	50%	40%	2%	2%	3%
Australia	0%	2%	63%	27%	2%	2%	3%
Belgium	0%	2%	67%	24%	1%	2%	4%
Serbia	0%	5%	59%	31%	1%	2%	1%
Canada	0%	2%	59%	32%	1%	3%	3%
Chile	1%	2%	48%	41%	2%	3%	3%
China	0%	3%	45%	40%	6%	3%	3%
Great Britain	1%	3%	69%	20%	2%	3%	3%
Hungary	1%	2%	59%	32%	1%	3%	2%
Italy	1%	5%	57%	27%	4%	3%	3%
Poland	0%	2%	57%	31%	2%	3%	4%
South Africa	0%	2%	48%	43%	4%	3%	1%
South Korea	1%	2%	29%	55%	3%	3%	7%
Spain	1%	1%	62%	25%	2%	3%	4%
Sweden	0%	1%	59%	34%	0%	3%	2%
US	1%	2%	25%	64%	2%	3%	4%
Colombia	1%	3%	42%	44%	4%	4%	3%
France	0%	5%	61%	22%	2%	4%	6%
Germany	1%	2%	68%	16%	2%	4%	6%
Mexico	1%	2%	41%	45%	5%	4%	2%
Peru	0%	4%	46%	39%	5%	4%	2%
Russia	1%	1%	37%	53%	2%	5%	1%
Japan	1%	1%	11%	59%	5%	7%	17%
Brazil	2%	4%	52%	24%	4%	8%	6%
India	3%	3%	16%	36%	13%	18%	11%
Turkey	1%	1%	30%	31%	4%	27%	5%
Malaysia	1%	1%	13%	32%	13%	35%	6%

Access to Beer

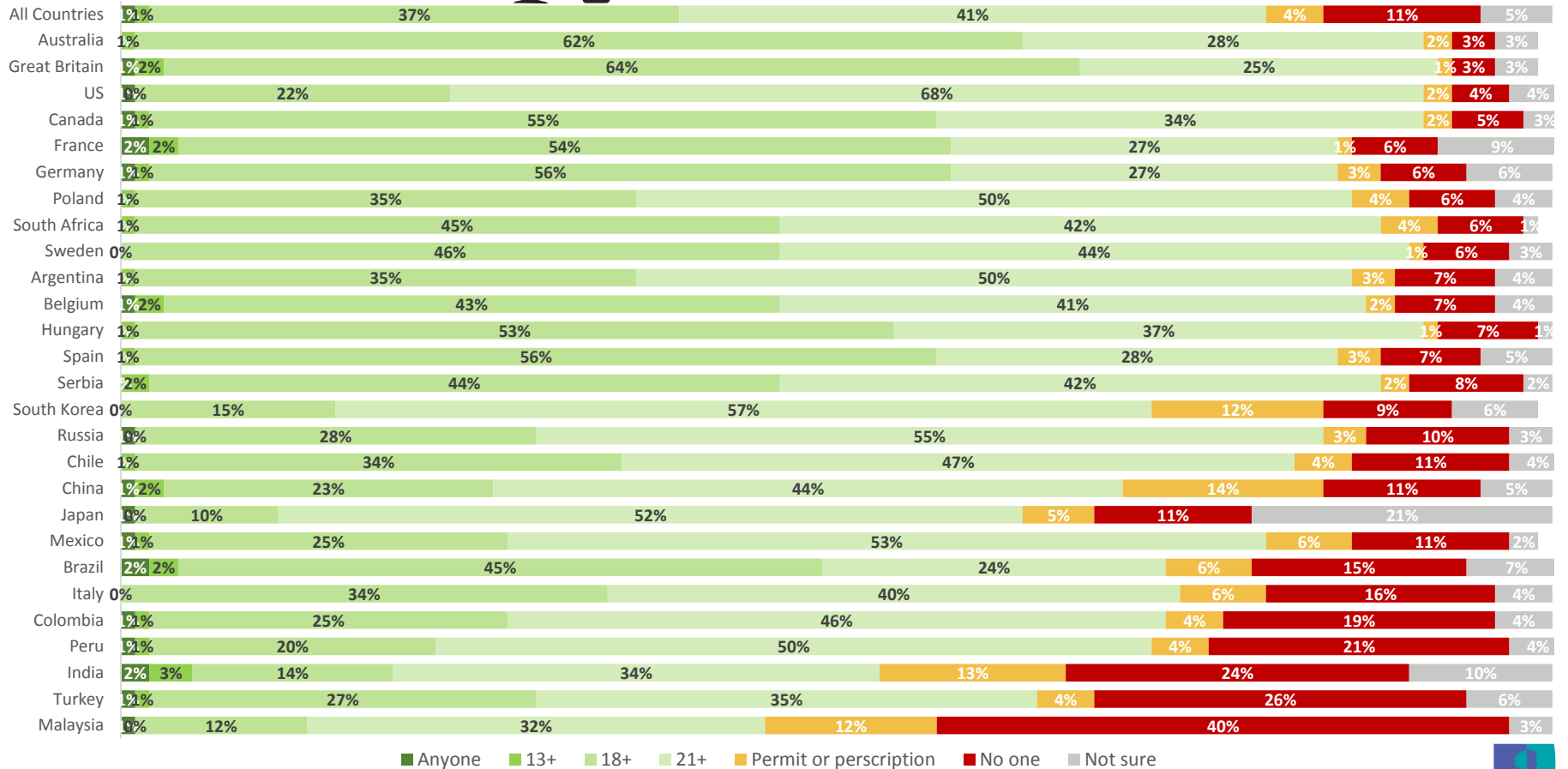


Access to Beer



	Anyone, including children	Anyone aged 13 or older	Anyone aged 18 or older	Anyone aged 21 or older	Only people who have been delivered a permit or a prescription for	No one whatsoever	Not sure
All Countries	1%	2%	49%	34%	3%	7%	4%
South Korea	1%	2%	31%	56%	5%	1%	5%
Belgium	1%	4%	70%	17%	1%	2%	4%
Italy	0%	5%	62%	25%	3%	2%	3%
Serbia	1%	7%	61%	27%	1%	2%	1%
Sweden	1%	0%	64%	29%	0%	2%	2%
Argentina	1%	3%	55%	35%	2%	3%	2%
Australia	1%	2%	64%	26%	2%	3%	3%
Great Britain	1%	4%	69%	20%	1%	3%	2%
Hungary	1%	4%	62%	28%	1%	3%	2%
Poland	1%	2%	60%	28%	2%	3%	3%
Spain	0%	3%	64%	22%	2%	3%	4%
Canada	0%	1%	58%	31%	2%	4%	3%
China	1%	5%	57%	24%	7%	4%	3%
France	1%	5%	64%	19%	2%	4%	6%
South Africa	0%	1%	46%	43%	4%	4%	2%
US	1%	1%	27%	63%	1%	4%	4%
Chile	0%	2%	52%	34%	3%	5%	3%
Germany	1%	4%	69%	14%	2%	5%	6%
Mexico	1%	1%	42%	44%	4%	7%	2%
Russia	0%	1%	40%	47%	2%	7%	2%
Japan	1%	0%	11%	60%	4%	8%	15%
Colombia	0%	2%	41%	41%	3%	9%	2%
Peru	1%	1%	39%	43%	4%	10%	2%
Brazil	2%	3%	49%	23%	5%	12%	7%
India	2%	4%	21%	35%	11%	18%	9%
Turkey	1%	1%	30%	34%	2%	26%	6%
Malaysia	1%	1%	16%	31%	11%	36%	3%

Access to Liquor

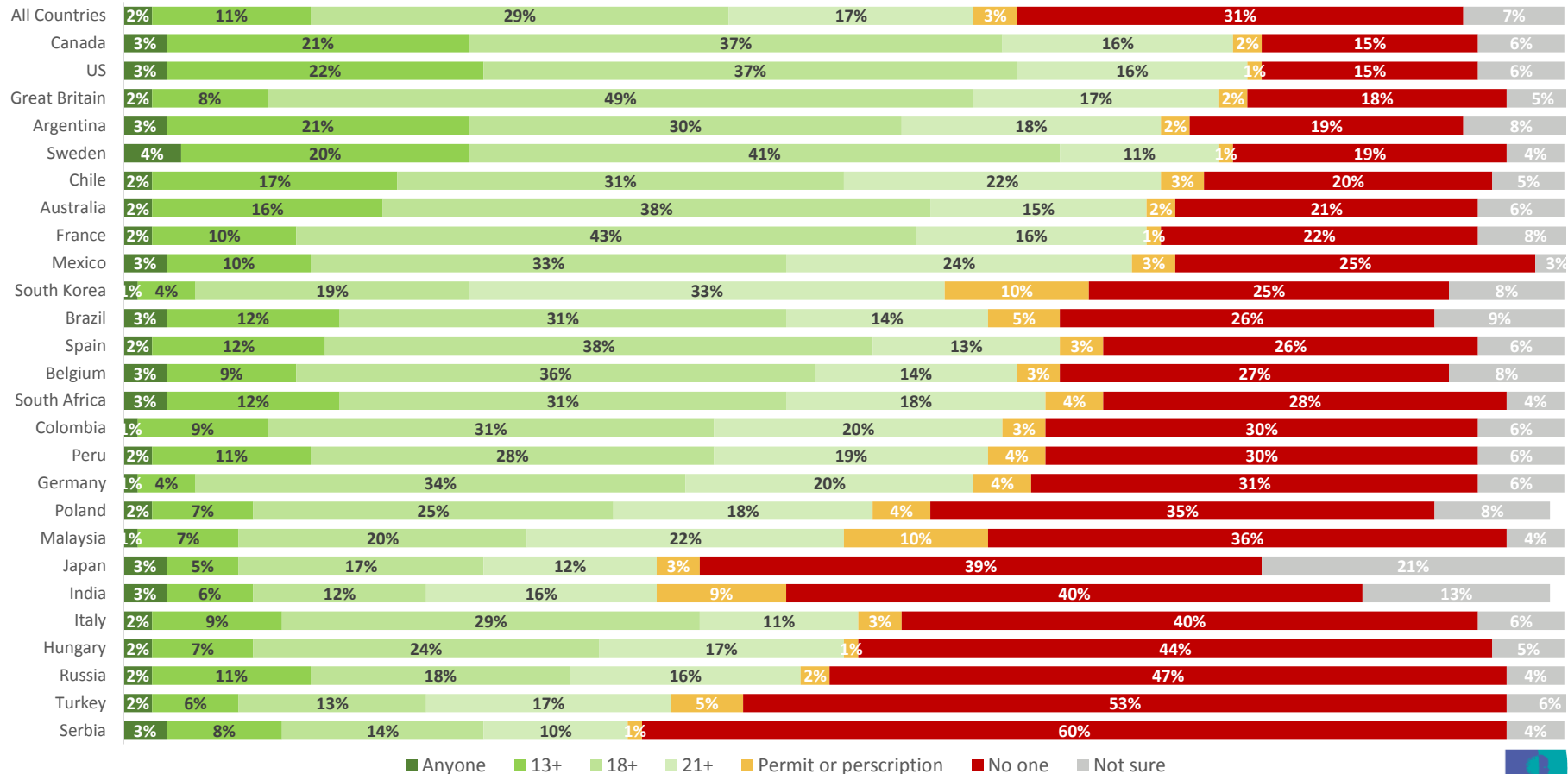


Access to Liquor



	Anyone, including children	Anyone aged 13 or older	Anyone aged 18 or older	Anyone aged 21 or older	Only people who have been delivered a permit or a prescription for	No one whatsoever	Not sure
All Countries	1%	1%	37%	41%	4%	11%	5%
Australia	0%	1%	62%	28%	2%	3%	3%
Great Britain	1%	2%	64%	25%	1%	3%	3%
US	1%	0%	22%	68%	2%	4%	4%
Canada	1%	1%	55%	34%	2%	5%	3%
France	2%	2%	54%	27%	1%	6%	9%
Germany	1%	1%	56%	27%	3%	6%	6%
Poland	0%	1%	35%	50%	4%	6%	4%
South Africa	0%	1%	45%	42%	4%	6%	1%
Sweden	0%	0%	46%	44%	1%	6%	3%
Argentina	0%	1%	35%	50%	3%	7%	4%
Belgium	1%	2%	43%	41%	2%	7%	4%
Hungary	0%	1%	53%	37%	1%	7%	1%
Spain	0%	1%	56%	28%	3%	7%	5%
Serbia	0%	2%	44%	42%	2%	8%	2%
South Korea	0%	0%	15%	57%	12%	9%	6%
Russia	1%	0%	28%	55%	3%	10%	3%
Chile	0%	1%	34%	47%	4%	11%	4%
China	1%	2%	23%	44%	14%	11%	5%
Japan	1%	0%	10%	52%	5%	11%	21%
Mexico	1%	1%	25%	53%	6%	11%	2%
Brazil	2%	2%	45%	24%	6%	15%	7%
Italy	0%	0%	34%	40%	6%	16%	4%
Colombia	1%	1%	25%	46%	4%	19%	4%
Peru	1%	1%	20%	50%	4%	21%	4%
India	2%	3%	14%	34%	13%	24%	10%
Turkey	1%	1%	27%	35%	4%	26%	6%
Malaysia	1%	0%	12%	32%	12%	40%	3%

Access to Violent Video Games



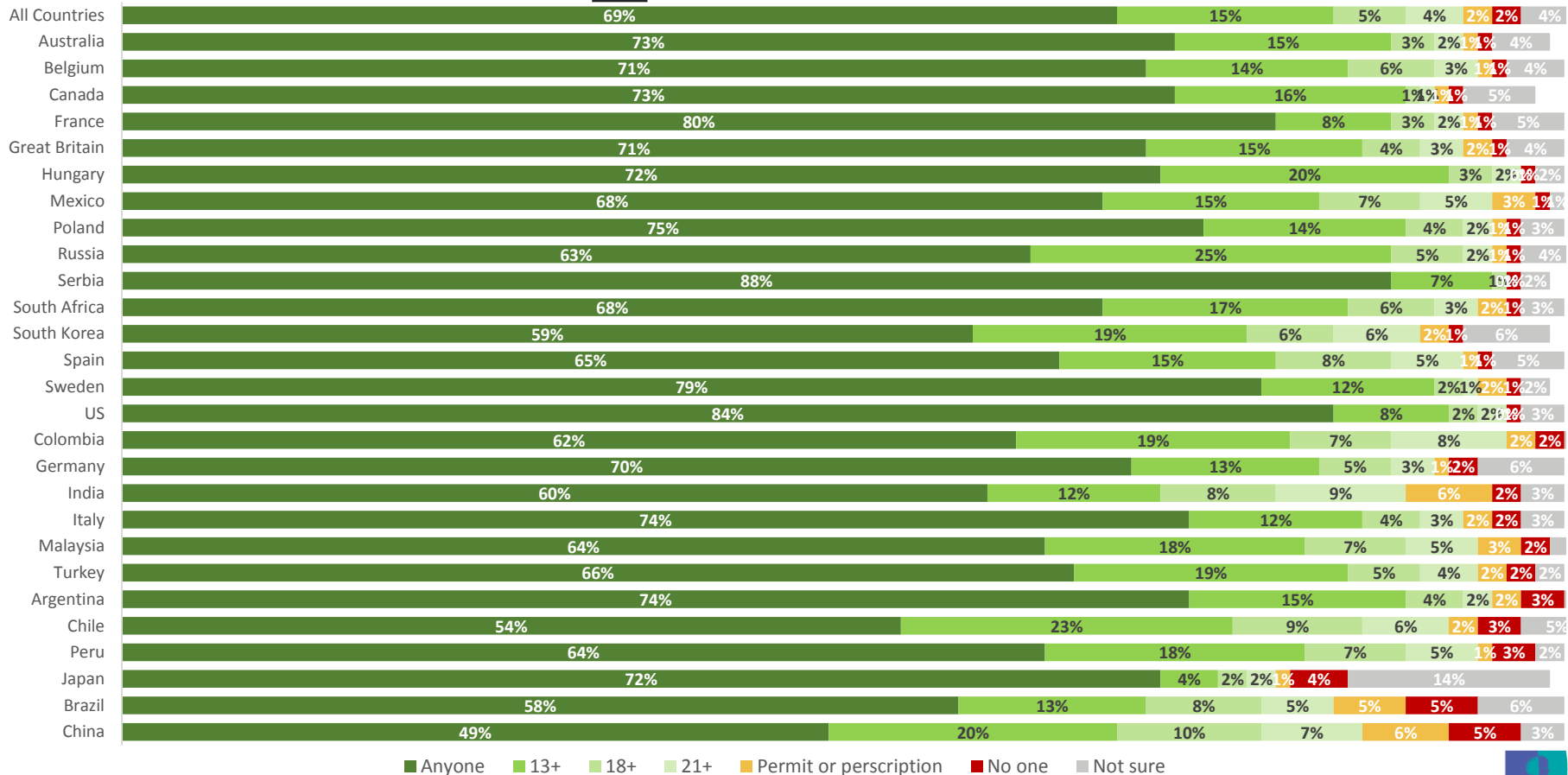
■ Anyone ■ 13+ ■ 18+ ■ 21+ ■ Permit or prescription ■ No one ■ Not sure

Access to Violent Video Games



	Anyone, including children	Anyone aged 13 or older	Anyone aged 18 or older	Anyone aged 21 or older	Only people who have been delivered a permit or a prescription for	No one whatsoever	Not sure
All Countries	2%	11%	29%	17%	3%	31%	7%
Canada	3%	21%	37%	16%	2%	15%	6%
US	3%	22%	37%	16%	1%	15%	6%
Great Britain	2%	8%	49%	17%	2%	18%	5%
Argentina	3%	21%	30%	18%	2%	19%	8%
Sweden	4%	20%	41%	11%	1%	19%	4%
Chile	2%	17%	31%	22%	3%	20%	5%
Australia	2%	16%	38%	15%	2%	21%	6%
France	2%	10%	43%	16%	1%	22%	8%
Mexico	3%	10%	33%	24%	3%	25%	3%
South Korea	1%	4%	19%	33%	10%	25%	8%
Brazil	3%	12%	31%	14%	5%	26%	9%
Spain	2%	12%	38%	13%	3%	26%	6%
Belgium	3%	9%	36%	14%	3%	27%	8%
South Africa	3%	12%	31%	18%	4%	28%	4%
Colombia	1%	9%	31%	20%	3%	30%	6%
Peru	2%	11%	28%	19%	4%	30%	6%
Germany	1%	4%	34%	20%	4%	31%	6%
Poland	2%	7%	25%	18%	4%	35%	8%
Malaysia	1%	7%	20%	22%	10%	36%	4%
Japan	3%	5%	17%	12%	3%	39%	21%
India	3%	6%	12%	16%	9%	40%	13%
Italy	2%	9%	29%	11%	3%	40%	6%
Hungary	2%	7%	24%	17%	1%	44%	5%
Russia	2%	11%	18%	16%	2%	47%	4%
Turkey	2%	6%	13%	17%	5%	53%	6%
Serbia	3%	8%	14%	10%	1%	60%	4%

Access to Chocolate



Access to Chocolate



	Anyone, including children	Anyone aged 13 or older	Anyone aged 18 or older	Anyone aged 21 or older	Only people who have been delivered a permit or a prescription for	No one whatsoever	Not sure
All Countries	69%	15%	5%	4%	2%	2%	4%
Australia	73%	15%	3%	2%	1%	1%	4%
Belgium	71%	14%	6%	3%	1%	1%	4%
Canada	73%	16%	1%	1%	1%	1%	5%
France	80%	8%	3%	2%	1%	1%	5%
Great Britain	71%	15%	4%	3%	2%	1%	4%
Hungary	72%	20%	3%	2%	0%	1%	2%
Mexico	68%	15%	7%	5%	3%	1%	1%
Poland	75%	14%	4%	2%	1%	1%	3%
Russia	63%	25%	5%	2%	1%	1%	4%
Serbia	88%	7%	1%	0%	0%	1%	2%
South Africa	68%	17%	6%	3%	2%	1%	3%
South Korea	59%	19%	6%	6%	2%	1%	6%
Spain	65%	15%	8%	5%	1%	1%	5%
Sweden	79%	12%	2%	1%	2%	1%	2%
US	84%	8%	2%	2%	0%	1%	3%
Colombia	62%	19%	7%	8%	2%	2%	2%
Germany	70%	13%	5%	3%	1%	2%	6%
India	60%	12%	8%	9%	6%	2%	3%
Italy	74%	12%	4%	3%	2%	2%	3%
Malaysia	64%	18%	7%	5%	3%	2%	2%
Turkey	66%	19%	5%	4%	2%	2%	2%
Argentina	74%	15%	4%	2%	2%	3%	1%
Chile	54%	23%	9%	6%	2%	3%	5%
Peru	64%	18%	7%	5%	1%	3%	2%
Japan	72%	4%	2%	2%	1%	4%	14%
Brazil	58%	13%	8%	5%	5%	5%	6%
China	49%	20%	10%	7%	6%	5%	3%

