

GLOBAL VIEWS ON VICES – 2019

IPSOS GLOBAL ADVISOR

MARIJUANA

Methodology

- The findings come from surveys conducted between November 26 and December 7, 2018 on the Ipsos global advisor platform using the Ipsos online panel system with 18,638 adults across 29 countries: Argentina, Australia, Belgium, Brazil, Canada, Chile, China, Colombia, France, Germany, Great Britain, Hungary, India, Italy, Japan, Malaysia, Mexico, Peru, Poland, Romania, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Spain, Sweden, Turkey, and the U.S.
- All survey respondents are aged 18-64 in Canada and the U.S. and 16-64 in all other countries.
- The sample size per country in each survey is approximately n=1,000 for Australia, Brazil, Canada, China, France, Germany, Great Britain, India, Italy, Japan, Spain, and the U.S. And approximately N=500 for Argentina, Belgium, Chile, Colombia, Hungary, Malaysia, Mexico, Peru, Poland, Romania, Russia, Saudi Arabia, Serbia, South Africa, South Korea, Sweden, and Turkey.
- Weighting has been 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.
- A survey with an unweighted probability sample of this size would have an estimated margin of error of +/- 3.5 percentage points for a sample of 1,000 and an estimated margin of error of +/- 5.0 percentage points for a 500 sample 19 times out of 20.
- In 17 of the countries surveyed, internet penetration is sufficiently high to think of the samples as representative of the national population within the age ranges covered: Argentina, Australia, Belgium, Canada, France, Germany, Hungary, Italy, Japan, Poland, Serbia, South Korea, Spain, Sweden, Great Britain, and the U.S.
- Brazil, Chile, China, Colombia, India, Malaysia, Mexico, Romania, Russia, Peru, Saudi Arabia, South Africa, and Turkey have lower levels of internet penetration. Samples from those countries should not be considered to be fully nationally representative, but instead to represent a more affluent, connected population, representing an important and emerging middle class.
- Results may not always sum to 100% or may be 1 point higher/lower than the actuals due to rounding, multiple responses or the exclusion of don't knows or not stated responses.

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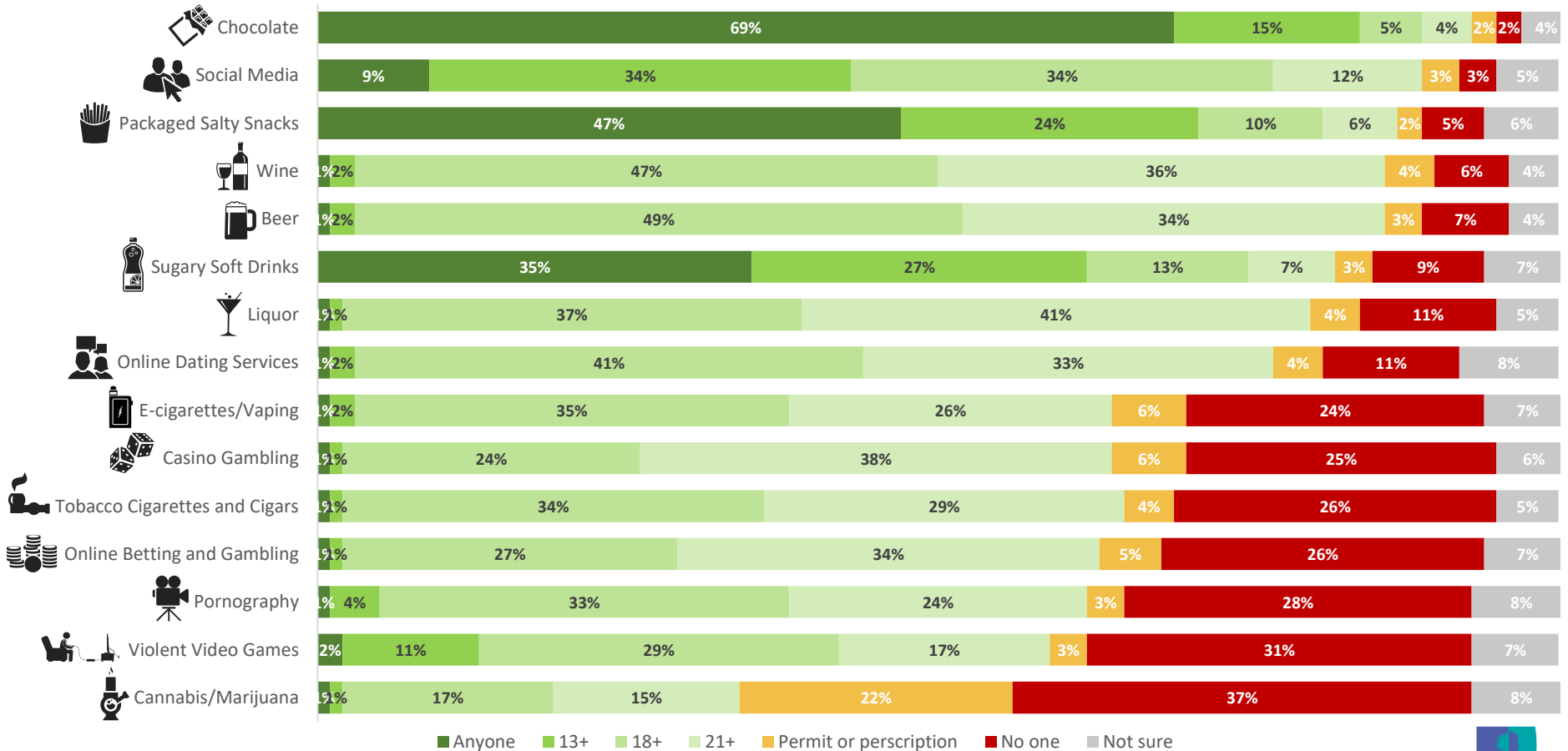


Slide 62 - Ten years from now


















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

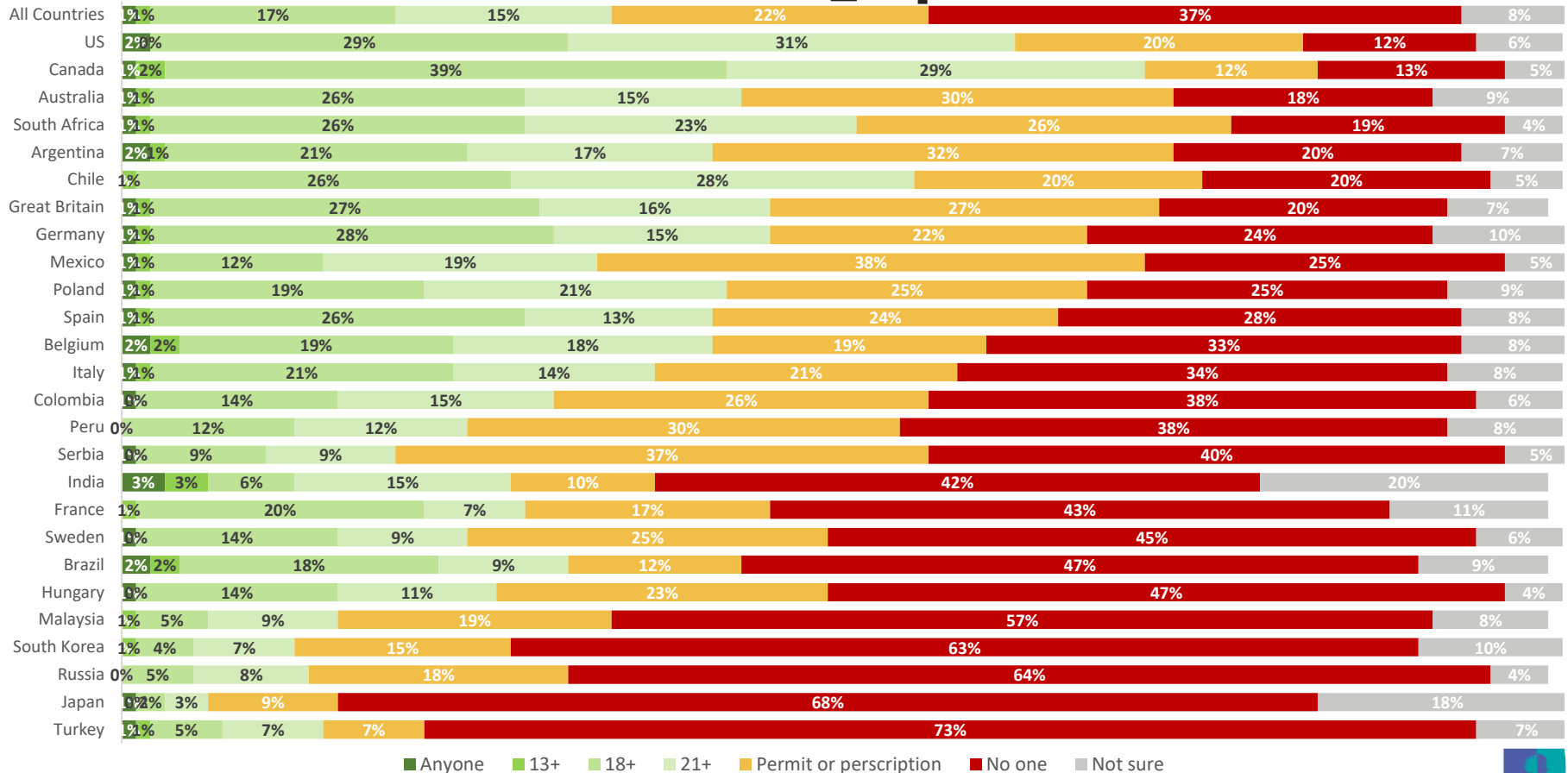
Allowed to Use, Buy or Have Access to...: Global Totals