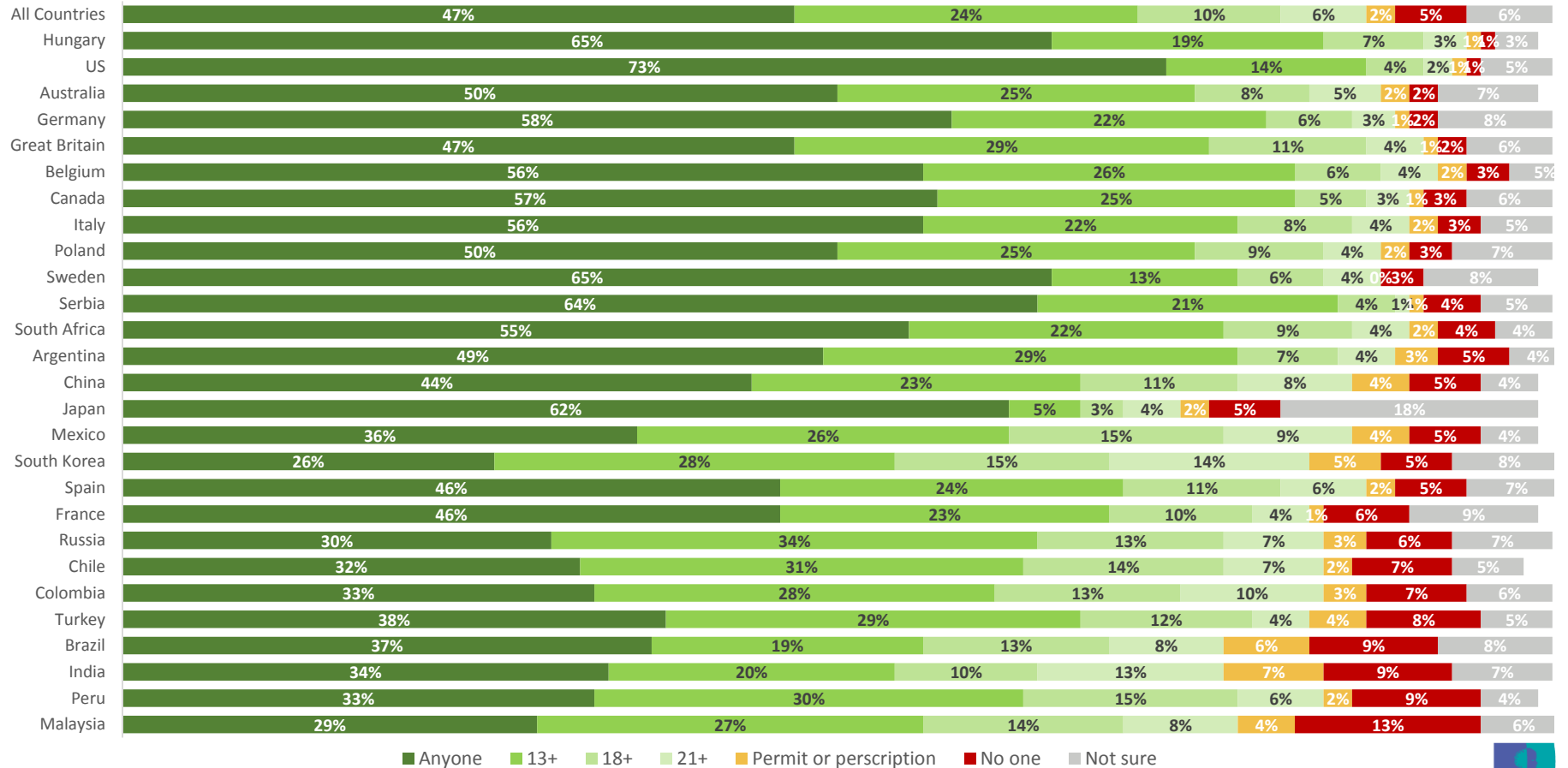
Access to Social Media



Access to Social Media

	Anyone, including children	Anyone aged 13 or older	Anyone aged 18 or older	Anyone aged 21 or older	Only people who have been delivered a permit or a prescription for	No one whatsoever	Not sure
All Countries	9%	34%	34%	12%	3%	3%	5%
Argentina	11%	33%	32%	14%	3%	1%	6%
Chile	8%	34%	35%	15%	1%	2%	5%
Colombia	3%	28%	38%	21%	3%	2%	4%
Hungary	7%	34%	44%	8%	2%	2%	4%
Poland	11%	40%	30%	9%	3%	2%	5%
Serbia	6%	32%	44%	11%	1%	2%	4%
South Africa	5%	31%	42%	16%	4%	2%	2%
Sweden	17%	50%	22%	4%	1%	2%	4%
Australia	7%	48%	29%	7%	1%	3%	6%
Belgium	10%	50%	28%	6%	0%	3%	3%
Germany	10%	41%	30%	6%	1%	3%	8%
Malaysia	9%	29%	32%	20%	4%	3%	2%
Peru	8%	22%	45%	16%	2%	3%	3%
Russia	12%	35%	34%	10%	1%	3%	4%
Spain	3%	29%	48%	10%	2%	3%	5%
Turkey	8%	29%	38%	14%	4%	3%	4%
US	11%	43%	28%	8%	1%	3%	7%
China	6%	22%	48%	12%	5%	4%	3%
France	3%	35%	39%	10%	1%	4%	7%
Great Britain	6%	48%	29%	7%	1%	4%	4%
Italy	2%	29%	46%	11%	3%	4%	5%
Mexico	8%	26%	39%	17%	2%	4%	3%
South Korea	26%	20%	25%	15%	2%	4%	8%
Brazil	6%	34%	30%	12%	6%	5%	7%
Canada	7%	46%	27%	7%	1%	5%	6%
India	9%	19%	31%	23%	8%	5%	4%
Japan	15%	18%	23%	11%	4%	7%	22%

Access to Packaged Salty Snacks



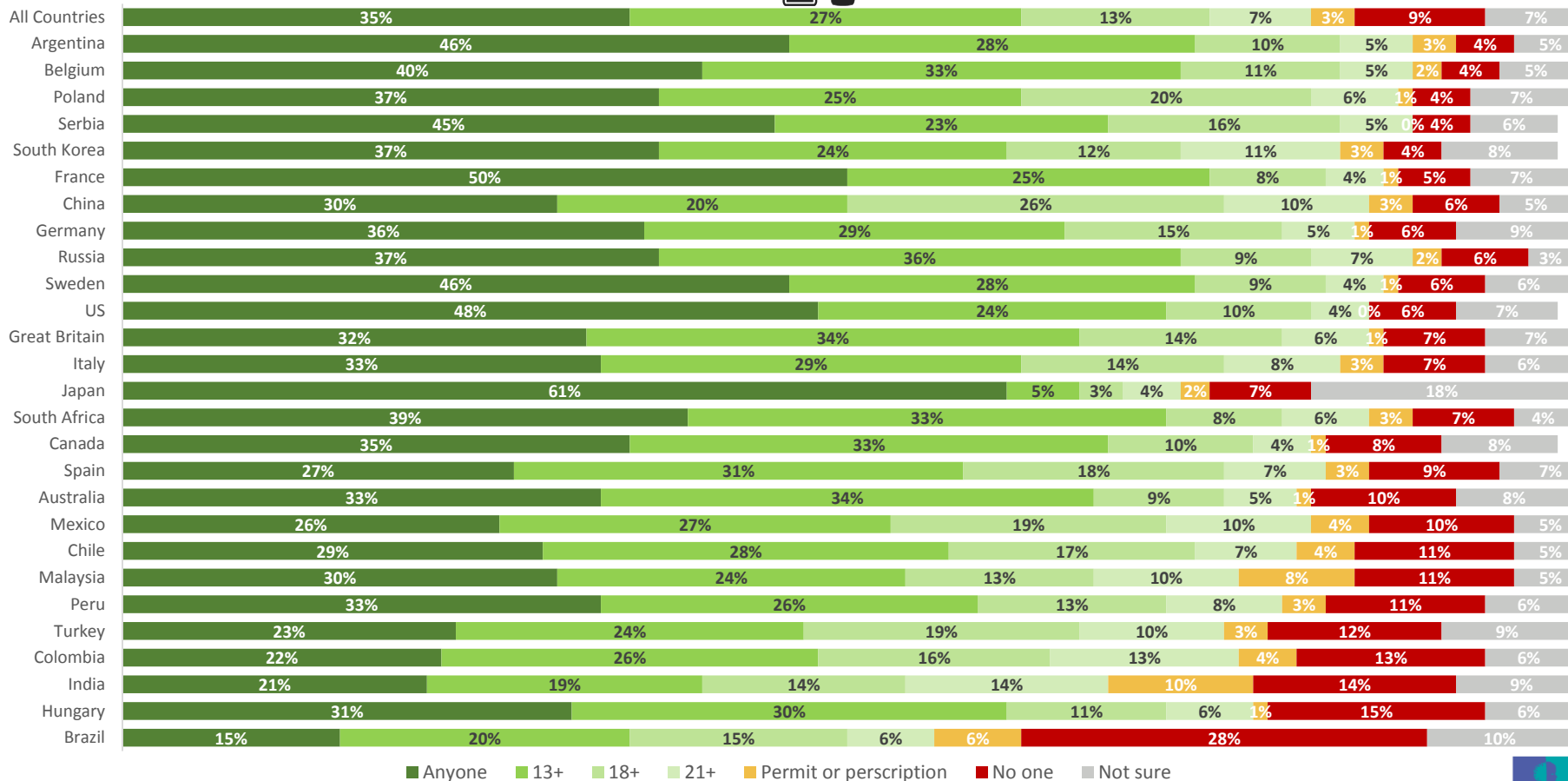
■ Anyone ■ 13+ ■ 18+ ■ 21+ ■ Permit or prescription ■ No one ■ Not sure

Access to Packaged Salty Snacks



	Anyone, including children	Anyone aged 13 or older	Anyone aged 18 or older	Anyone aged 21 or older	Only people who have been delivered a permit or a prescription for	No one whatsoever	Not sure
All Countries	47%	24%	10%	6%	2%	5%	6%
Hungary	65%	19%	7%	3%	1%	1%	3%
US	73%	14%	4%	2%	1%	1%	5%
Australia	50%	25%	8%	5%	2%	2%	7%
Germany	58%	22%	6%	3%	1%	2%	8%
Great Britain	47%	29%	11%	4%	1%	2%	6%
Belgium	56%	26%	6%	4%	2%	3%	5%
Canada	57%	25%	5%	3%	1%	3%	6%
Italy	56%	22%	8%	4%	2%	3%	5%
Poland	50%	25%	9%	4%	2%	3%	7%
Sweden	65%	13%	6%	4%	0%	3%	8%
Serbia	64%	21%	4%	1%	1%	4%	5%
South Africa	55%	22%	9%	4%	2%	4%	4%
Argentina	49%	29%	7%	4%	3%	5%	4%
China	44%	23%	11%	8%	4%	5%	4%
Japan	62%	5%	3%	4%	2%	5%	18%
Mexico	36%	26%	15%	9%	4%	5%	4%
South Korea	26%	28%	15%	14%	5%	5%	8%
Spain	46%	24%	11%	6%	2%	5%	7%
France	46%	23%	10%	4%	1%	6%	9%
Russia	30%	34%	13%	7%	3%	6%	7%
Chile	32%	31%	14%	7%	2%	7%	5%
Colombia	33%	28%	13%	10%	3%	7%	6%
Turkey	38%	29%	12%	4%	4%	8%	5%
Brazil	37%	19%	13%	8%	6%	9%	8%
India	34%	20%	10%	13%	7%	9%	7%
Peru	33%	30%	15%	6%	2%	9%	4%
Malaysia	29%	27%	14%	8%	4%	13%	6%

Access to Sugary Soft Drinks

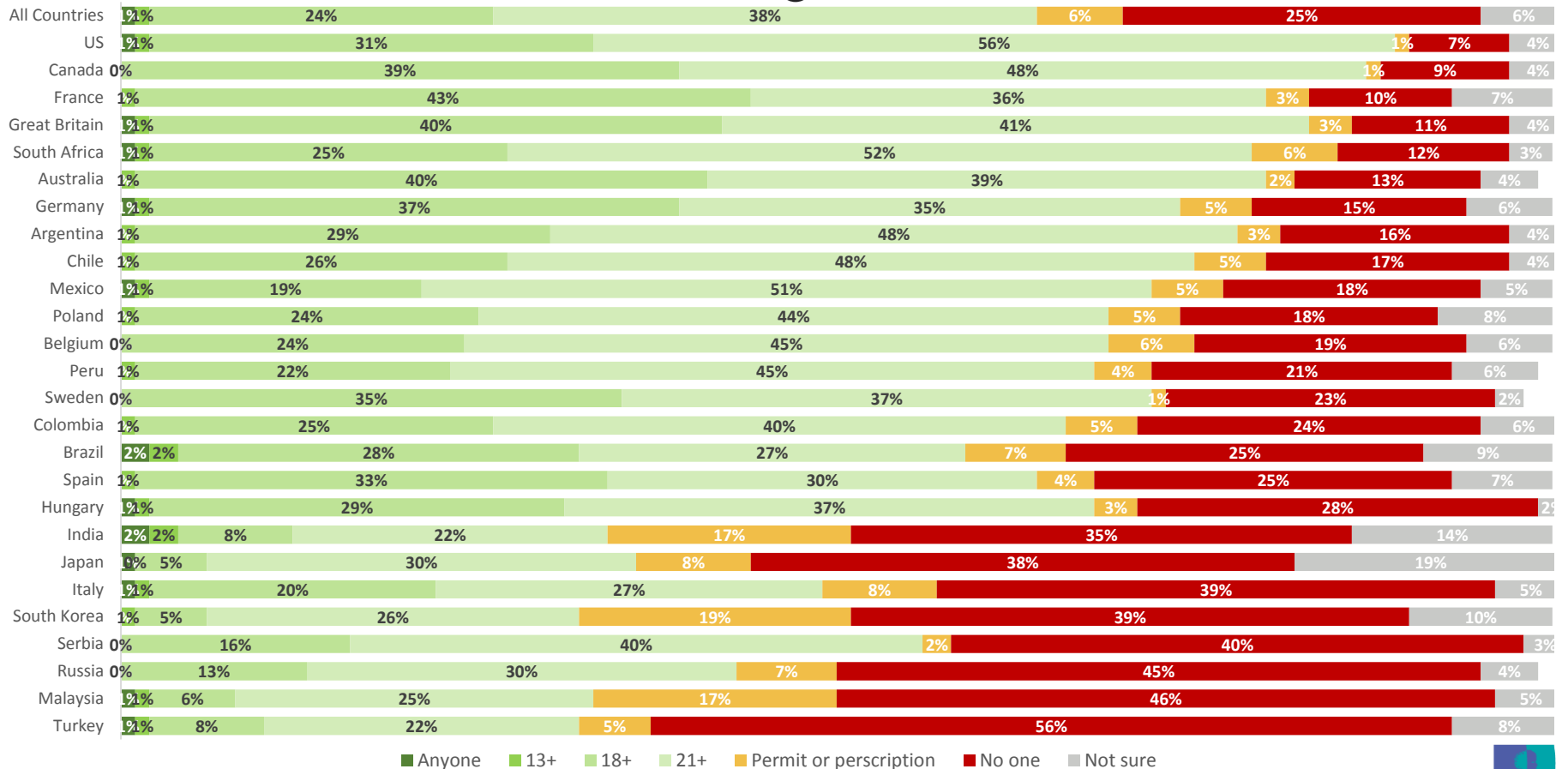


Access to Sugary Soft Drinks



	Anyone, including children	Anyone aged 13 or older	Anyone aged 18 or older	Anyone aged 21 or older	Only people who have been delivered a permit or a prescription for	No one whatsoever	Not sure
All Countries	35%	27%	13%	7%	3%	9%	7%
Argentina	46%	28%	10%	5%	3%	4%	5%
Belgium	40%	33%	11%	5%	2%	4%	5%
Poland	37%	25%	20%	6%	1%	4%	7%
Serbia	45%	23%	16%	5%	0%	4%	6%
South Korea	37%	24%	12%	11%	3%	4%	8%
France	50%	25%	8%	4%	1%	5%	7%
China	30%	20%	26%	10%	3%	6%	5%
Germany	36%	29%	15%	5%	1%	6%	9%
Russia	37%	36%	9%	7%	2%	6%	3%
Sweden	46%	28%	9%	4%	1%	6%	6%
US	48%	24%	10%	4%	0%	6%	7%
Great Britain	32%	34%	14%	6%	1%	7%	7%
Italy	33%	29%	14%	8%	3%	7%	6%
Japan	61%	5%	3%	4%	2%	7%	18%
South Africa	39%	33%	8%	6%	3%	7%	4%
Canada	35%	33%	10%	4%	1%	8%	8%
Spain	27%	31%	18%	7%	3%	9%	7%
Australia	33%	34%	9%	5%	1%	10%	8%
Mexico	26%	27%	19%	10%	4%	10%	5%
Chile	29%	28%	17%	7%	4%	11%	5%
Malaysia	30%	24%	13%	10%	8%	11%	5%
Peru	33%	26%	13%	8%	3%	11%	6%
Turkey	23%	24%	19%	10%	3%	12%	9%
Colombia	22%	26%	16%	13%	4%	13%	6%
India	21%	19%	14%	14%	10%	14%	9%
Hungary	31%	30%	11%	6%	1%	15%	6%
Brazil	15%	20%	15%	6%	6%	28%	10%

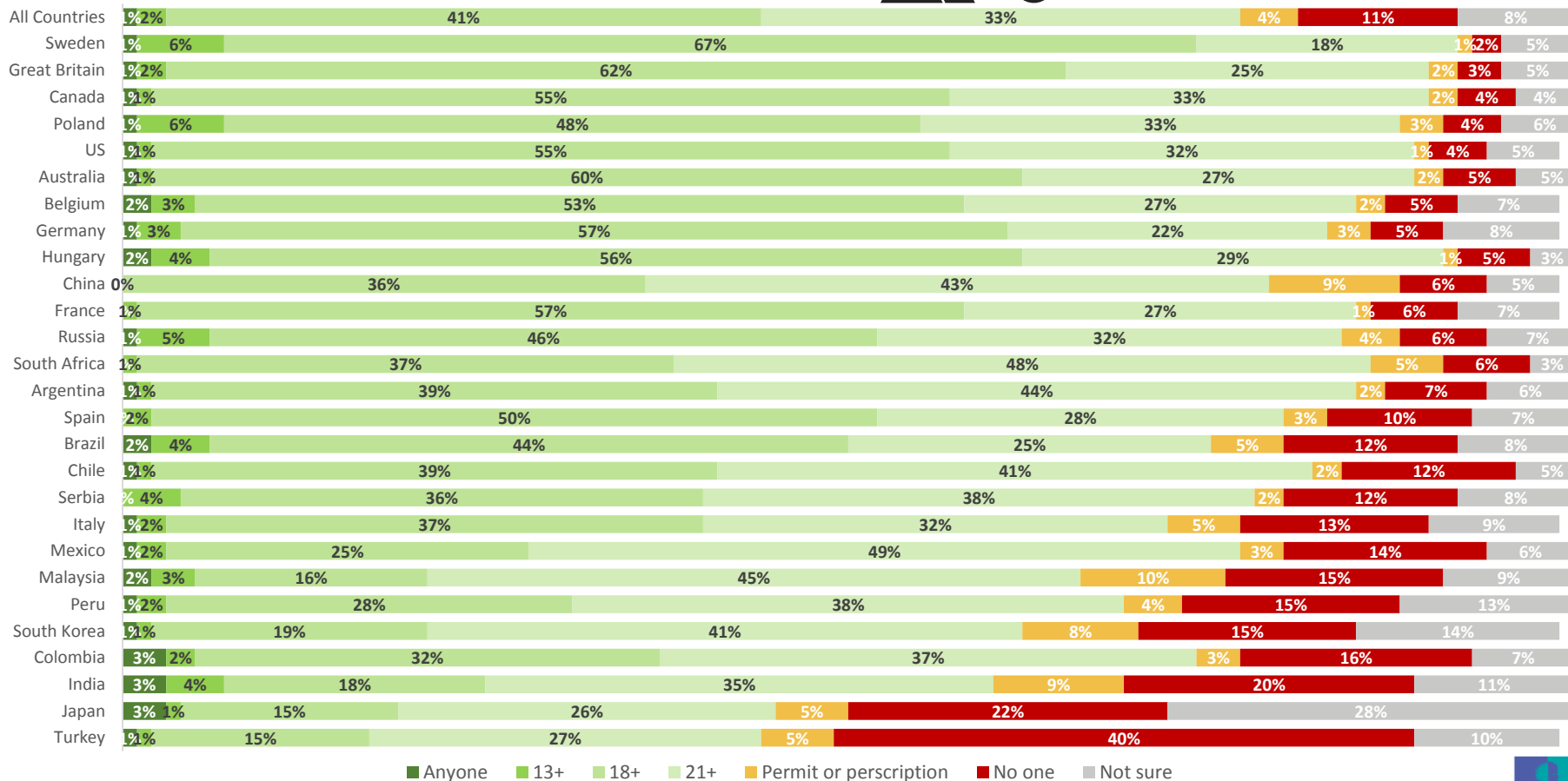
Access to Casino Gambling



Access to Casino Gambling

	Anyone, including children	Anyone aged 13 or older	Anyone aged 18 or older	Anyone aged 21 or older	Only people who have been delivered a permit or a prescription for	No one whatsoever	Not sure
All Countries	1%	1%	24%	38%	6%	25%	6%
US	1%	1%	31%	56%	1%	7%	4%
Canada	0%	0%	39%	48%	1%	9%	4%
France	0%	1%	43%	36%	3%	10%	7%
Great Britain	1%	1%	40%	41%	3%	11%	4%
South Africa	1%	1%	25%	52%	6%	12%	3%
Australia	0%	1%	40%	39%	2%	13%	4%
Germany	1%	1%	37%	35%	5%	15%	6%
Argentina	0%	1%	29%	48%	3%	16%	4%
Chile	0%	1%	26%	48%	5%	17%	4%
Mexico	1%	1%	19%	51%	5%	18%	5%
Poland	0%	1%	24%	44%	5%	18%	8%
Belgium	0%	0%	24%	45%	6%	19%	6%
Peru	0%	1%	22%	45%	4%	21%	6%
Sweden	0%	0%	35%	37%	1%	23%	2%
Colombia	0%	1%	25%	40%	5%	24%	6%
Brazil	2%	2%	28%	27%	7%	25%	9%
Spain	0%	1%	33%	30%	4%	25%	7%
Hungary	1%	1%	29%	37%	3%	28%	2%
India	2%	2%	8%	22%	17%	35%	14%
Japan	1%	0%	5%	30%	8%	38%	19%
Italy	1%	1%	20%	27%	8%	39%	5%
South Korea	0%	1%	5%	26%	19%	39%	10%
Serbia	0%	0%	16%	40%	2%	40%	3%
Russia	0%	0%	13%	30%	7%	45%	4%
Malaysia	1%	1%	6%	25%	17%	46%	5%
Turkey	1%	1%	8%	22%	5%	56%	8%

Access to Online Dating Services

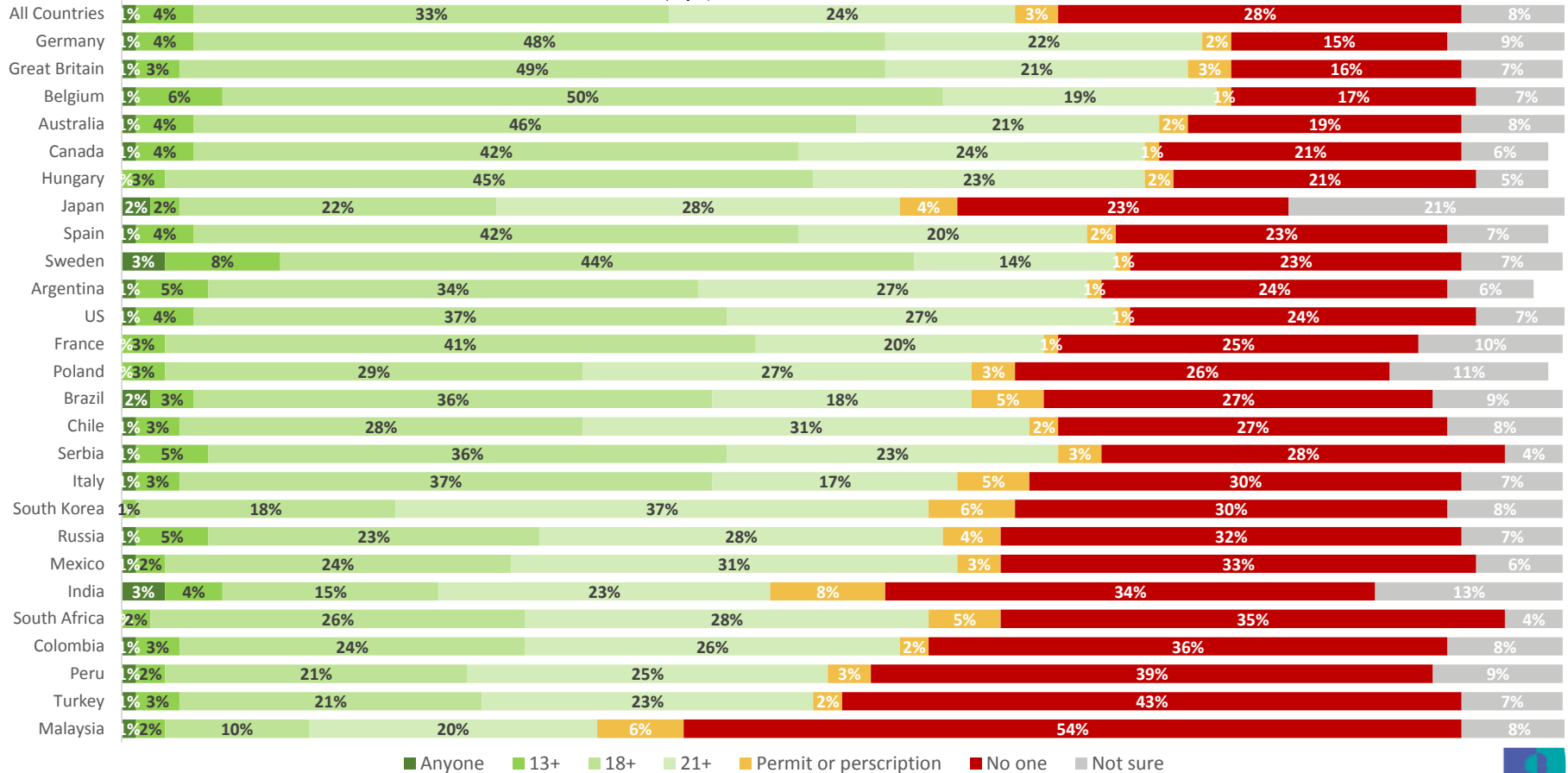


Access to Online Dating Services



	Anyone, including children	Anyone aged 13 or older	Anyone aged 18 or older	Anyone aged 21 or older	Only people who have been delivered a permit or a prescription for	No one whatsoever	Not sure
All Countries	1%	2%	41%	33%	4%	11%	8%
Sweden	1%	6%	67%	18%	1%	2%	5%
Great Britain	1%	2%	62%	25%	2%	3%	5%
Canada	1%	1%	55%	33%	2%	4%	4%
Poland	1%	6%	48%	33%	3%	4%	6%
US	1%	1%	55%	32%	1%	4%	5%
Australia	1%	1%	60%	27%	2%	5%	5%
Belgium	2%	3%	53%	27%	2%	5%	7%
Germany	1%	3%	57%	22%	3%	5%	8%
Hungary	2%	4%	56%	29%	1%	5%	3%
China	0%	0%	36%	43%	9%	6%	5%
France	0%	1%	57%	27%	1%	6%	7%
Russia	1%	5%	46%	32%	4%	6%	7%
South Africa	0%	1%	37%	48%	5%	6%	3%
Argentina	1%	1%	39%	44%	2%	7%	6%
Spain	0%	2%	50%	28%	3%	10%	7%
Brazil	2%	4%	44%	25%	5%	12%	8%
Chile	1%	1%	39%	41%	2%	12%	5%
Serbia	0%	4%	36%	38%	2%	12%	8%
Italy	1%	2%	37%	32%	5%	13%	9%
Mexico	1%	2%	25%	49%	3%	14%	6%
Malaysia	2%	3%	16%	45%	10%	15%	9%
Peru	1%	2%	28%	38%	4%	15%	13%
South Korea	1%	1%	19%	41%	8%	15%	14%
Colombia	3%	2%	32%	37%	3%	16%	7%
India	3%	4%	18%	35%	9%	20%	11%
Japan	3%	1%	15%	26%	5%	22%	28%
Turkey	1%	1%	15%	27%	5%	40%	10%

Access to Pornography

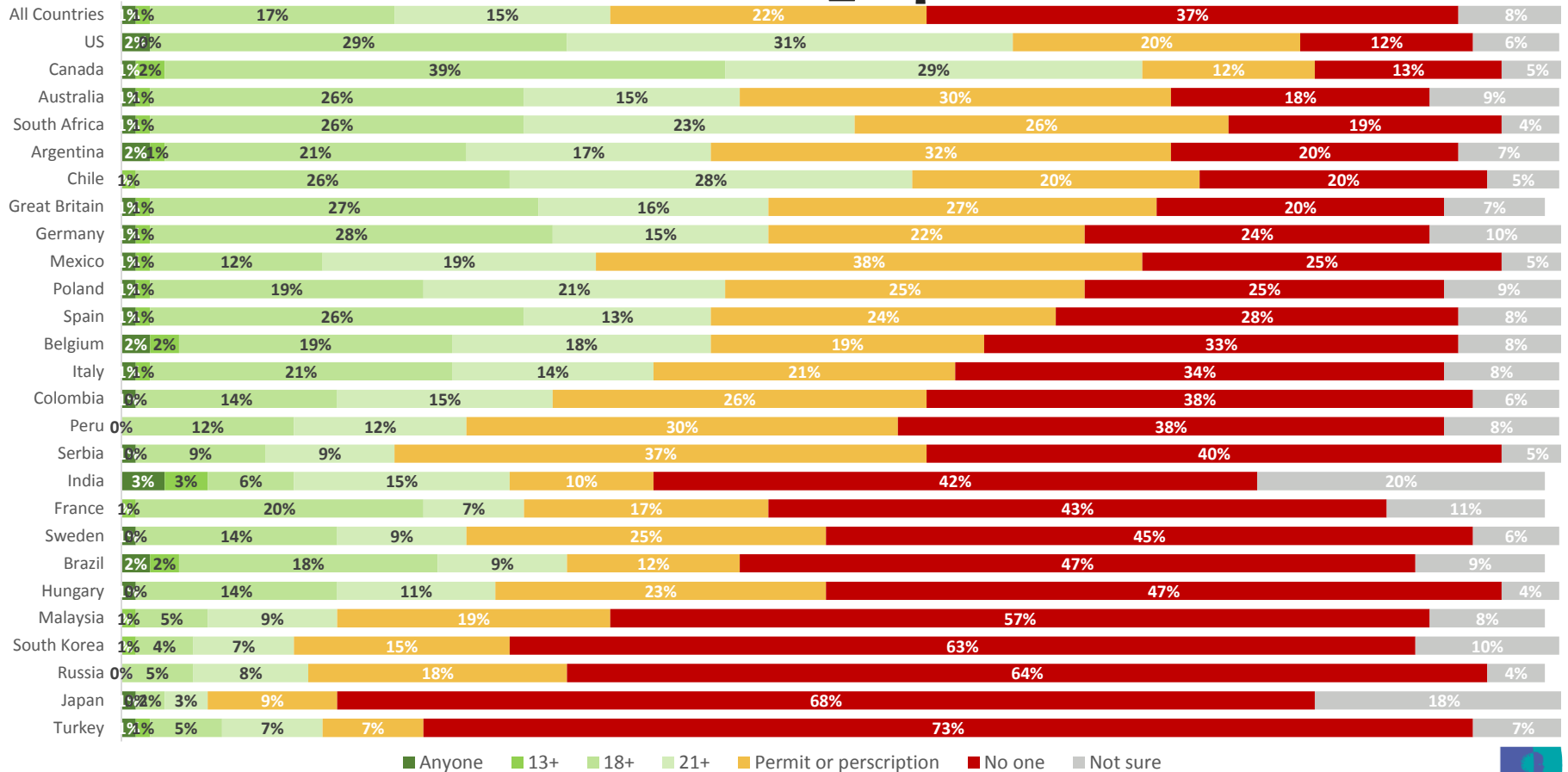


■ Anyone ■ 13+ ■ 18+ ■ 21+ ■ Permit or prescription ■ No one ■ Not sure

Access to Pornography

	Anyone, including children	Anyone aged 13 or older	Anyone aged 18 or older	Anyone aged 21 or older	Only people who have been delivered a permit or a prescription for	No one whatsoever	Not sure
All Countries	1%	4%	33%	24%	3%	28%	8%
Germany	1%	4%	48%	22%	2%	15%	9%
Great Britain	1%	3%	49%	21%	3%	16%	7%
Belgium	1%	6%	50%	19%	1%	17%	7%
Australia	1%	4%	46%	21%	2%	19%	8%
Canada	1%	4%	42%	24%	1%	21%	6%
Hungary	0%	3%	45%	23%	2%	21%	5%
Japan	2%	2%	22%	28%	4%	23%	21%
Spain	1%	4%	42%	20%	2%	23%	7%
Sweden	3%	8%	44%	14%	1%	23%	7%
Argentina	1%	5%	34%	27%	1%	24%	6%
US	1%	4%	37%	27%	1%	24%	7%
France	0%	3%	41%	20%	1%	25%	10%
Poland	0%	3%	29%	27%	3%	26%	11%
Brazil	2%	3%	36%	18%	5%	27%	9%
Chile	1%	3%	28%	31%	2%	27%	8%
Serbia	1%	5%	36%	23%	3%	28%	4%
Italy	1%	3%	37%	17%	5%	30%	7%
South Korea	0%	1%	18%	37%	6%	30%	8%
Russia	1%	5%	23%	28%	4%	32%	7%
Mexico	1%	2%	24%	31%	3%	33%	6%
India	3%	4%	15%	23%	8%	34%	13%
South Africa	0%	2%	26%	28%	5%	35%	4%
Colombia	1%	3%	24%	26%	2%	36%	8%
Peru	1%	2%	21%	25%	3%	39%	9%
Turkey	1%	3%	21%	23%	2%	43%	7%
Malaysia	1%	2%	10%	20%	6%	54%	8%

Access to Cannabis/Marijuana

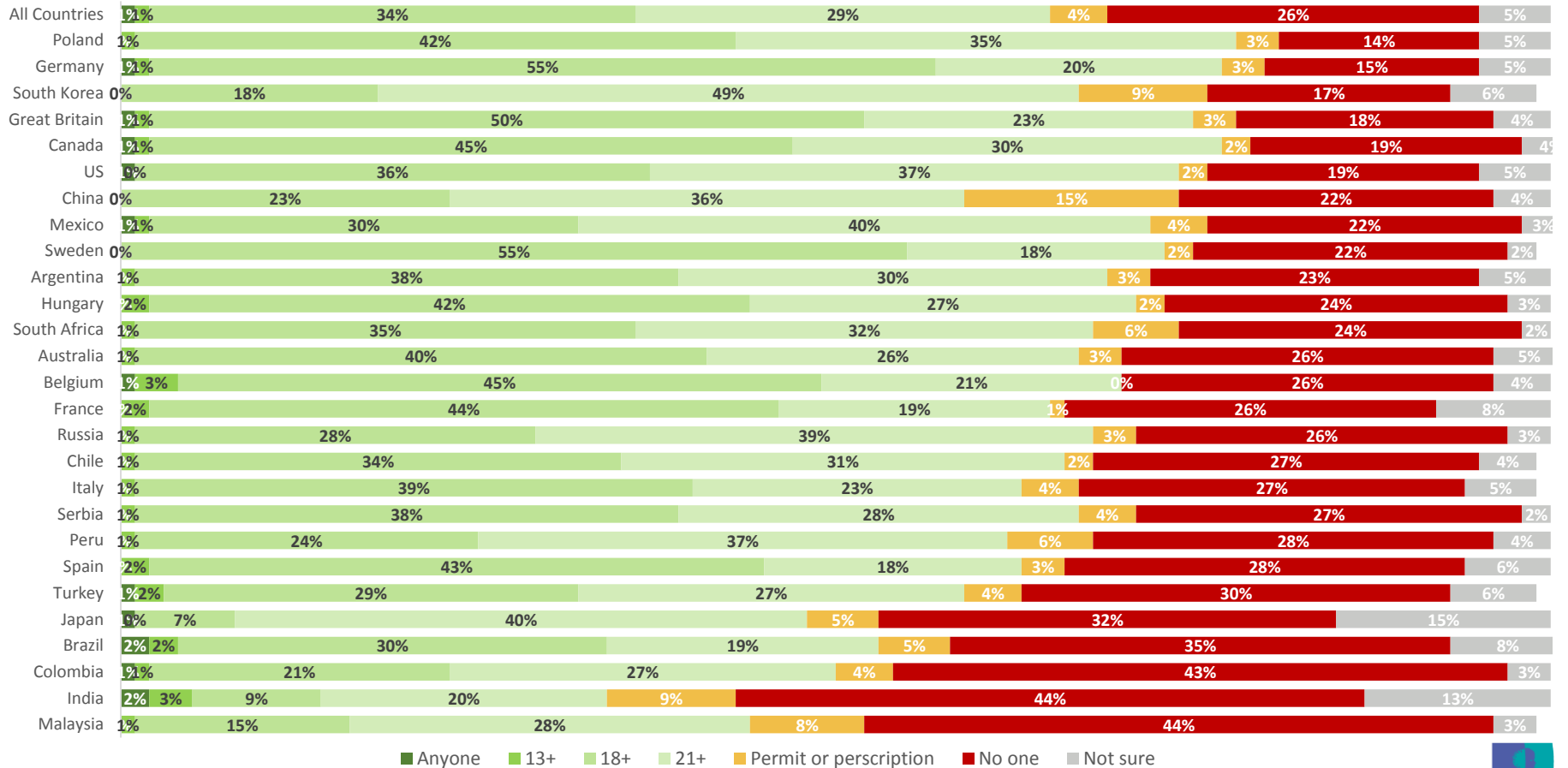


Access to Cannabis/Marijuana



	Anyone, including children	Anyone aged 13 or older	Anyone aged 18 or older	Anyone aged 21 or older	Only people who have been delivered a permit or a prescription for	No one whatsoever	Not sure
All Countries	1%	1%	17%	15%	22%	37%	8%
US	2%	0%	29%	31%	20%	12%	6%
Canada	1%	2%	39%	29%	12%	13%	5%
Australia	1%	1%	26%	15%	30%	18%	9%
South Africa	1%	1%	26%	23%	26%	19%	4%
Argentina	2%	1%	21%	17%	32%	20%	7%
Chile	0%	1%	26%	28%	20%	20%	5%
Great Britain	1%	1%	27%	16%	27%	20%	7%
Germany	1%	1%	28%	15%	22%	24%	10%
Mexico	1%	1%	12%	19%	38%	25%	5%
Poland	1%	1%	19%	21%	25%	25%	9%
Spain	1%	1%	26%	13%	24%	28%	8%
Belgium	2%	2%	19%	18%	19%	33%	8%
Italy	1%	1%	21%	14%	21%	34%	8%
Colombia	1%	0%	14%	15%	26%	38%	6%
Peru	0%	0%	12%	12%	30%	38%	8%
Serbia	1%	0%	9%	9%	37%	40%	5%
India	3%	3%	6%	15%	10%	42%	20%
France	0%	1%	20%	7%	17%	43%	11%
Sweden	1%	0%	14%	9%	25%	45%	6%
Brazil	2%	2%	18%	9%	12%	47%	9%
Hungary	1%	0%	14%	11%	23%	47%	4%
Malaysia	0%	1%	5%	9%	19%	57%	8%
South Korea	0%	1%	4%	7%	15%	63%	10%
Russia	0%	0%	5%	8%	18%	64%	4%
Japan	1%	0%	2%	3%	9%	68%	18%
Turkey	1%	1%	5%	7%	7%	73%	7%

Access to Tobacco Cigarettes and Cigars



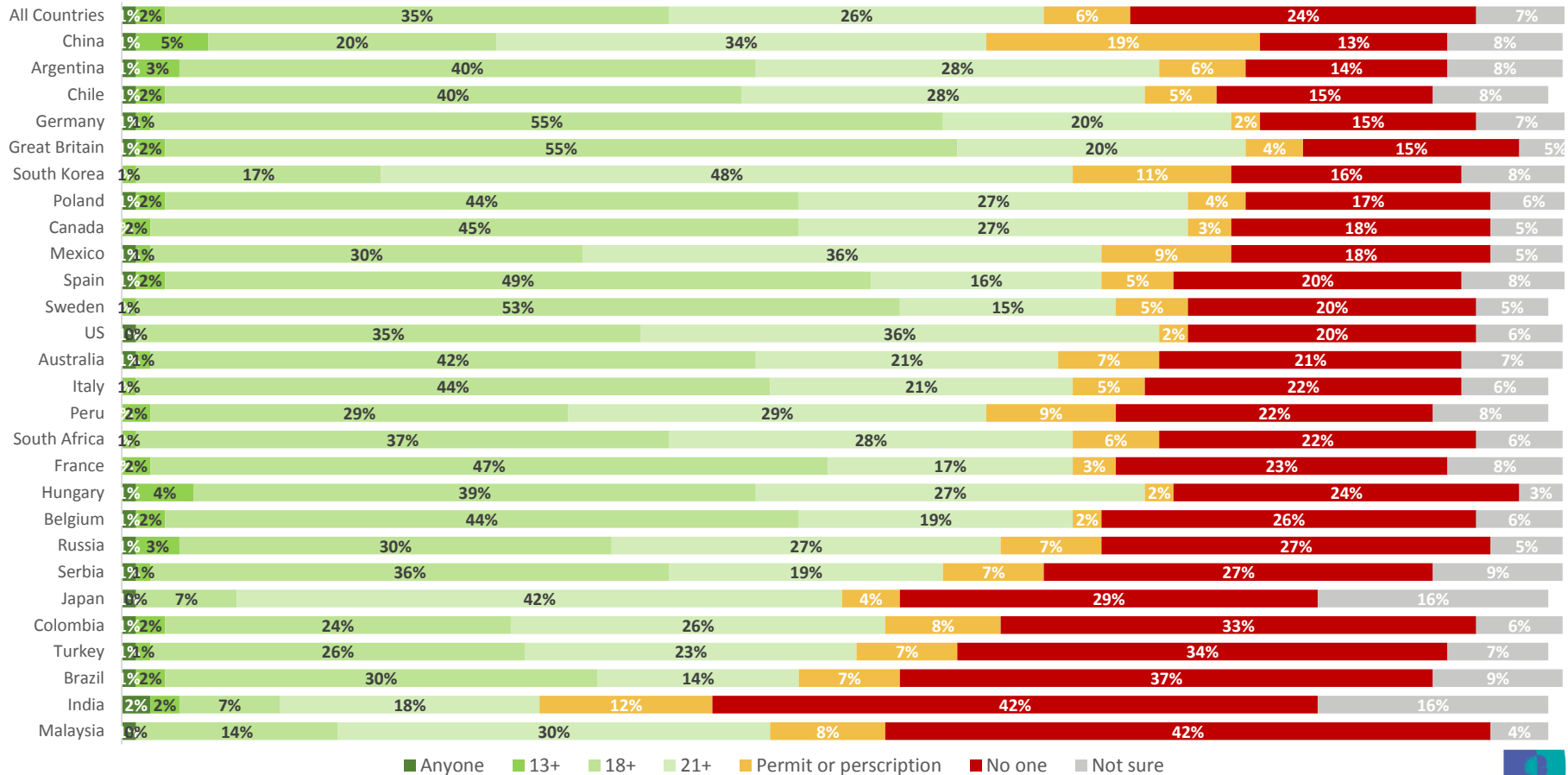
■ Anyone ■ 13+ ■ 18+ ■ 21+ ■ Permit or prescription ■ No one ■ Not sure

Access to Tobacco Cigarettes and Cigars



	Anyone, including children	Anyone aged 13 or older	Anyone aged 18 or older	Anyone aged 21 or older	Only people who have been delivered a permit or a prescription for	No one whatsoever	Not sure
All Countries	1%	1%	34%	29%	4%	26%	5%
Poland	0%	1%	42%	35%	3%	14%	5%
Germany	1%	1%	55%	20%	3%	15%	5%
South Korea	0%	0%	18%	49%	9%	17%	6%
Great Britain	1%	1%	50%	23%	3%	18%	4%
Canada	1%	1%	45%	30%	2%	19%	4%
US	1%	0%	36%	37%	2%	19%	5%
China	0%	0%	23%	36%	15%	22%	4%
Mexico	1%	1%	30%	40%	4%	22%	3%
Sweden	0%	0%	55%	18%	2%	22%	2%
Argentina	0%	1%	38%	30%	3%	23%	5%
Hungary	0%	2%	42%	27%	2%	24%	3%
South Africa	0%	1%	35%	32%	6%	24%	2%
Australia	0%	1%	40%	26%	3%	26%	5%
Belgium	1%	3%	45%	21%	0%	26%	4%
France	0%	2%	44%	19%	1%	26%	8%
Russia	0%	1%	28%	39%	3%	26%	3%
Chile	0%	1%	34%	31%	2%	27%	4%
Italy	0%	1%	39%	23%	4%	27%	5%
Serbia	0%	1%	38%	28%	4%	27%	2%
Peru	0%	1%	24%	37%	6%	28%	4%
Spain	0%	2%	43%	18%	3%	28%	6%
Turkey	1%	2%	29%	27%	4%	30%	6%
Japan	1%	0%	7%	40%	5%	32%	15%
Brazil	2%	2%	30%	19%	5%	35%	8%
Colombia	1%	1%	21%	27%	4%	43%	3%
India	2%	3%	9%	20%	9%	44%	13%
Malaysia	0%	1%	15%	28%	8%	44%	3%

Access to E-cigarettes/Vaping

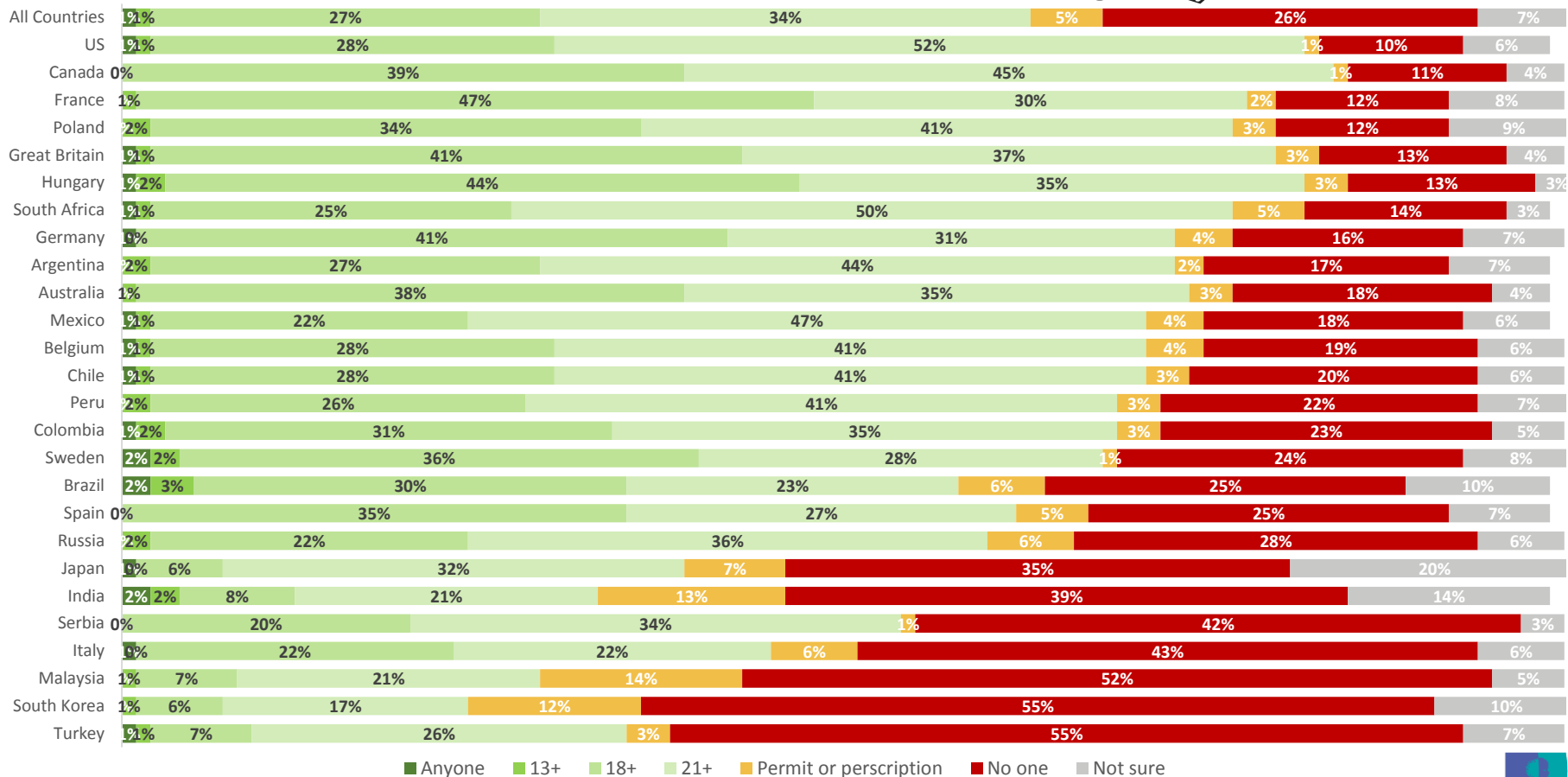


Access to E-cigarettes/Vaping



	Anyone, including children	Anyone aged 13 or older	Anyone aged 18 or older	Anyone aged 21 or older	Only people who have been delivered a permit or a prescription for	No one whatsoever	Not sure
All Countries	1%	2%	35%	26%	6%	24%	7%
China	1%	5%	20%	34%	19%	13%	8%
Argentina	1%	3%	40%	28%	6%	14%	8%
Chile	1%	2%	40%	28%	5%	15%	8%
Germany	1%	1%	55%	20%	2%	15%	7%
Great Britain	1%	2%	55%	20%	4%	15%	5%
South Korea	0%	1%	17%	48%	11%	16%	8%
Poland	1%	2%	44%	27%	4%	17%	6%
Canada	0%	2%	45%	27%	3%	18%	5%
Mexico	1%	1%	30%	36%	9%	18%	5%
Spain	1%	2%	49%	16%	5%	20%	8%
Sweden	0%	1%	53%	15%	5%	20%	5%
US	1%	0%	35%	36%	2%	20%	6%
Australia	1%	1%	42%	21%	7%	21%	7%
Italy	0%	1%	44%	21%	5%	22%	6%
Peru	0%	2%	29%	29%	9%	22%	8%
South Africa	0%	1%	37%	28%	6%	22%	6%
France	0%	2%	47%	17%	3%	23%	8%
Hungary	1%	4%	39%	27%	2%	24%	3%
Belgium	1%	2%	44%	19%	2%	26%	6%
Russia	1%	3%	30%	27%	7%	27%	5%
Serbia	1%	1%	36%	19%	7%	27%	9%
Japan	1%	0%	7%	42%	4%	29%	16%
Colombia	1%	2%	24%	26%	8%	33%	6%
Turkey	1%	1%	26%	23%	7%	34%	7%
Brazil	1%	2%	30%	14%	7%	37%	9%
India	2%	2%	7%	18%	12%	42%	16%
Malaysia	1%	0%	14%	30%	8%	42%	4%