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 Cannabis/Marijuana



Access to Cannabis/Marijuana

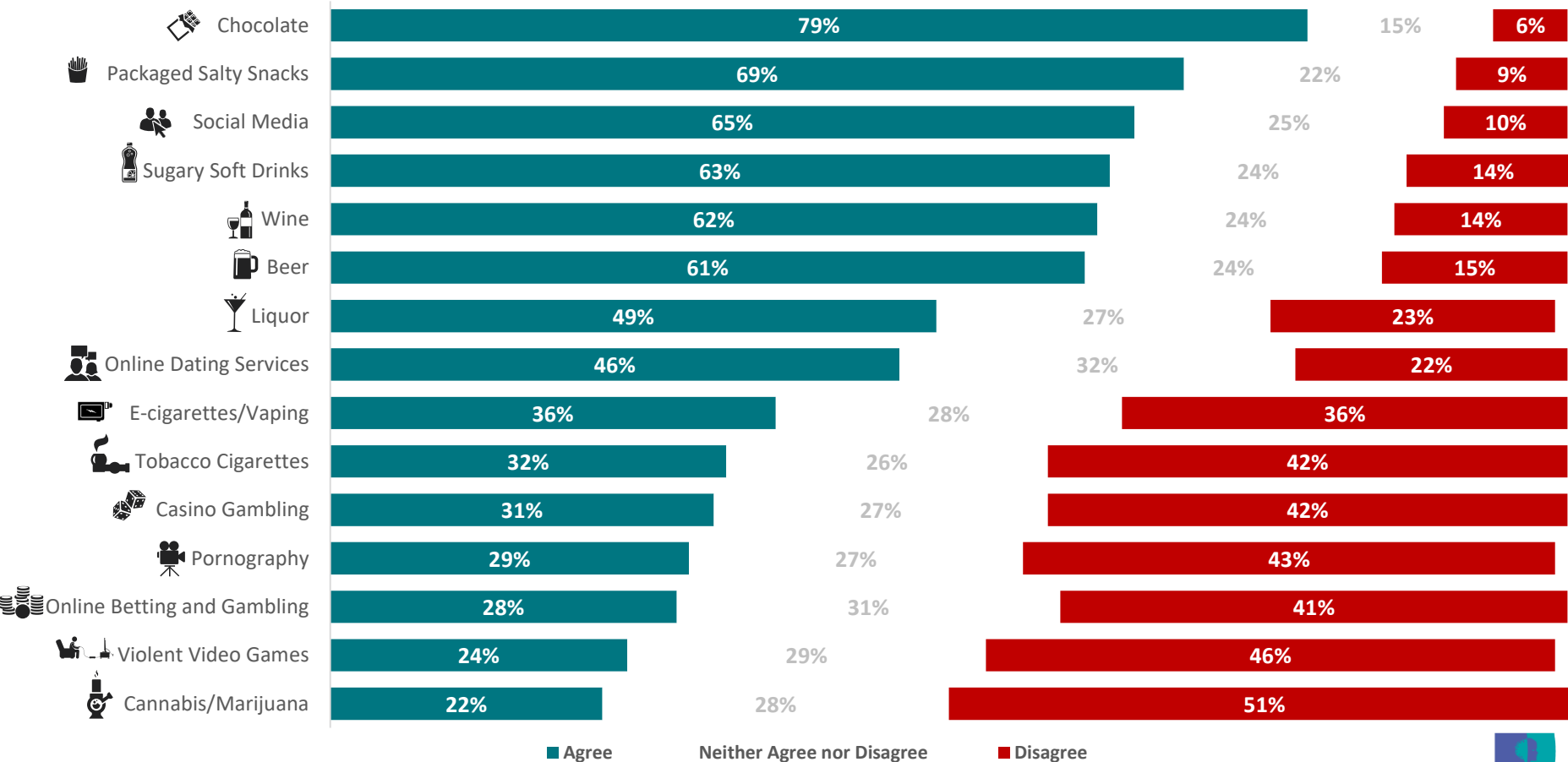


	Anyone, including children	Anyone aged 13 or older	Anyone aged 18 or older	Anyone aged 21 or older	Only people who have been delivered a permit or a prescription for	No one whatsoever	Not sure
All Countries	1%	1%	17%	15%	22%	37%	8%
US	2%	0%	29%	31%	20%	12%	6%
Canada	1%	2%	39%	29%	12%	13%	5%
Australia	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%