Access to Online Betting and Gambling



Access to Online Betting and Gambling

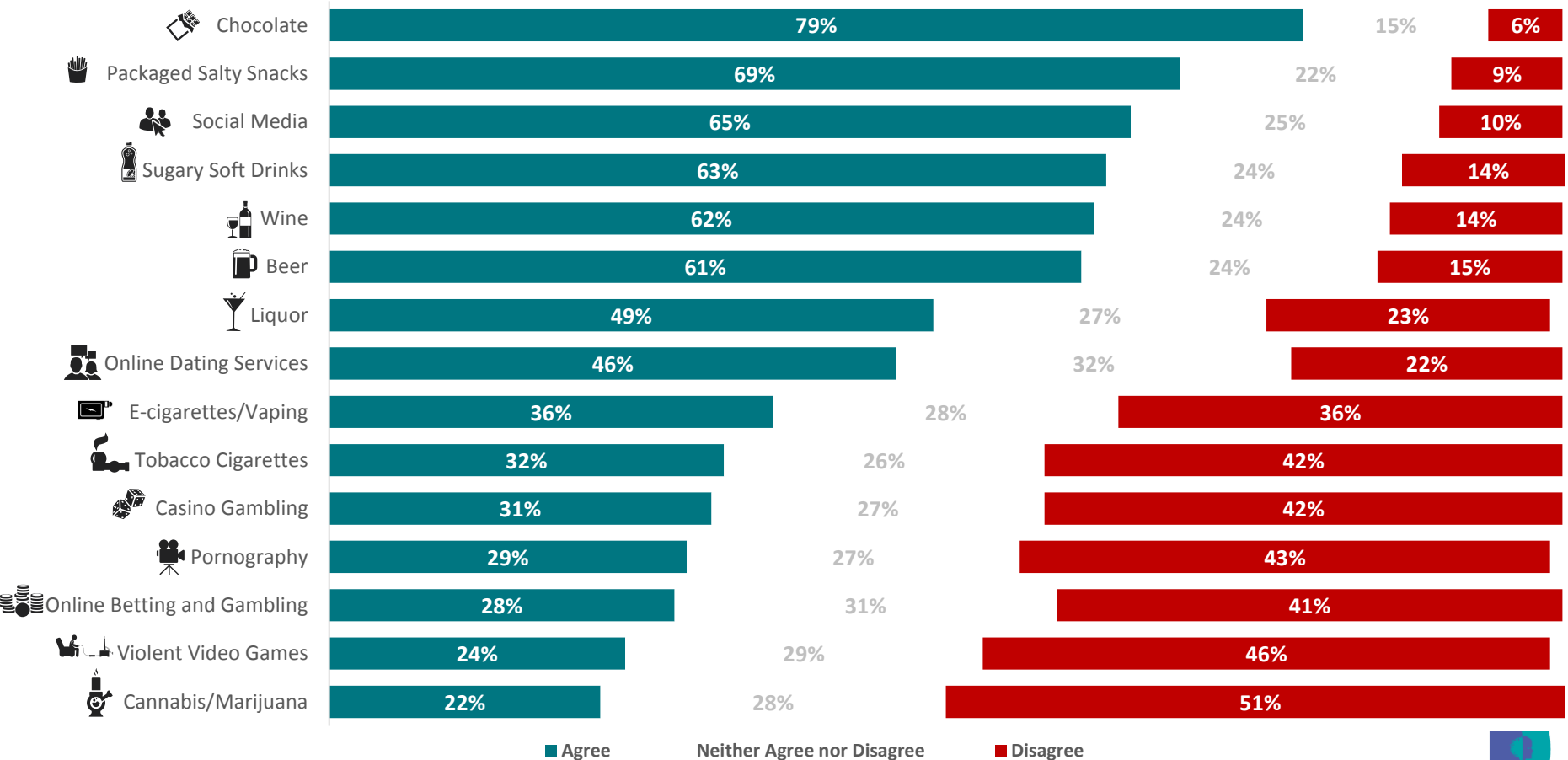


	Anyone, including children	Anyone aged 13 or older	Anyone aged 18 or older	Anyone aged 21 or older	Only people who have been delivered a permit or a prescription for	No one whatsoever	Not sure
All Countries	1%	1%	27%	34%	5%	26%	7%
US	1%	1%	28%	52%	1%	10%	6%
Canada	0%	0%	39%	45%	1%	11%	4%
France	0%	1%	47%	30%	2%	12%	8%
Poland	0%	2%	34%	41%	3%	12%	9%
Great Britain	1%	1%	41%	37%	3%	13%	4%
Hungary	1%	2%	44%	35%	3%	13%	3%
South Africa	1%	1%	25%	50%	5%	14%	3%
Germany	1%	0%	41%	31%	4%	16%	7%
Argentina	0%	2%	27%	44%	2%	17%	7%
Australia	0%	1%	38%	35%	3%	18%	4%
Mexico	1%	1%	22%	47%	4%	18%	6%
Belgium	1%	1%	28%	41%	4%	19%	6%
Chile	1%	1%	28%	41%	3%	20%	6%
Peru	0%	2%	26%	41%	3%	22%	7%
Colombia	1%	2%	31%	35%	3%	23%	5%
Sweden	2%	2%	36%	28%	1%	24%	8%
Brazil	2%	3%	30%	23%	6%	25%	10%
Spain	0%	0%	35%	27%	5%	25%	7%
Russia	0%	2%	22%	36%	6%	28%	6%
Japan	1%	0%	6%	32%	7%	35%	20%
India	2%	2%	8%	21%	13%	39%	14%
Serbia	0%	0%	20%	34%	1%	42%	3%
Italy	1%	0%	22%	22%	6%	43%	6%
Malaysia	0%	1%	7%	21%	14%	52%	5%
South Korea	0%	1%	6%	17%	12%	55%	10%
Turkey	1%	1%	7%	26%	3%	55%	7%

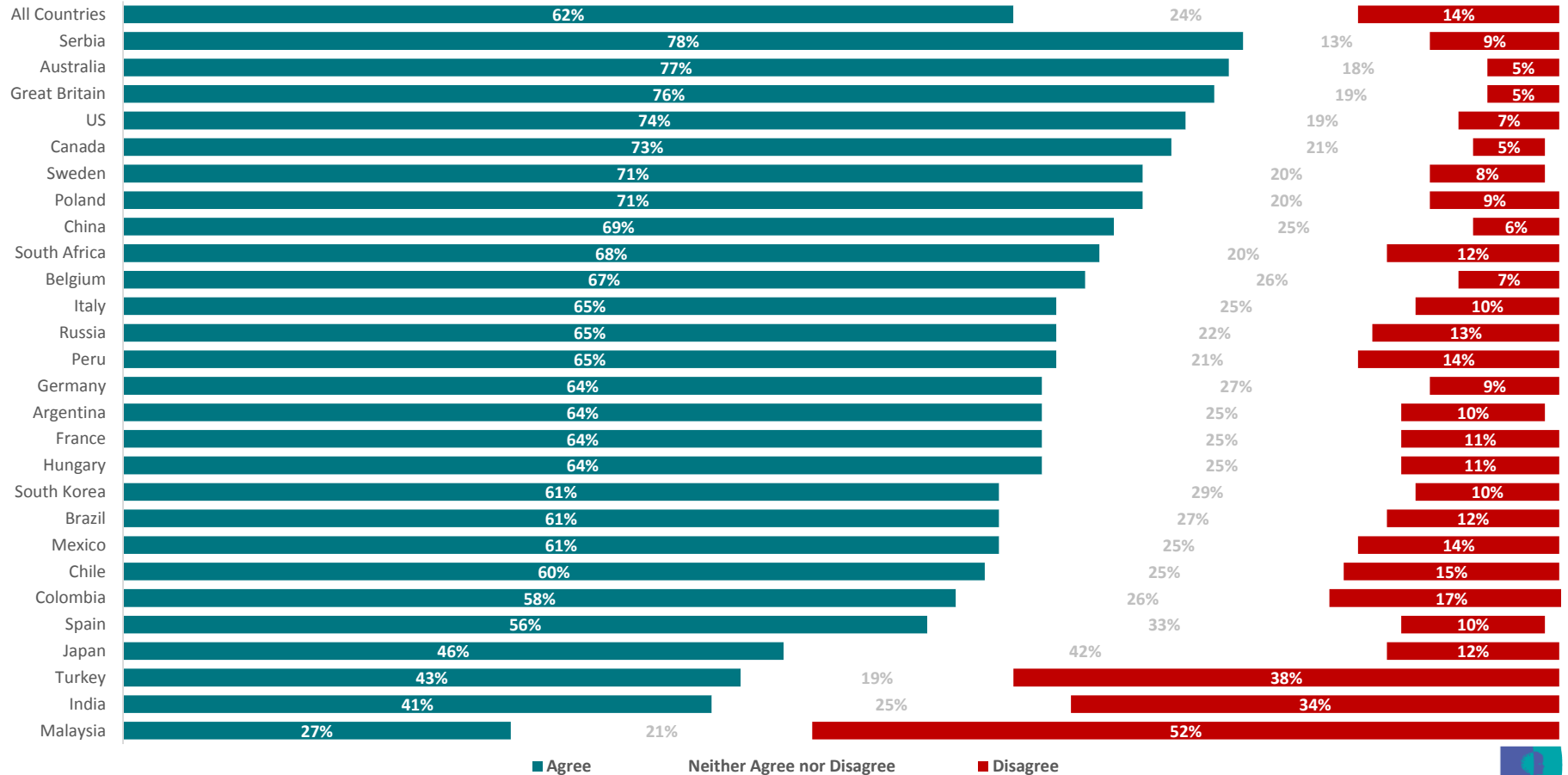
A person is seen from behind, playing a Super Mario Bros. arcade game. The screen shows Mario on a platform, with a Goomba enemy nearby. The score is 010900, and the high score is also 010900. A bonus of 4700 is displayed. The text "WHAT IS MORALLY ACCEPTABLE IN MODERATION?" is overlaid in large white letters on a dark background.

WHAT IS MORALLY ACCEPTABLE IN MODERATION?

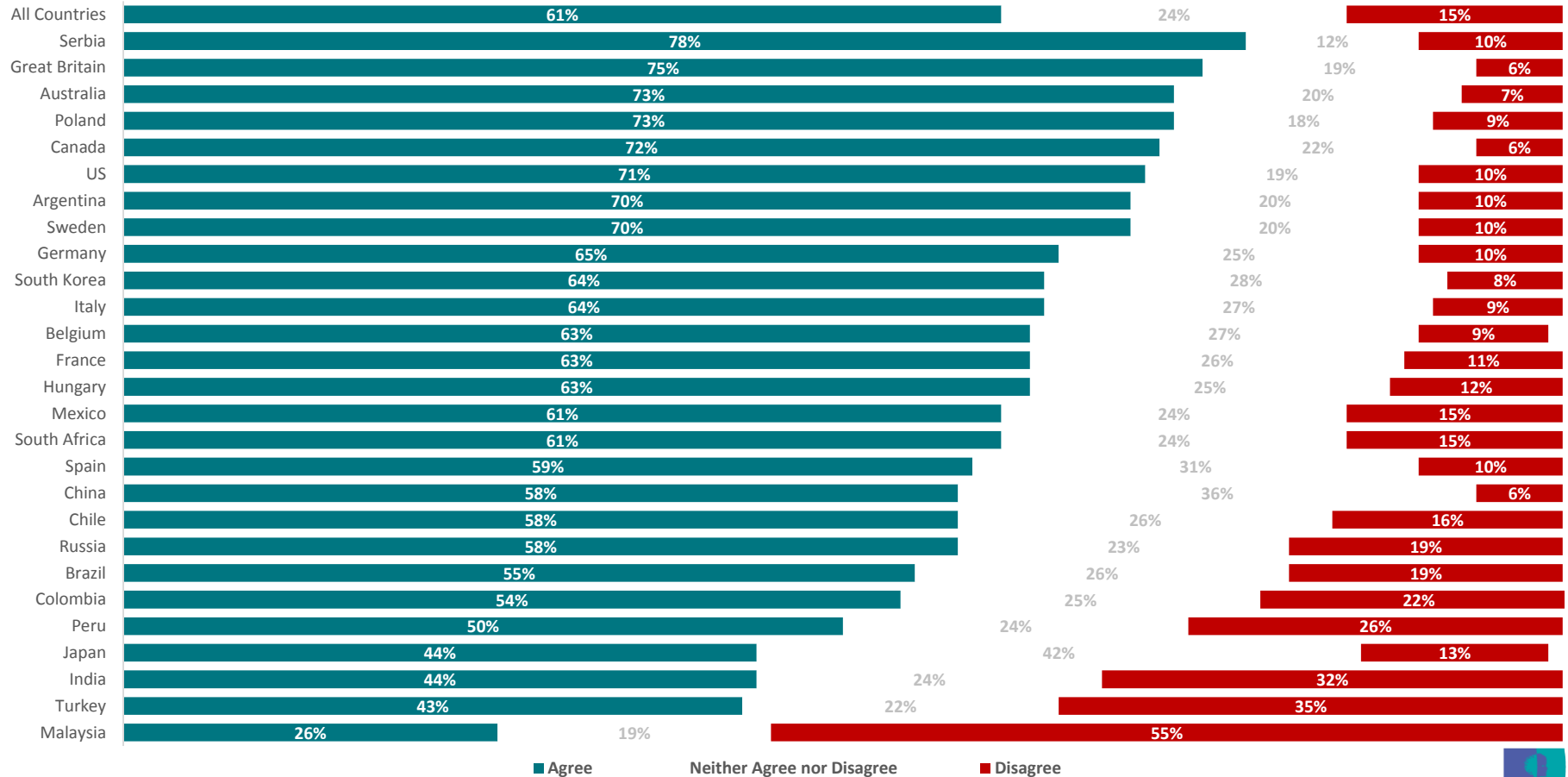
Morally Acceptable in Moderation: Global Totals



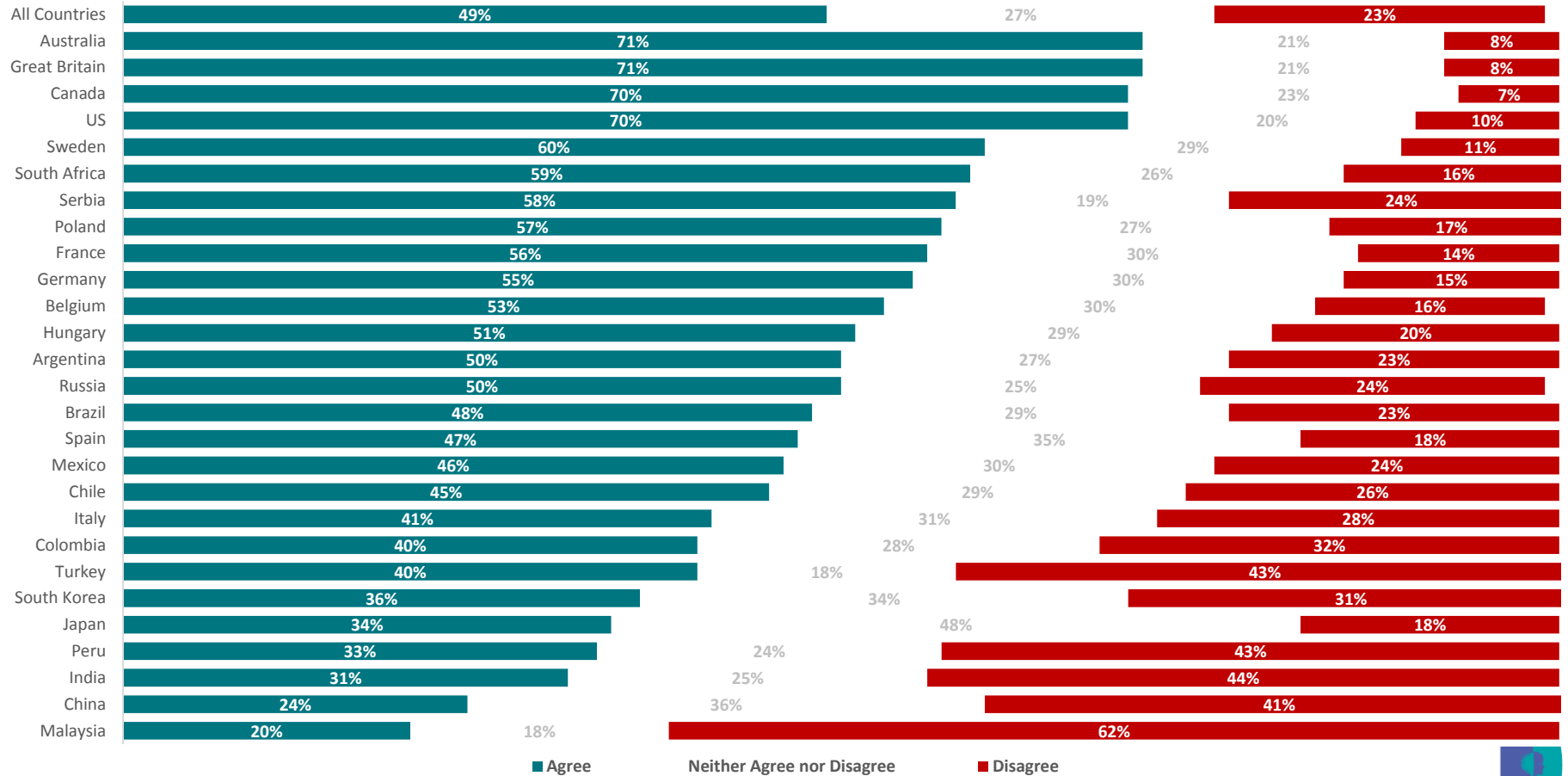
Morally Acceptable in Moderation: **Wine**



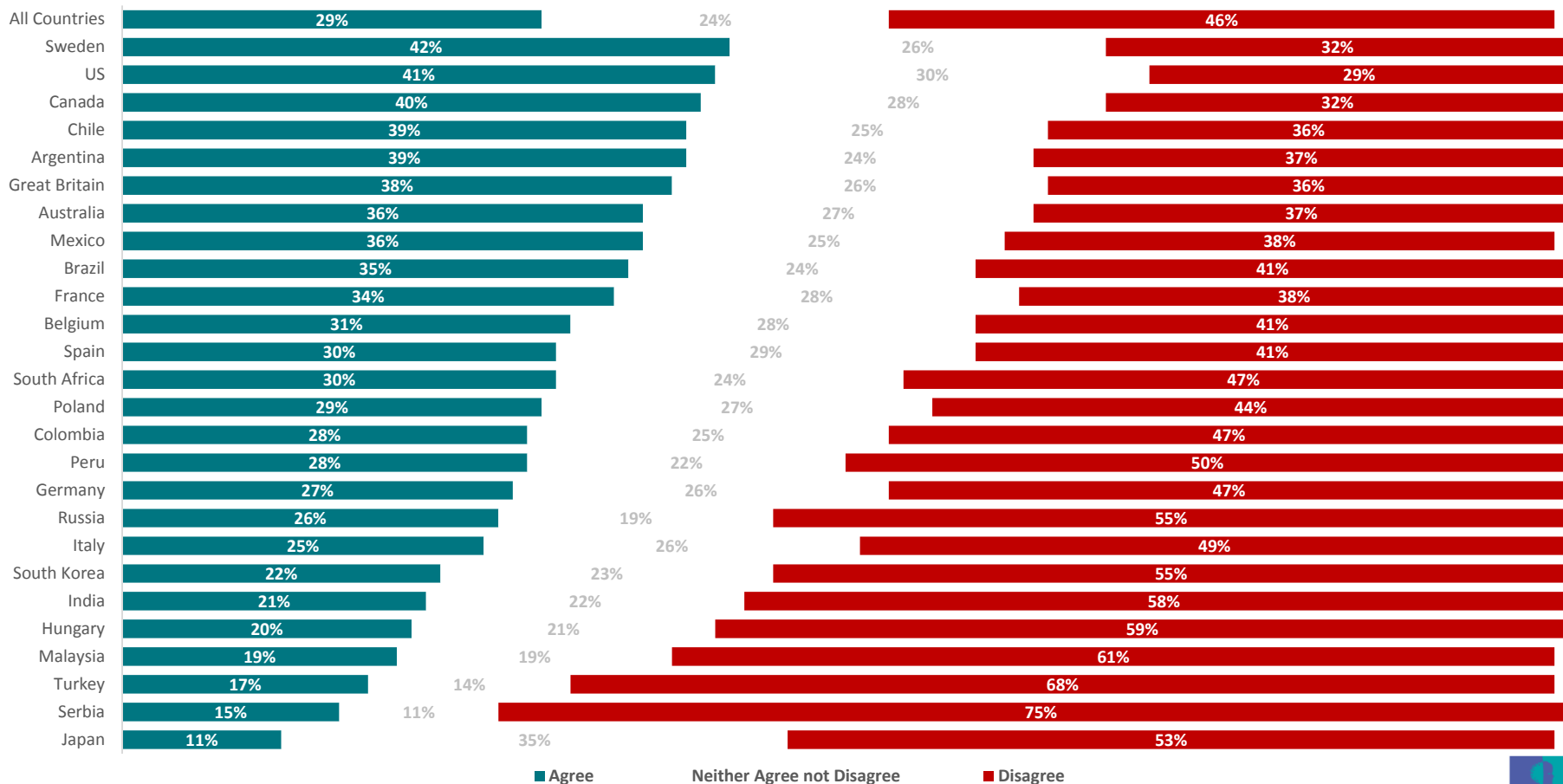
Morally Acceptable in Moderation: Beer



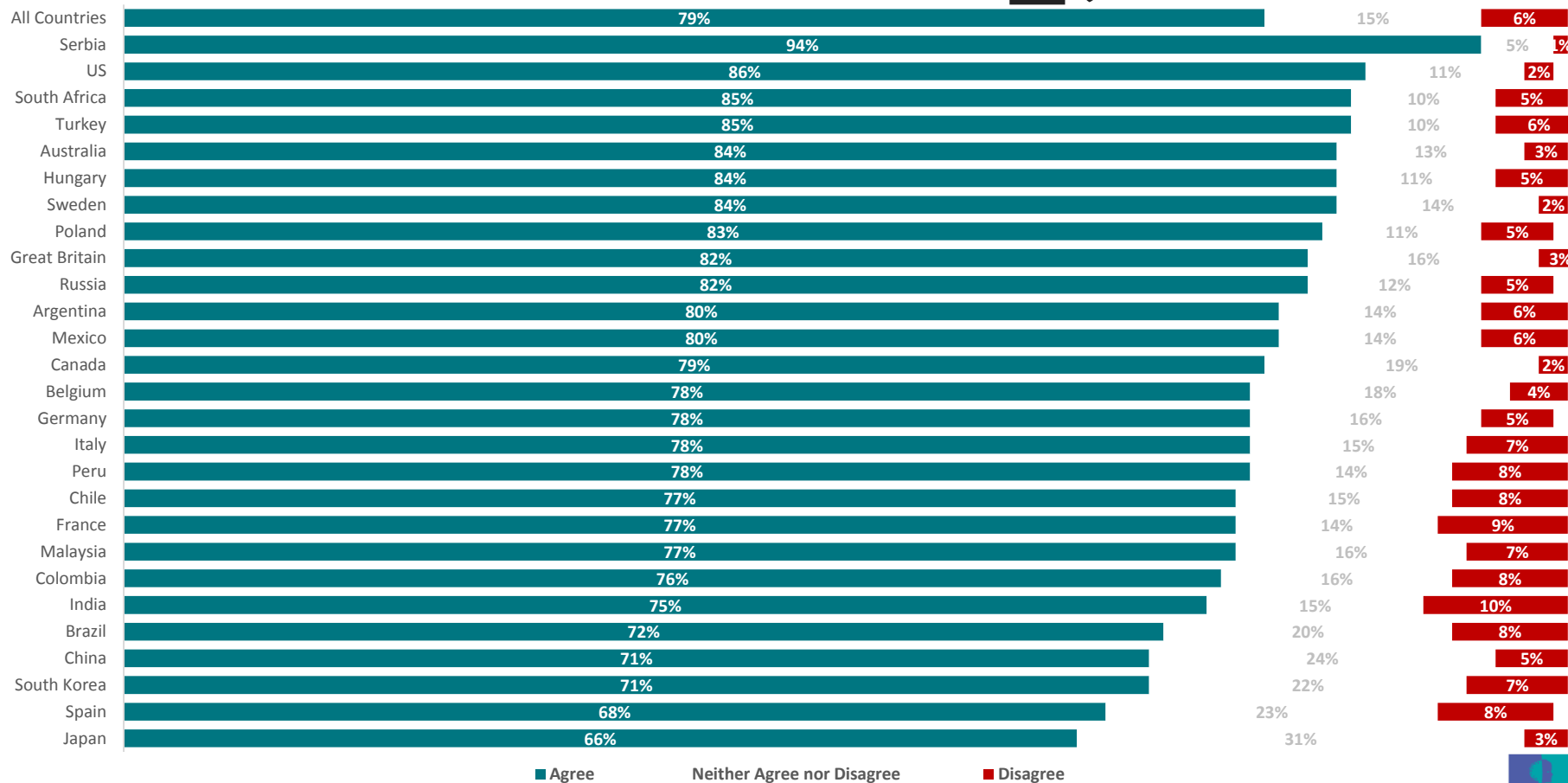
Morally Acceptable in Moderation: Liquor



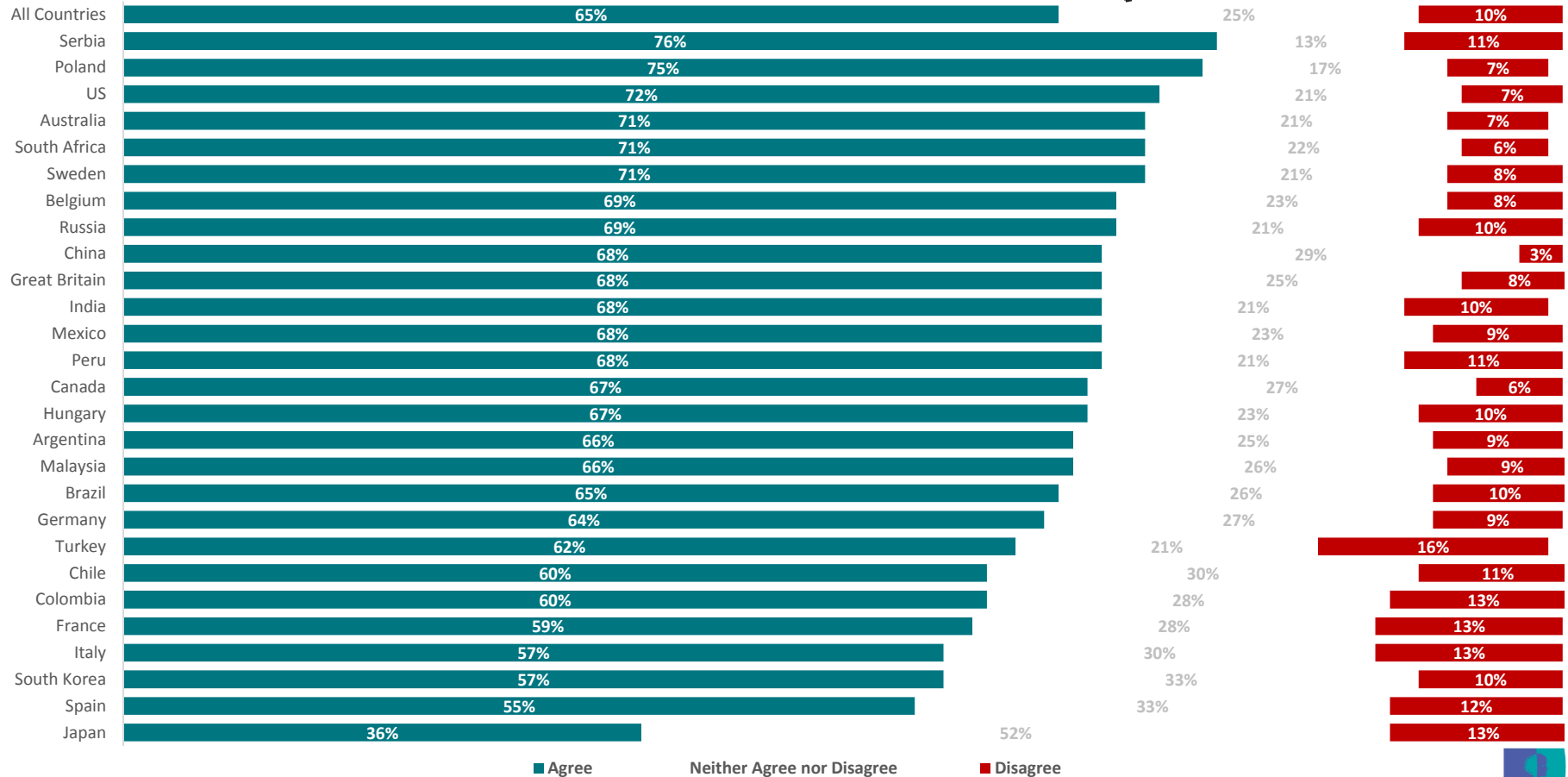
Morally Acceptable in Moderation: Violent Video Games



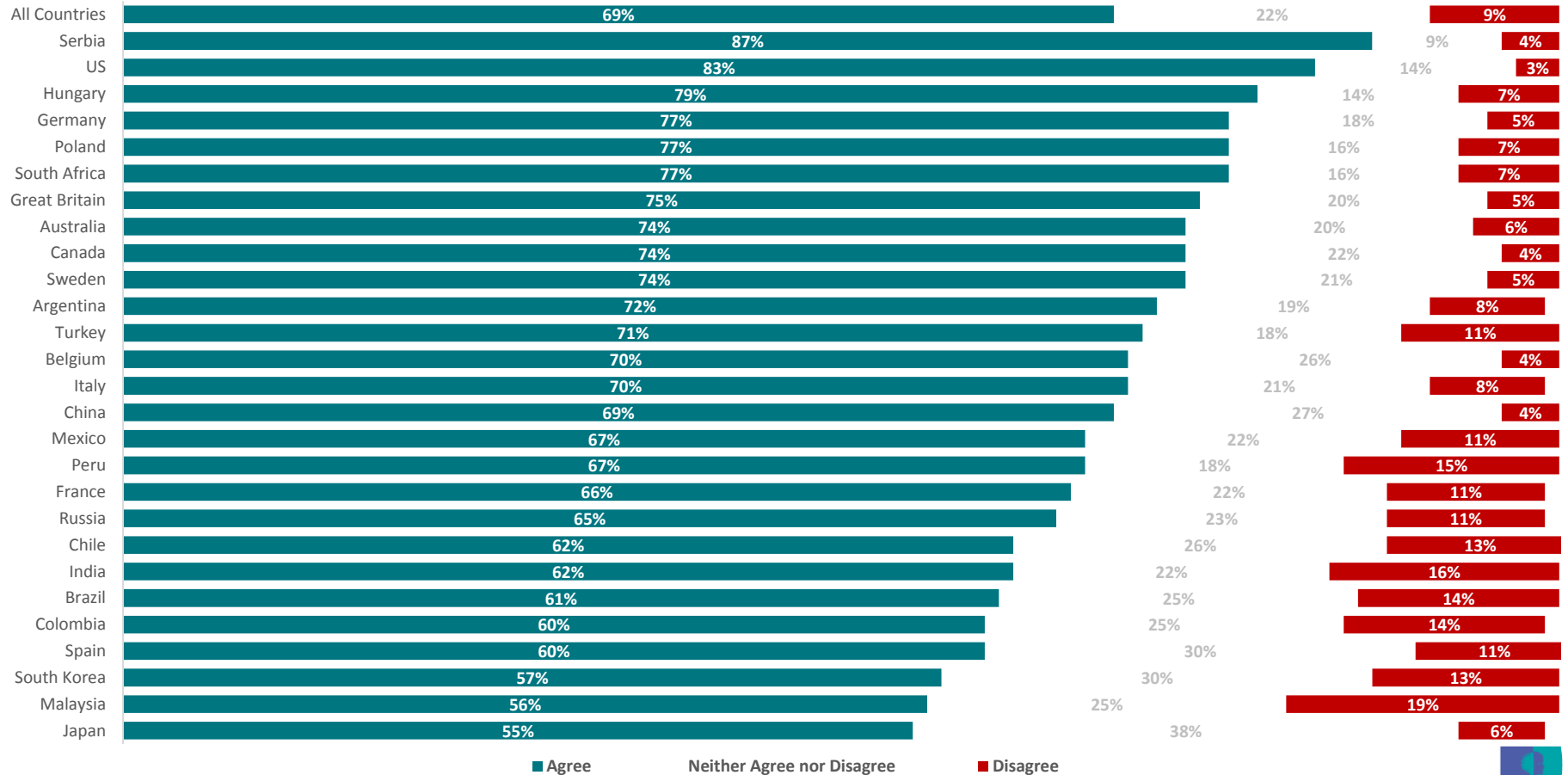
Morally Acceptable in Moderation: **Chocolate**



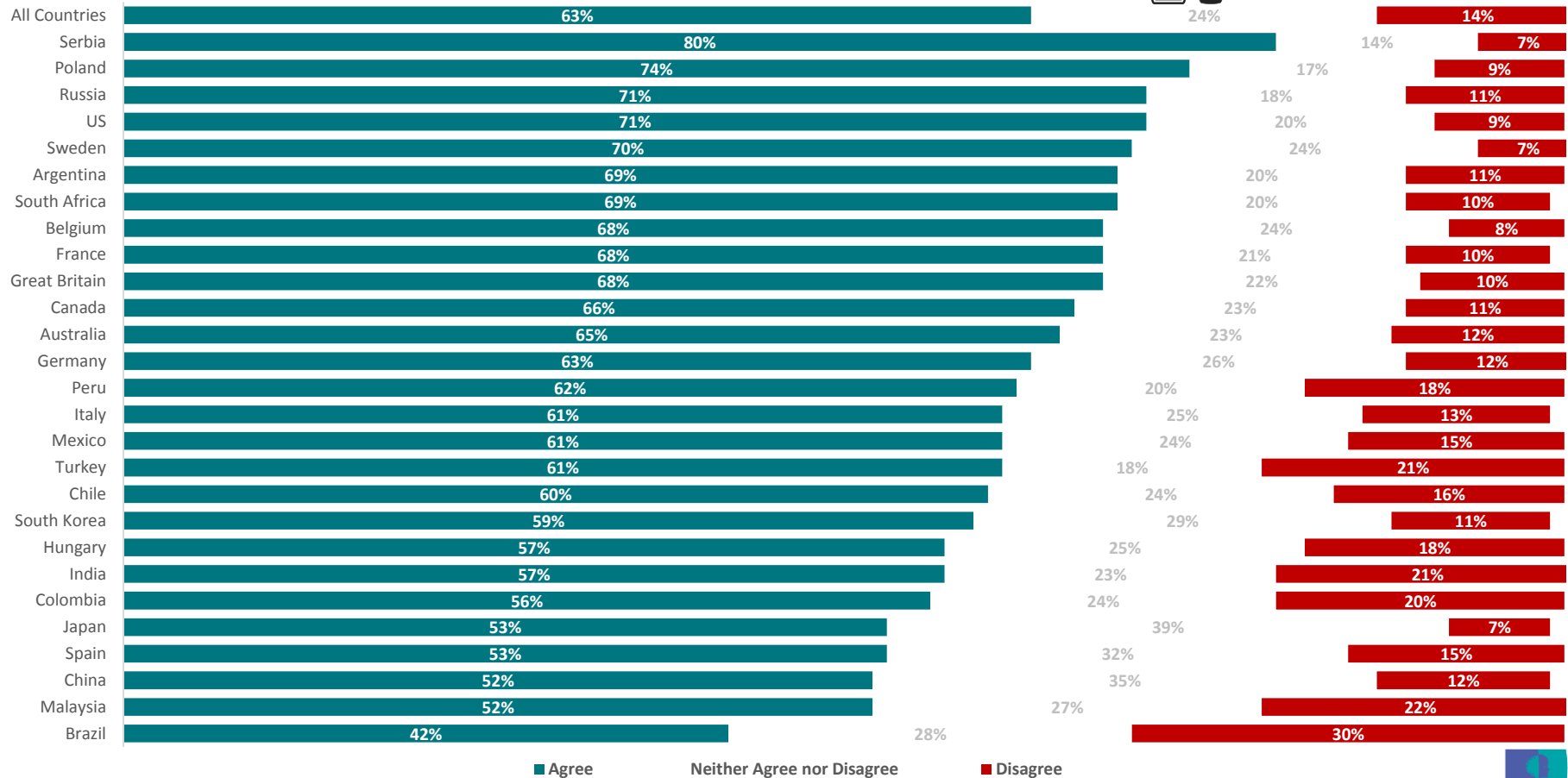
Morally Acceptable in Moderation: **Social Media**



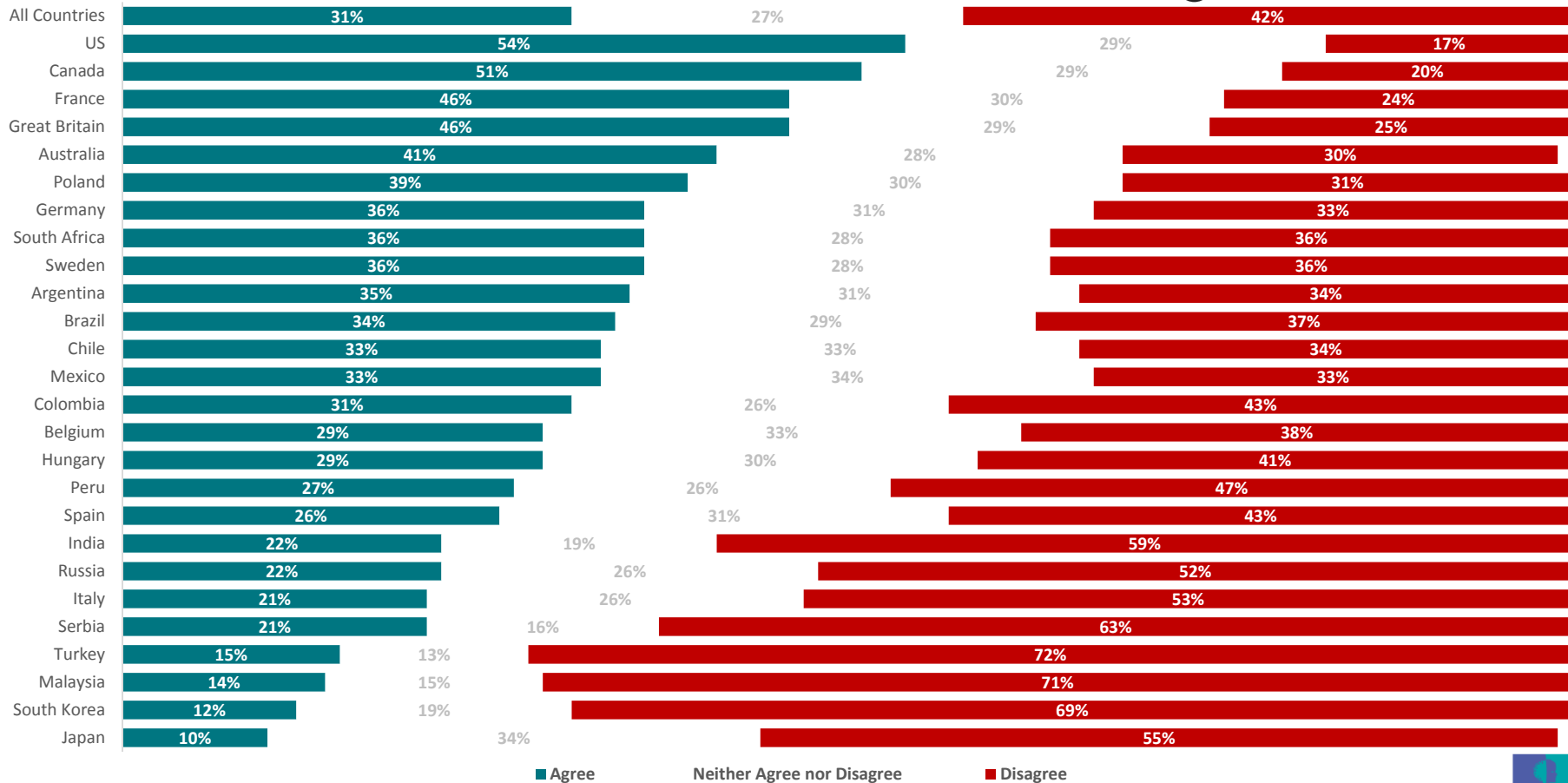
Morally Acceptable in Moderation: **Packaged Salty Snacks**



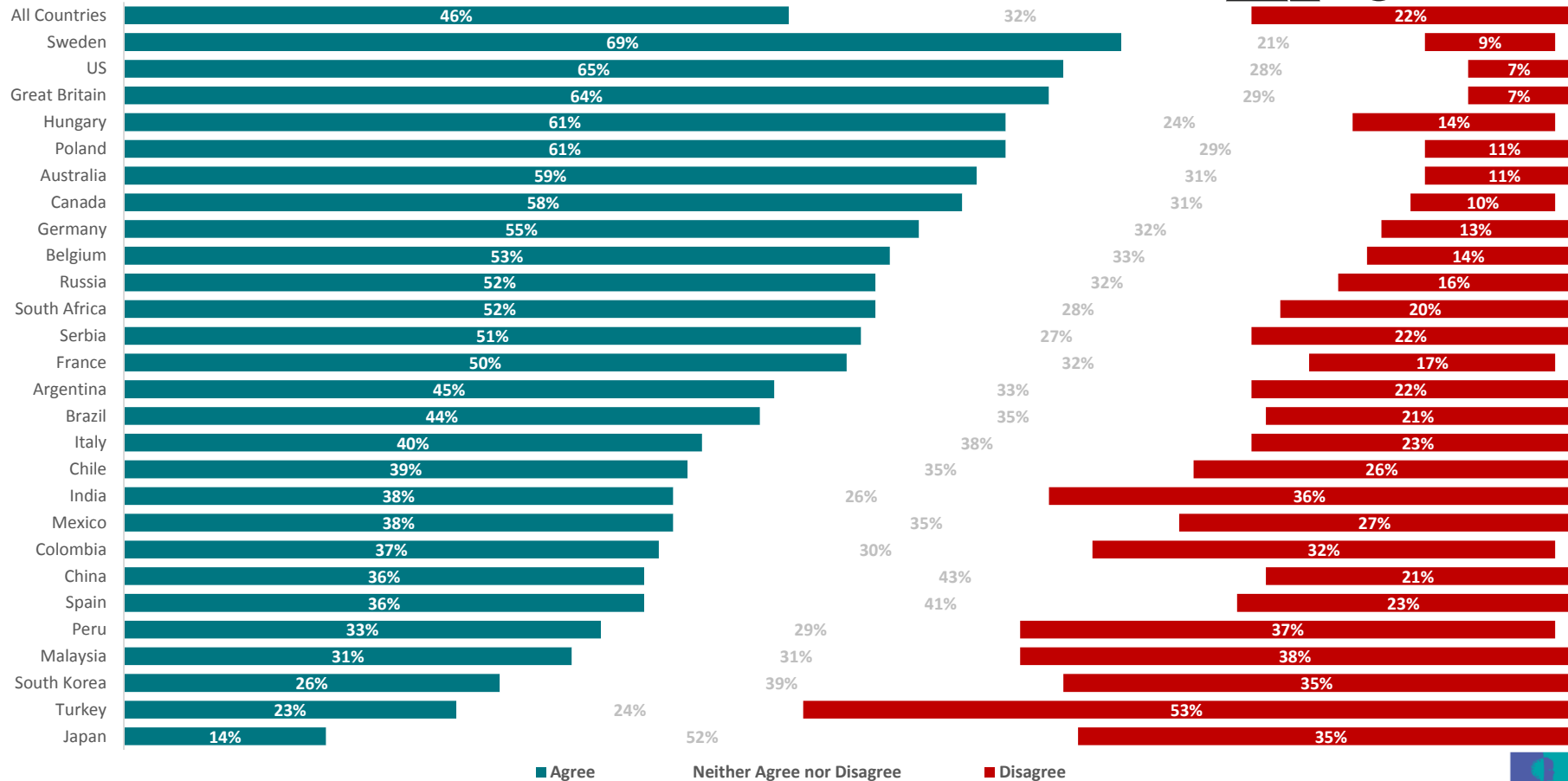
Morally Acceptable in Moderation: Sugary Soft Drinks



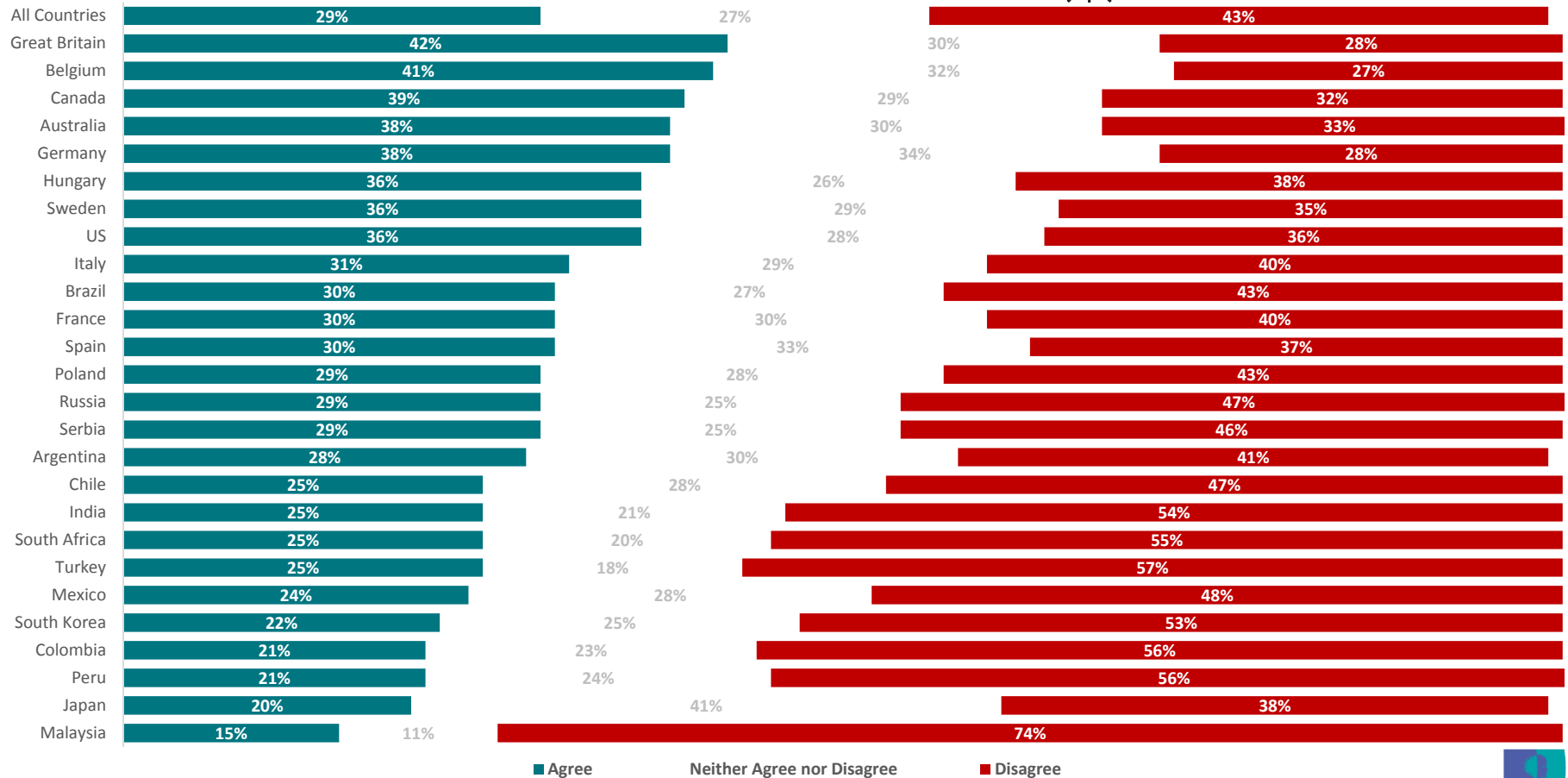
Morally Acceptable in Moderation: Casino Gambling



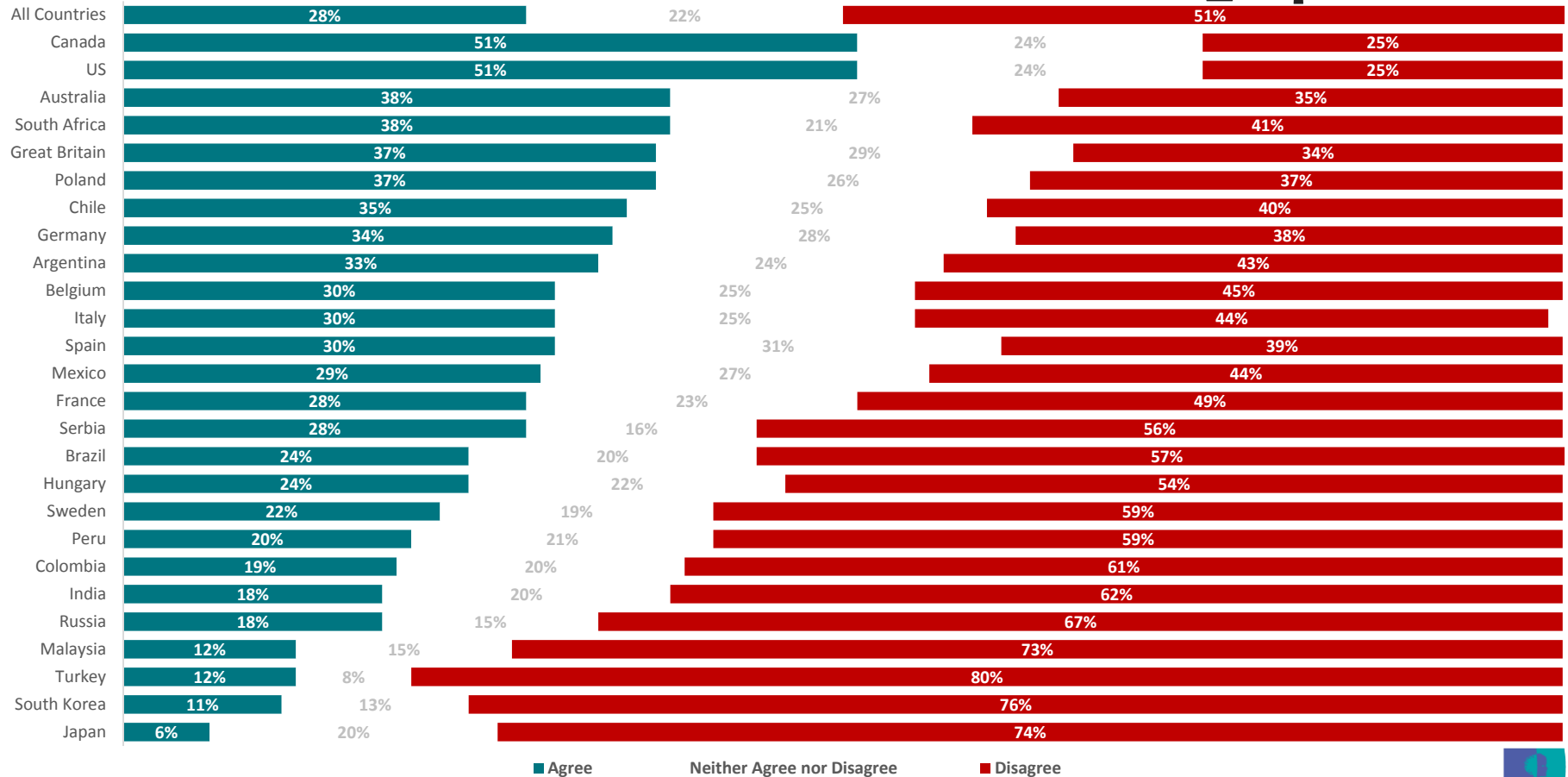
Morally Acceptable in Moderation: Online Dating Services



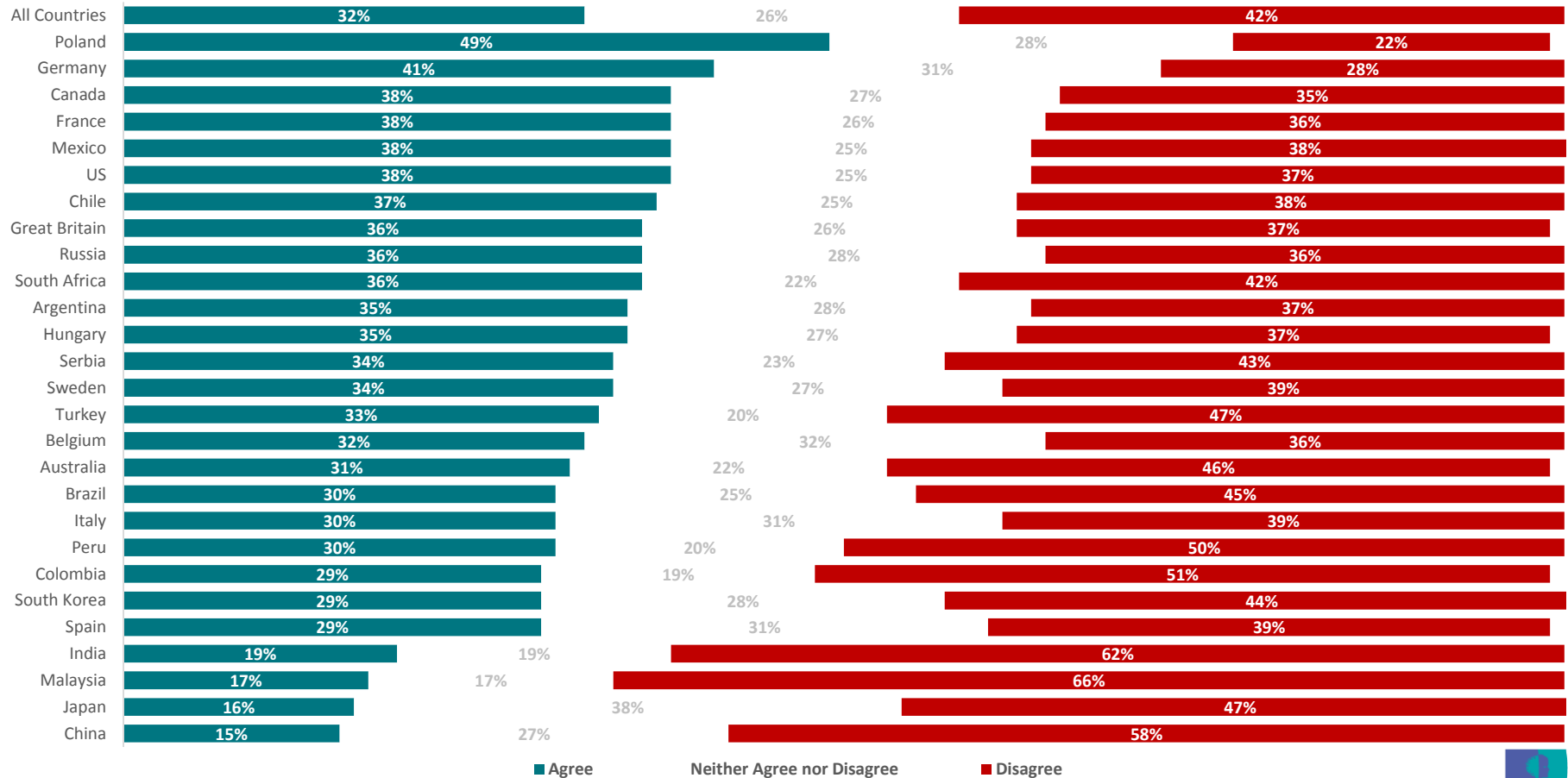
Morally Acceptable in Moderation: Pornography



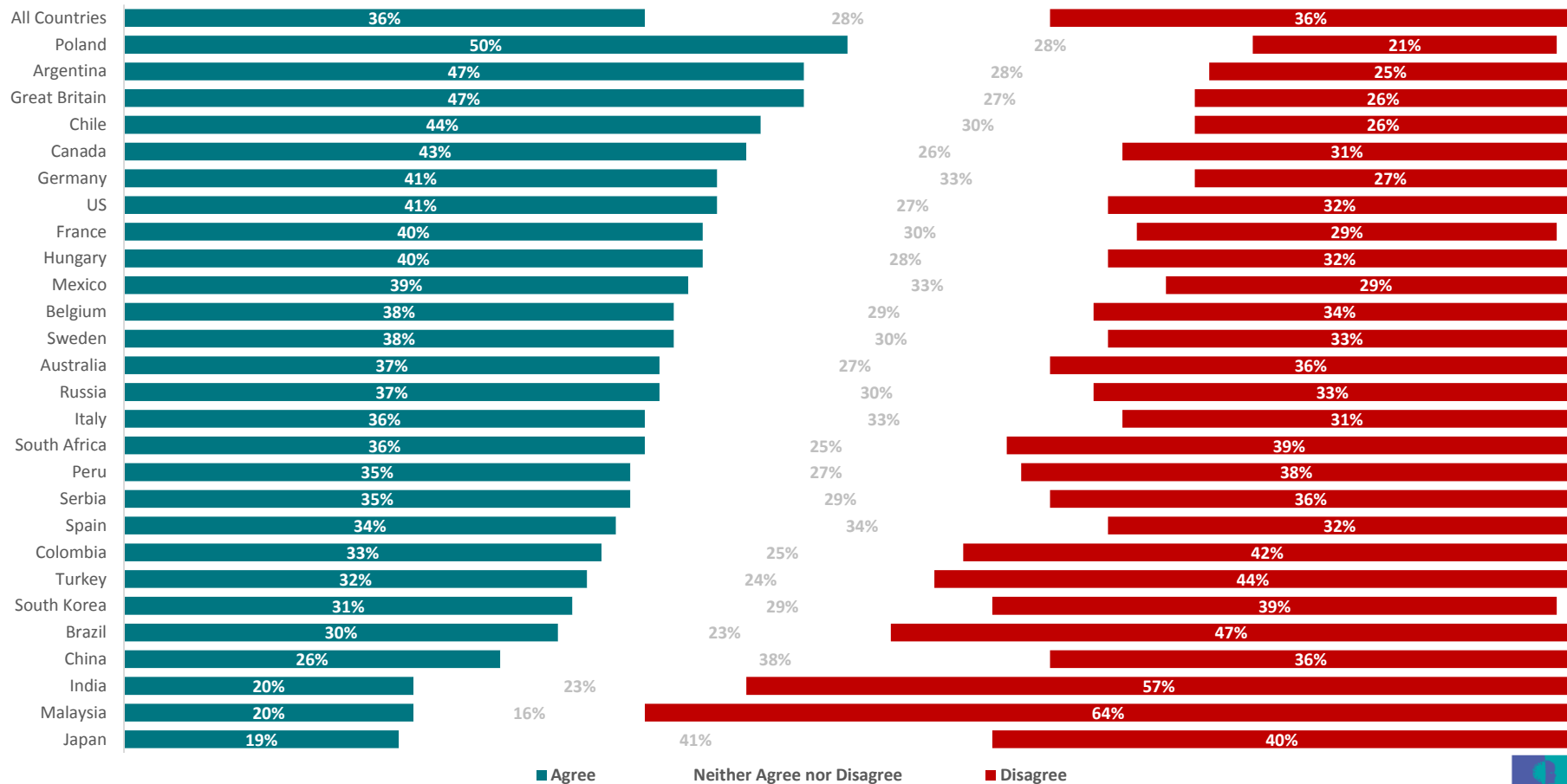
Morally Acceptable in Moderation: Cannabis/Marijuana



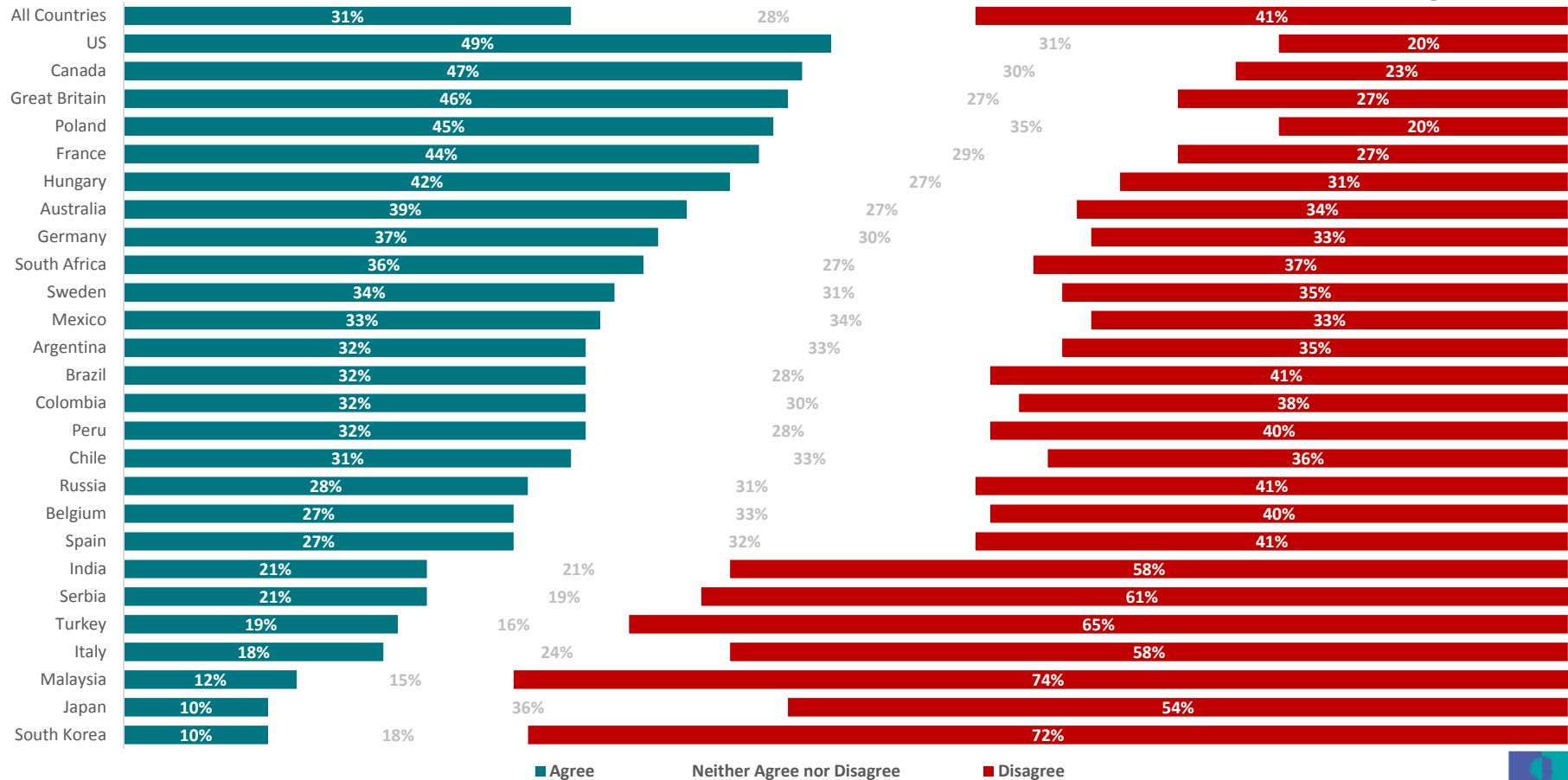
Morally Acceptable in Moderation: Tobacco Cigarettes and Cigars



Morally Acceptable in Moderation: E-cigarettes/Vaping



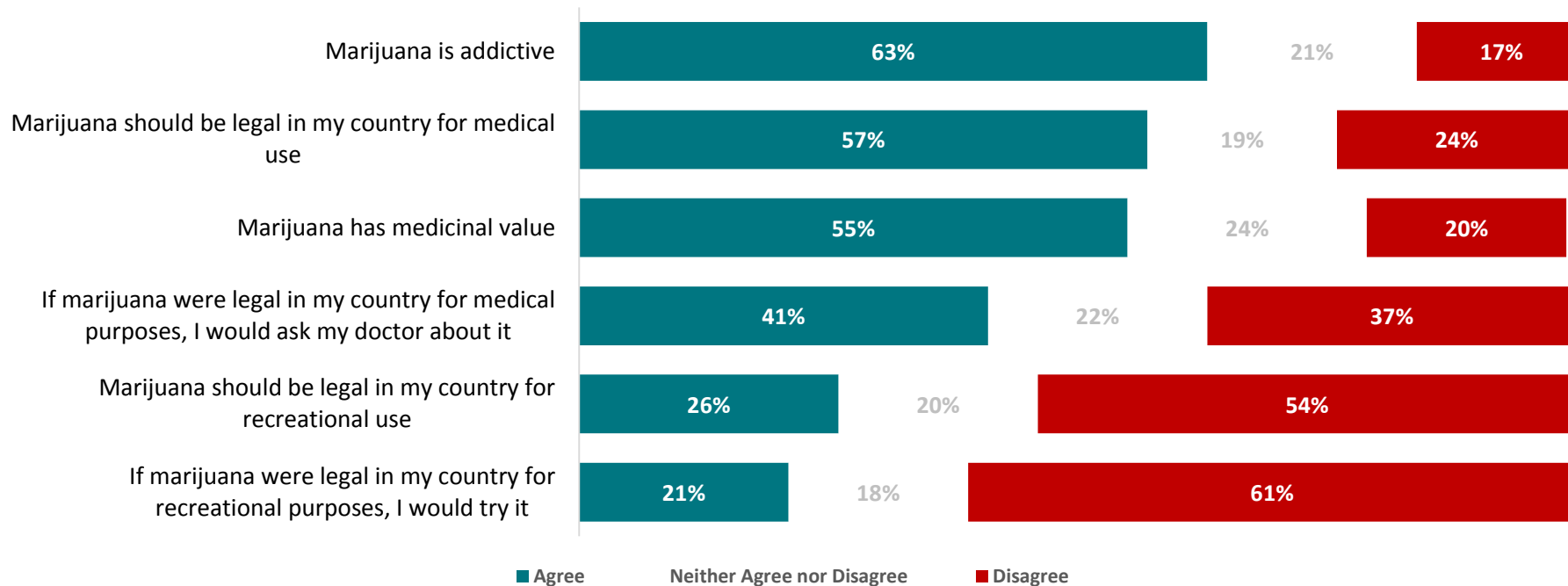
Morally Acceptable in Moderation: Online Betting and Gambling



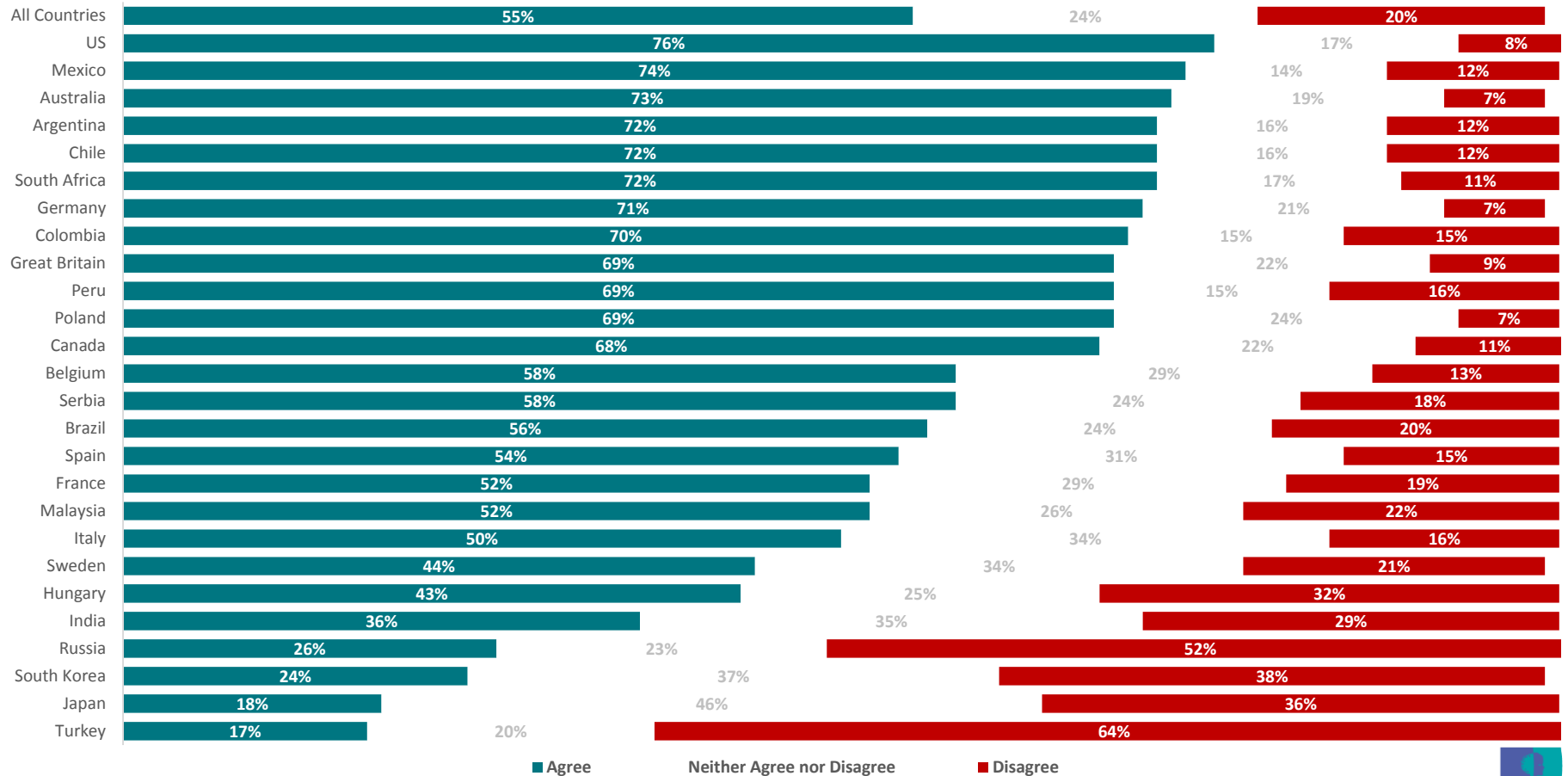
A person with dark hair tied back, wearing a red sweater over a white turtleneck, is shown from the chest up. They are holding a lit cigarette or joint in their right hand, and a thick plume of white smoke is rising from their mouth. The background is dark and out of focus, showing some outdoor furniture like a yellow plastic chair and a white bucket. A semi-transparent dark grey rectangle is overlaid on the image, containing the title text.

LEGALIZATION OF MARIJUANA

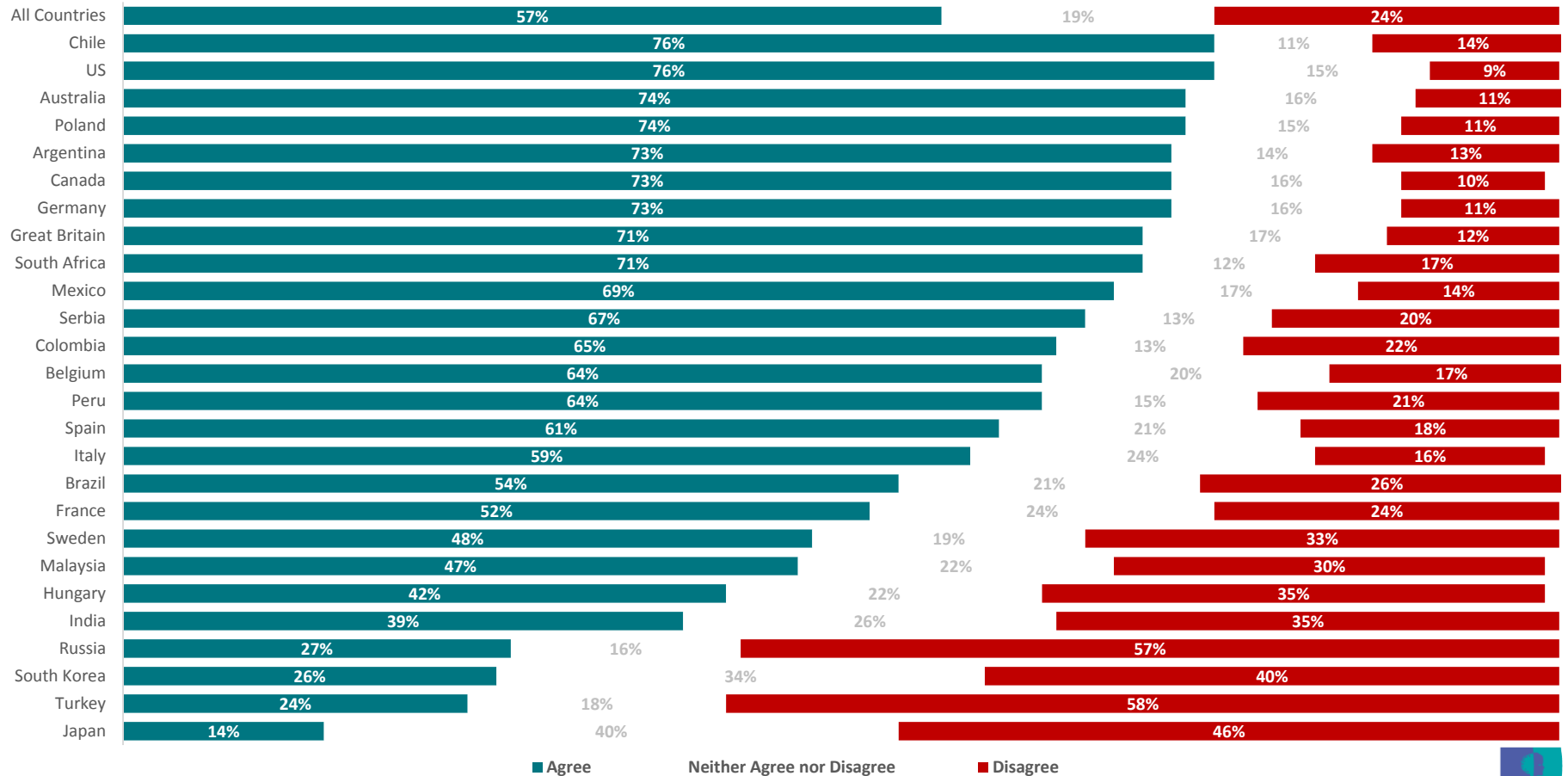
Global Sentiment on Marijuana Use



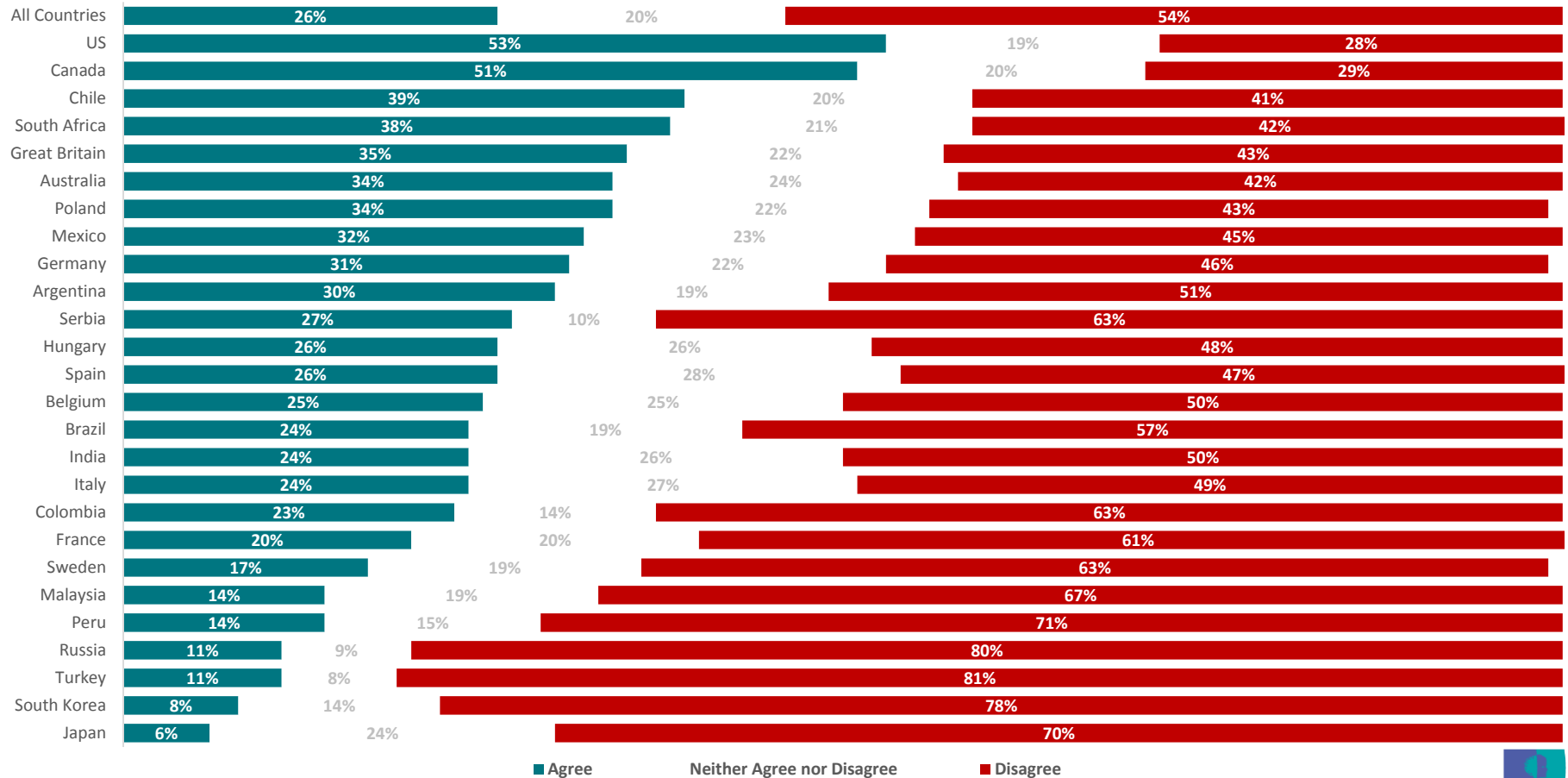
Marijuana has medicinal value



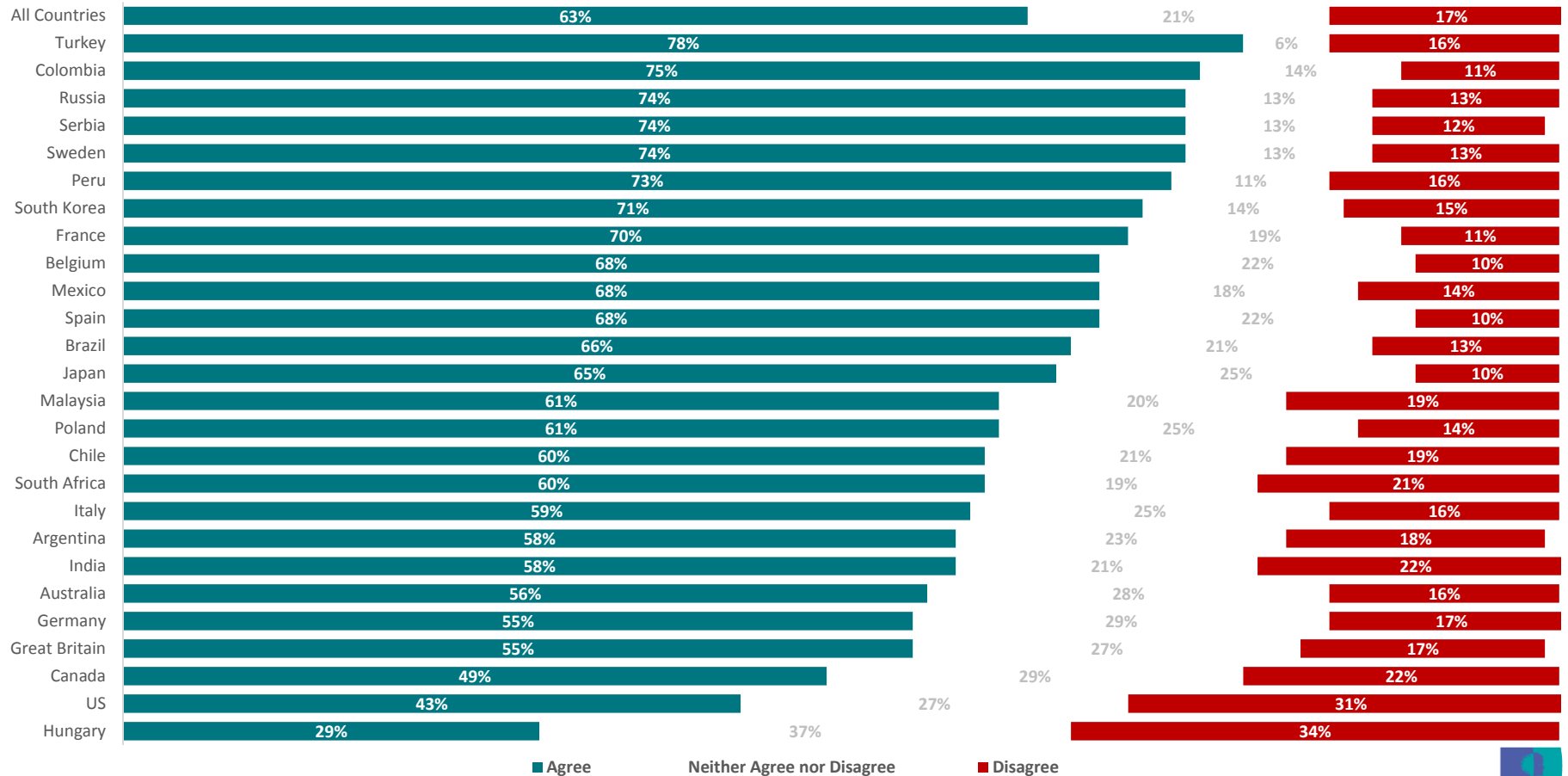
Marijuana should be legal in my country for **medical use**



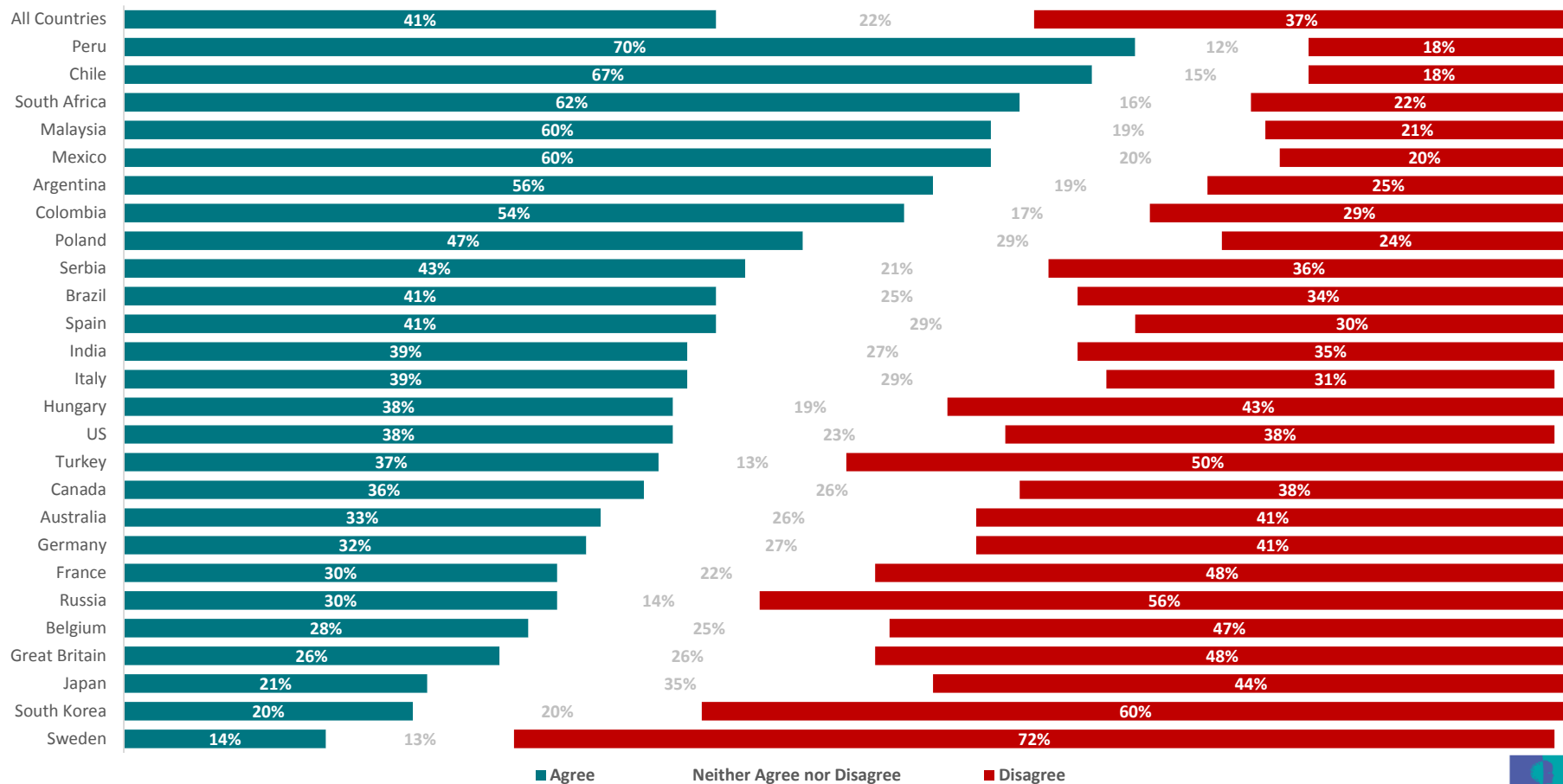
Marijuana should be legal in my country for recreational use



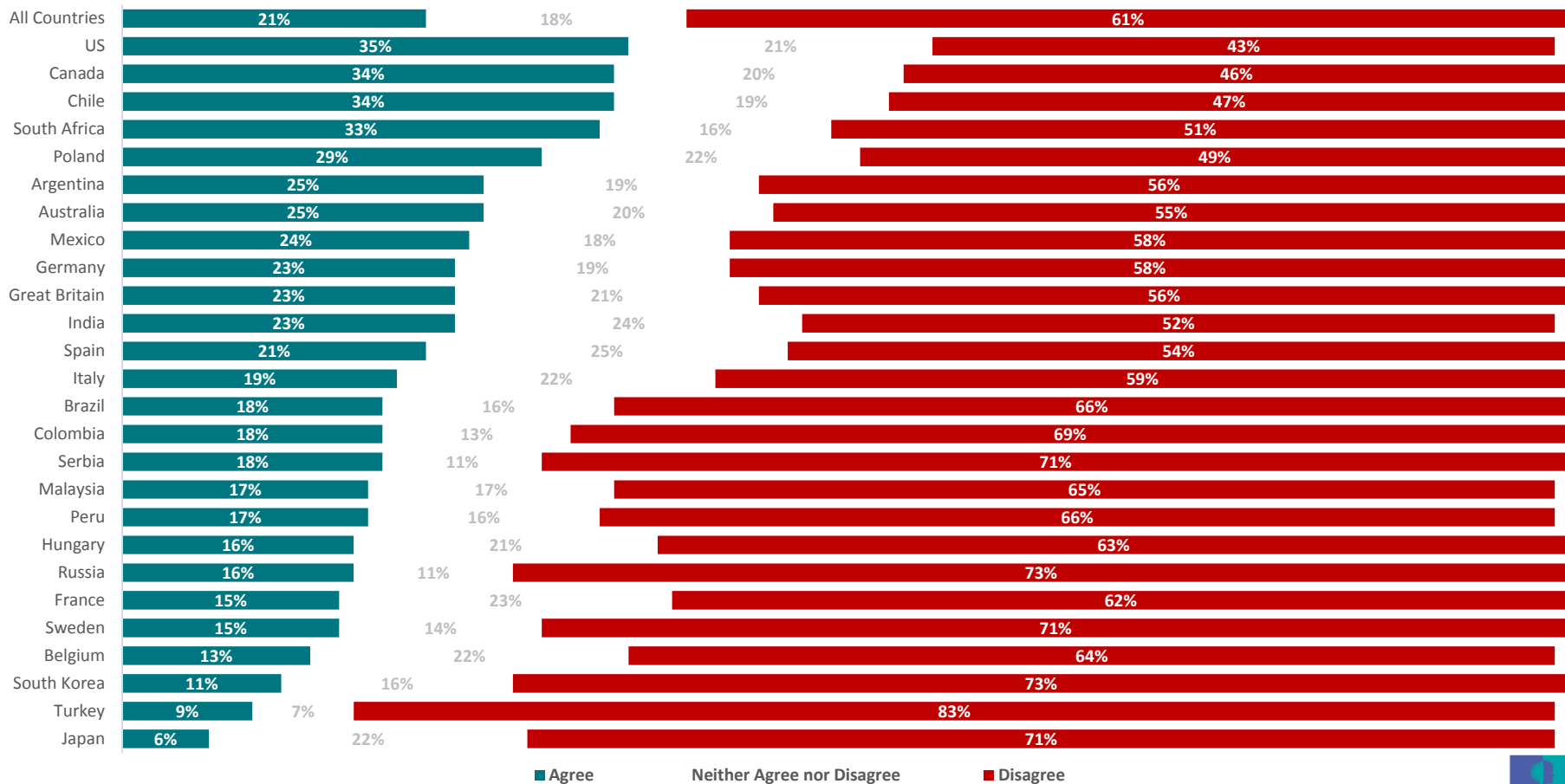
Marijuana is addictive



If marijuana were legal in my country for **medical purposes**, I would ask my doctor about it



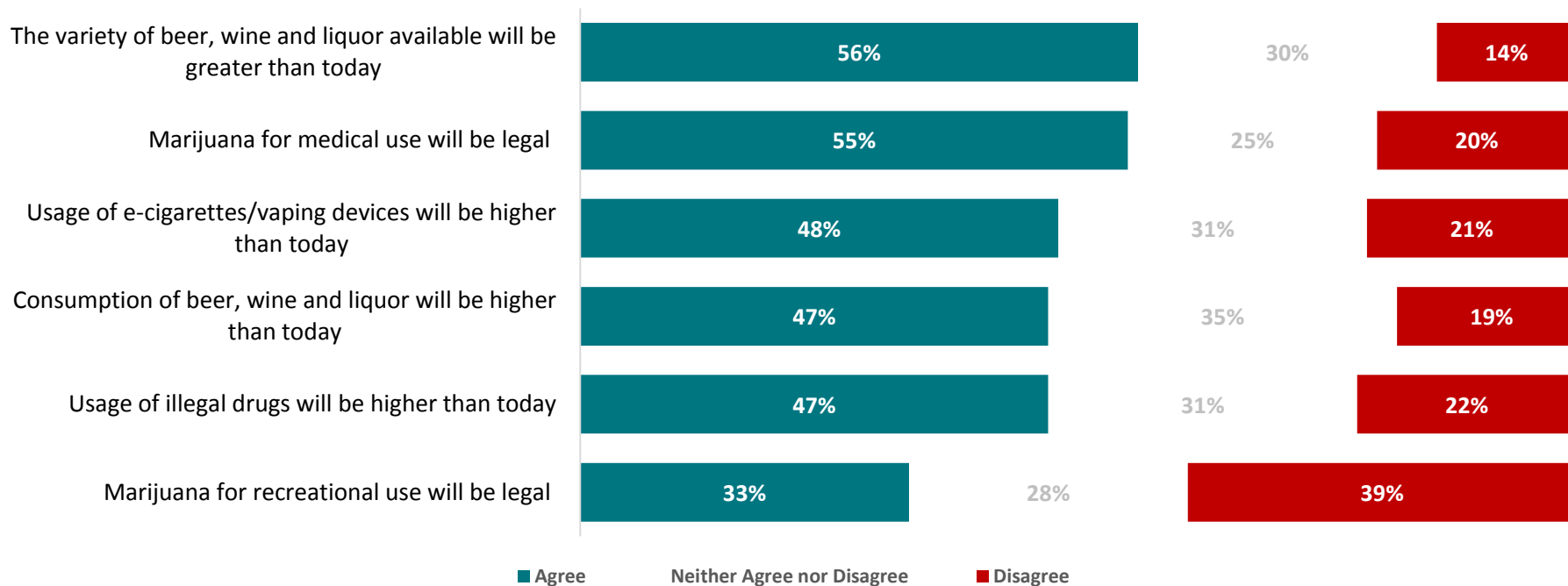
If marijuana were legal in my country for recreational purposes, I would try it



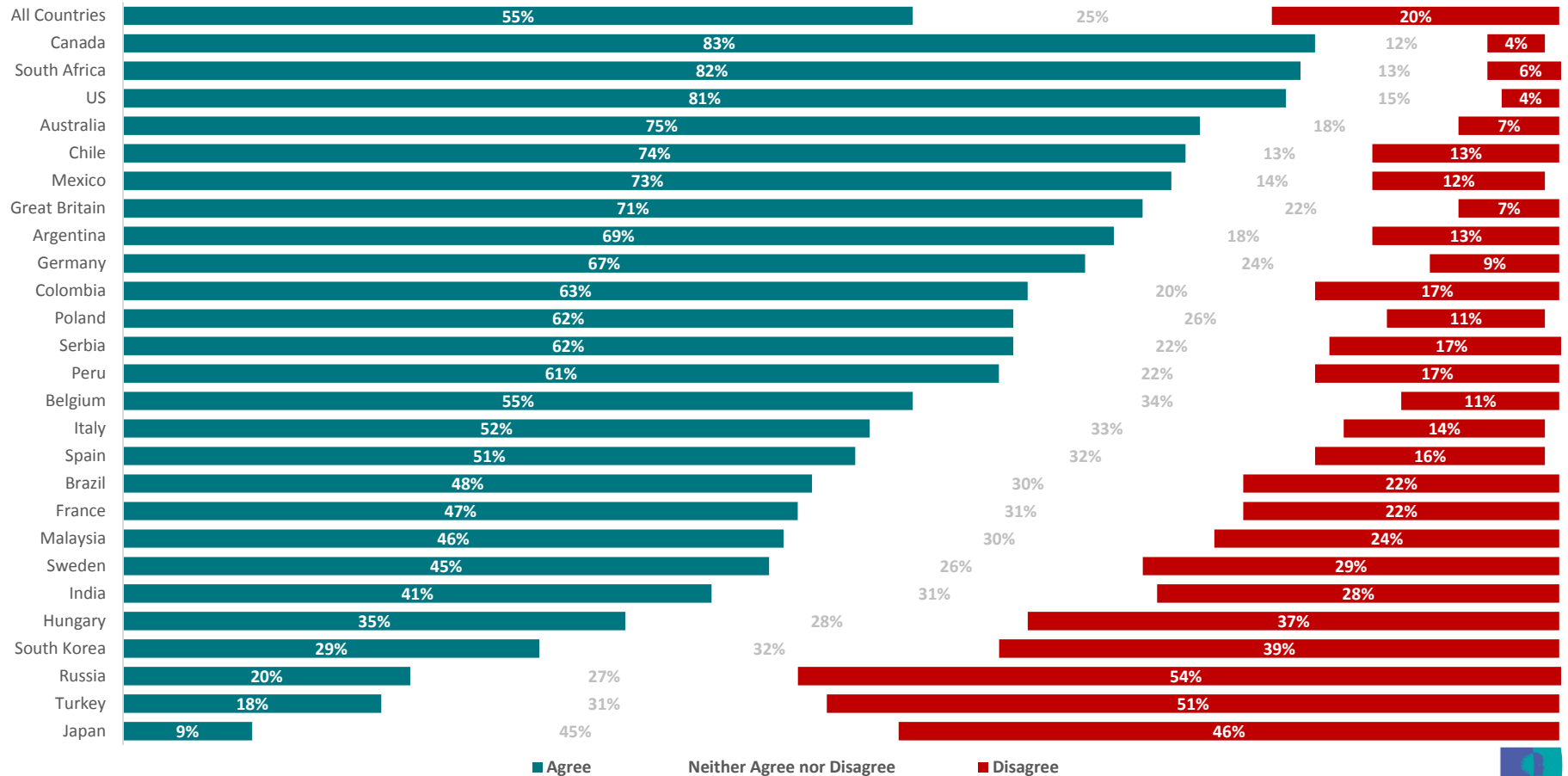


TEN YEARS FROM NOW

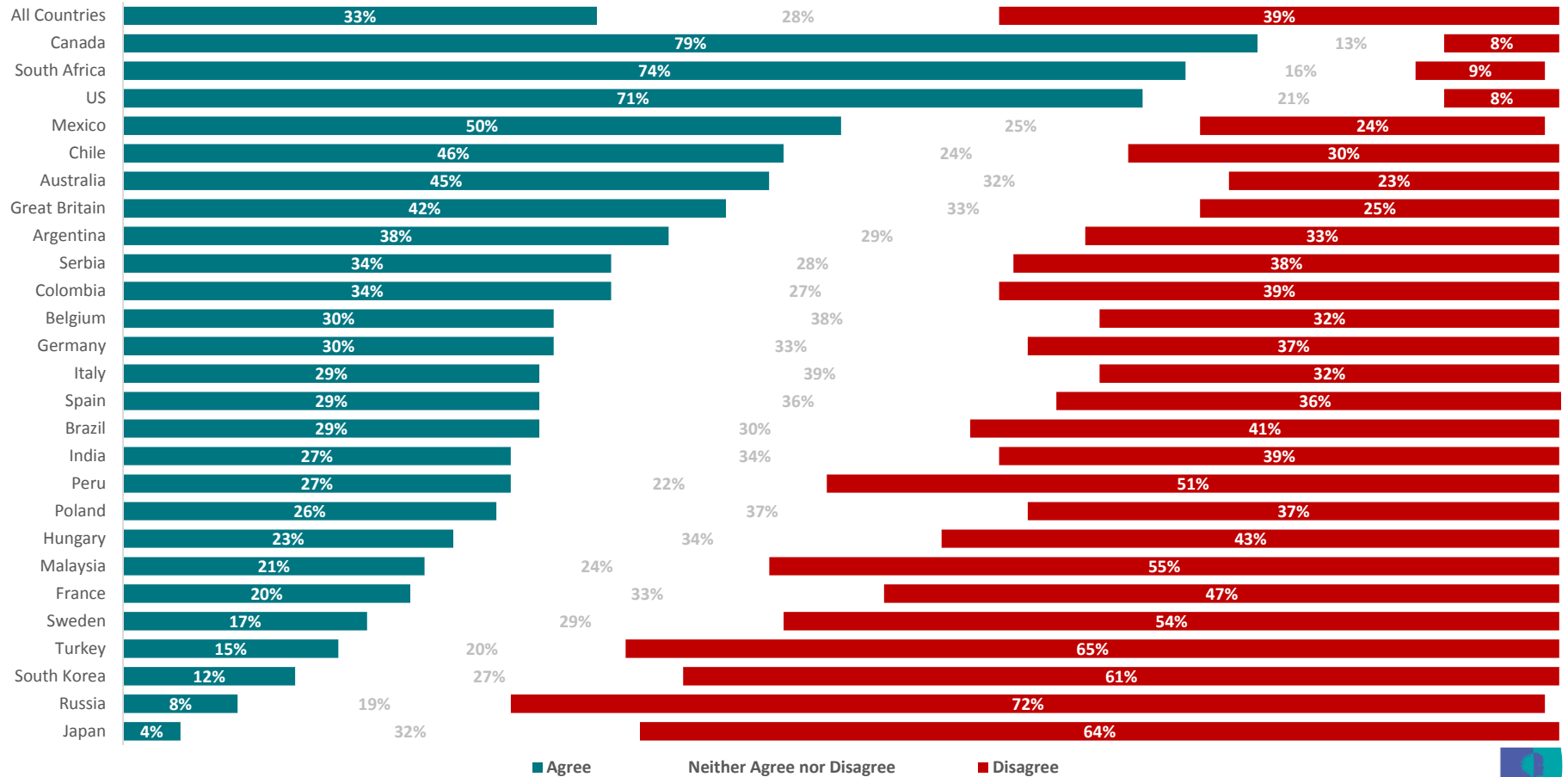
Global Predictions



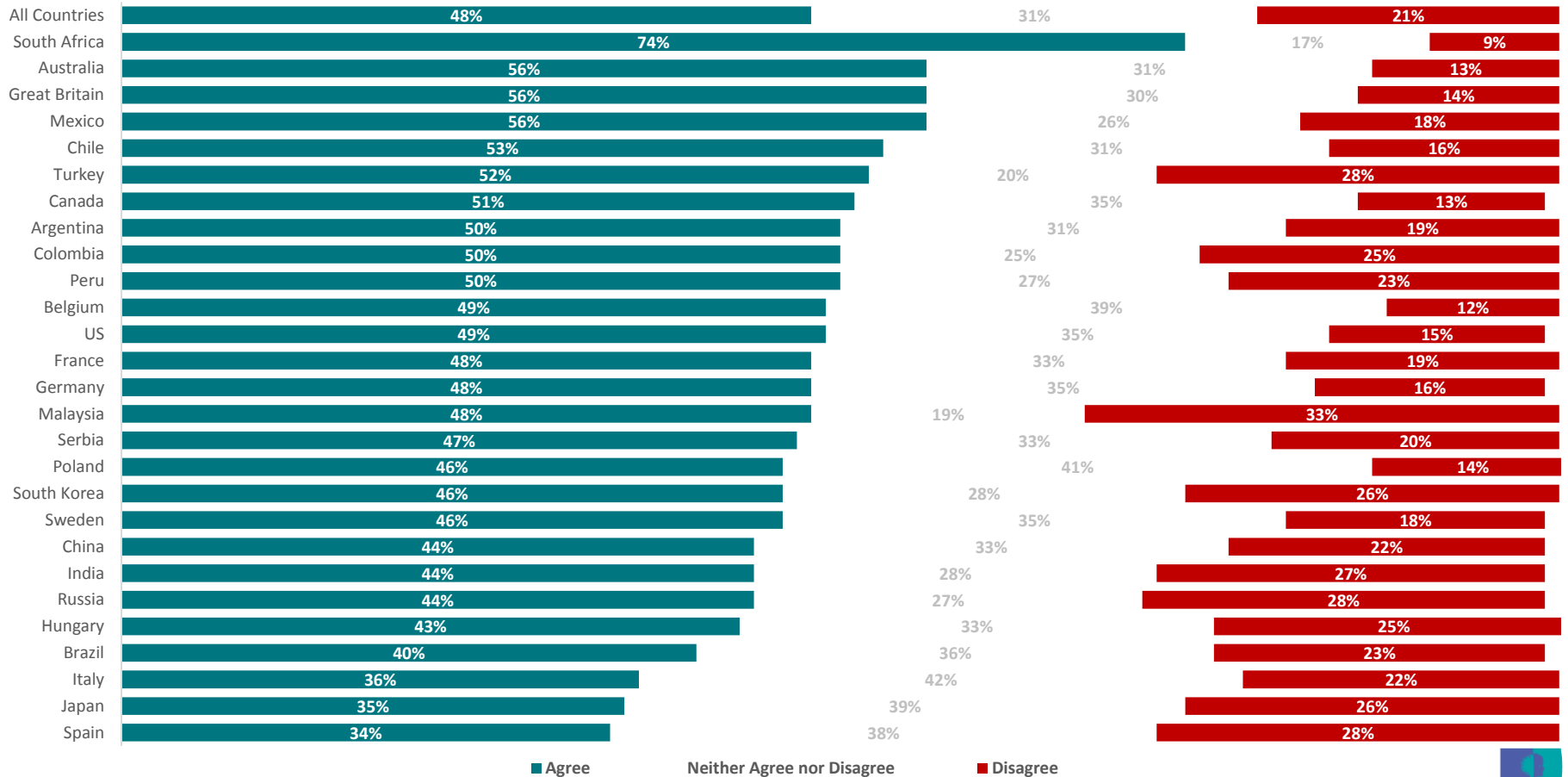
Marijuana for **medical use** will be legal



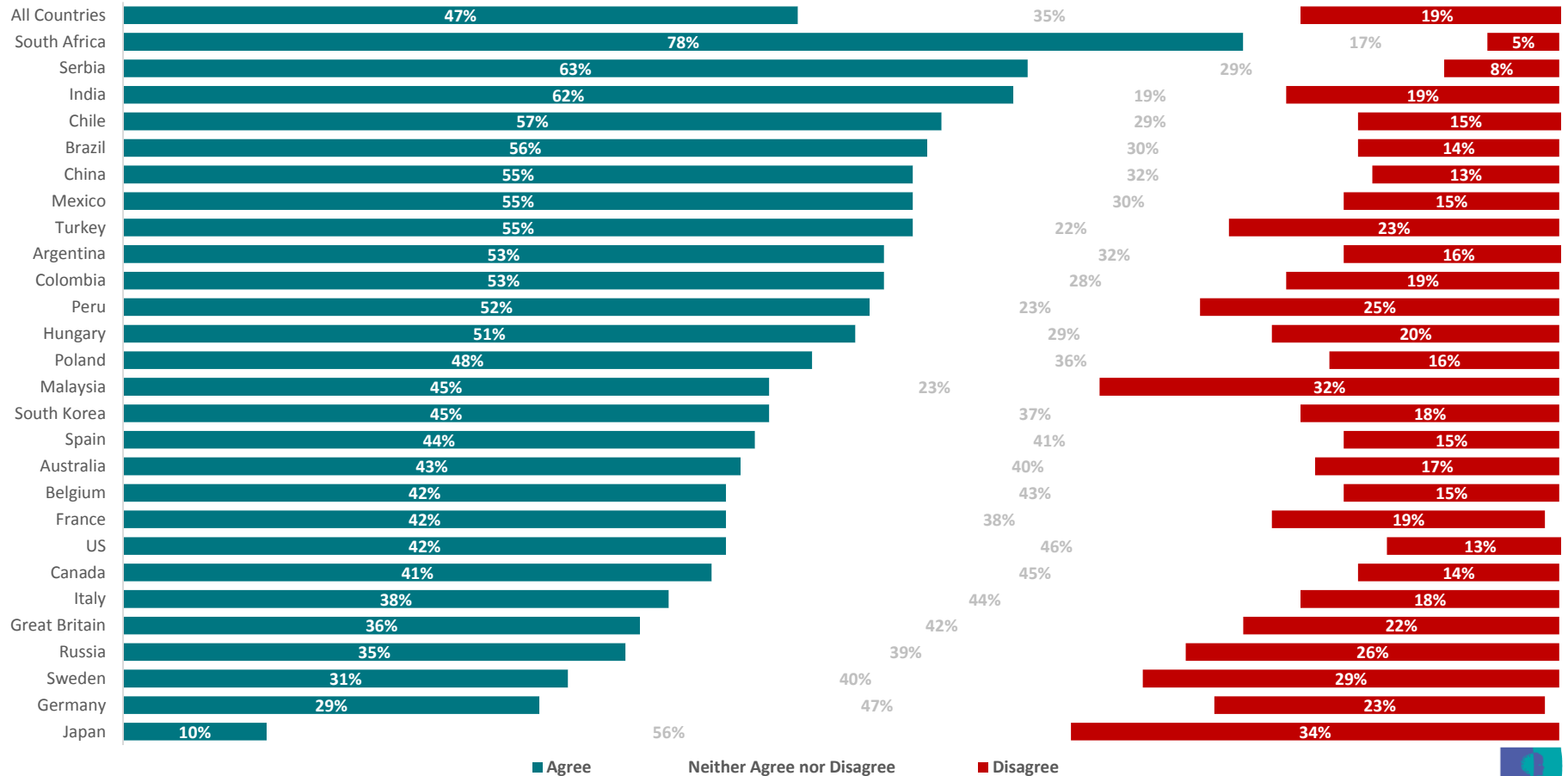
Marijuana for recreational use will be legal



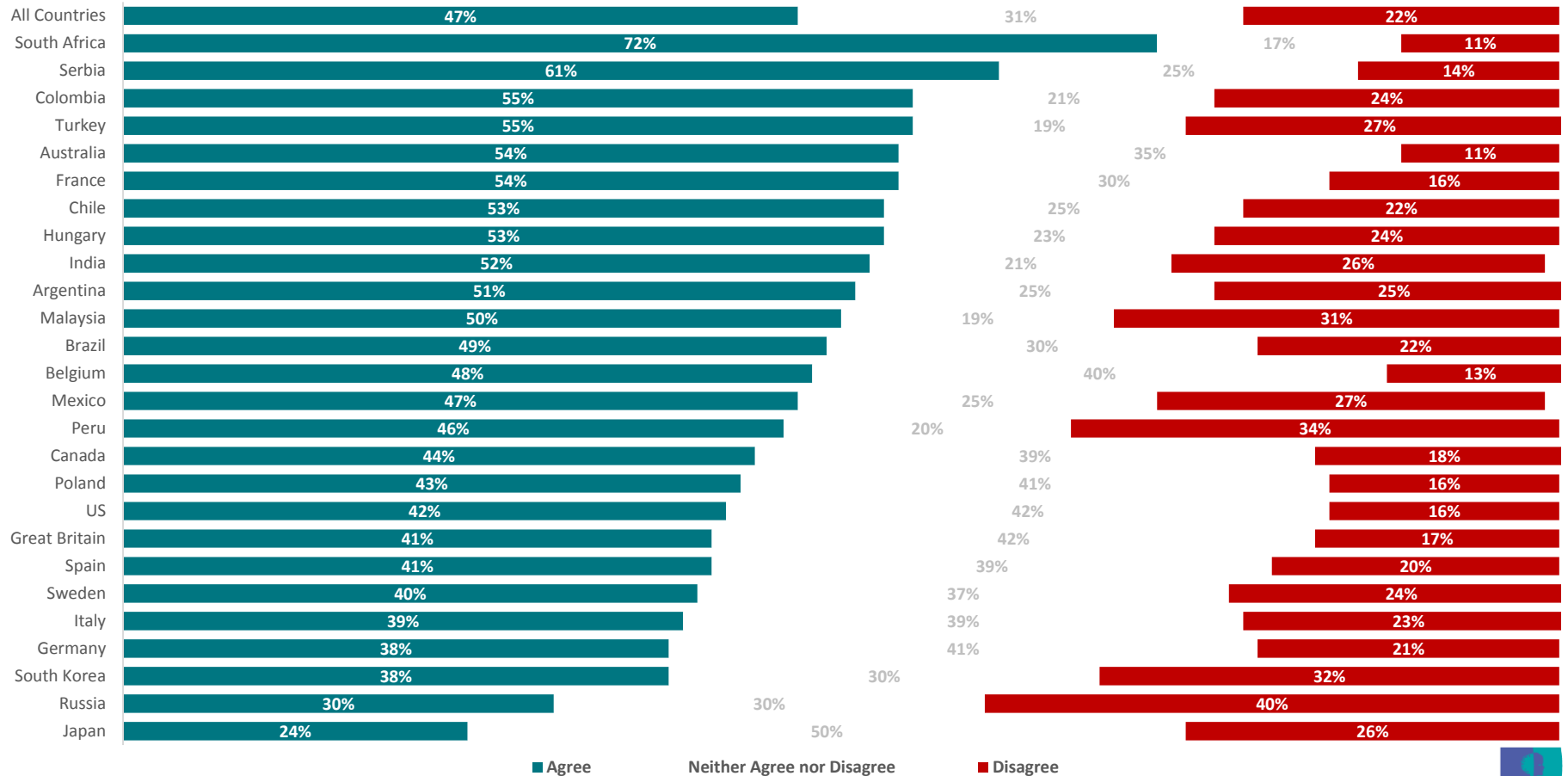
Usage of e-cigarettes/vaping devices will be higher than today



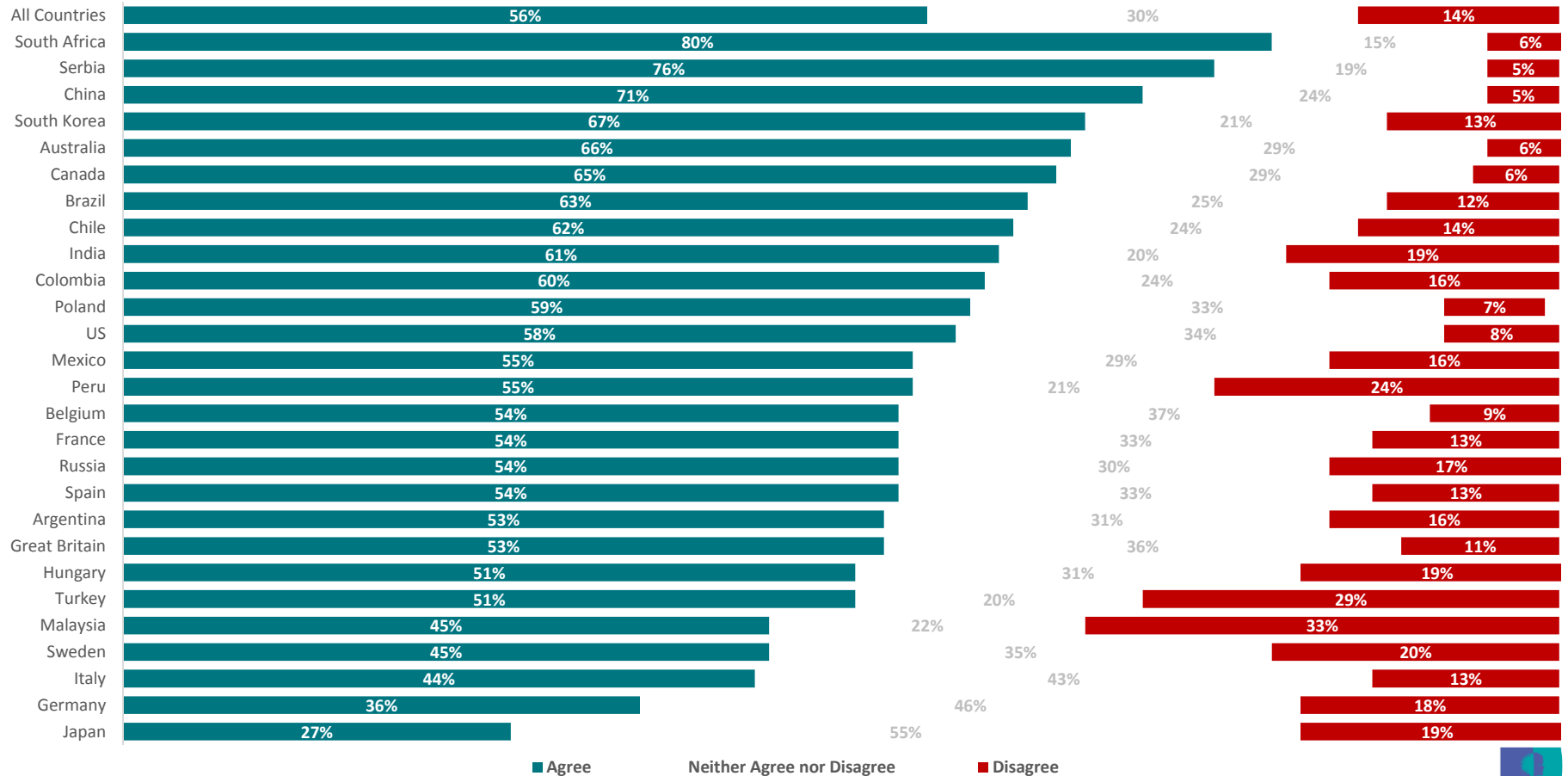
Consumption of beer, wine and liquor will be higher than today



Usage of illegal drugs will be higher than today



The variety of beer, wine and liquor available to consumers will be greater than today



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