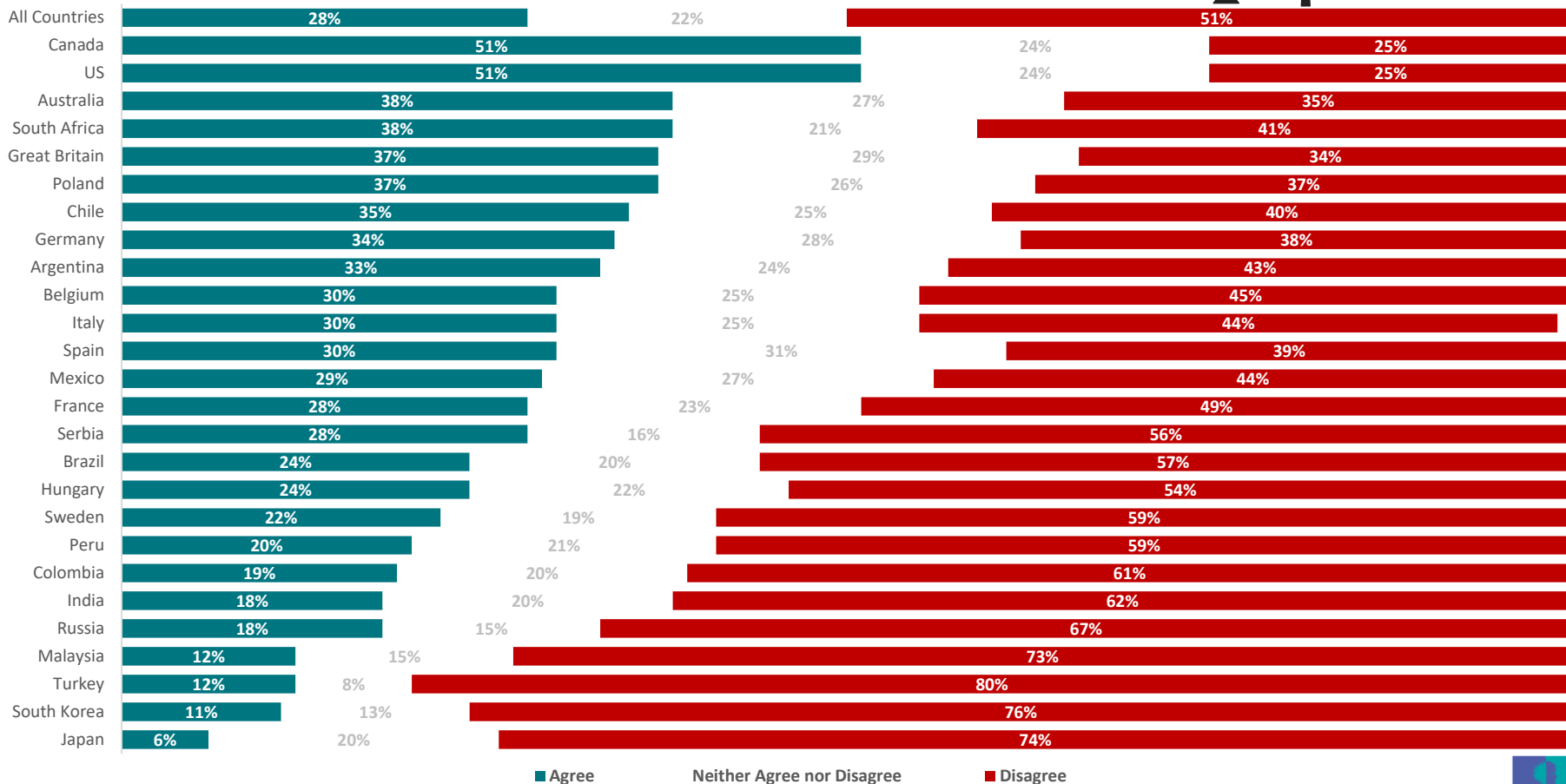


WHAT IS MORALLY ACCEPTABLE IN MODERATION?

Morally Acceptable in Moderation: Global Totals



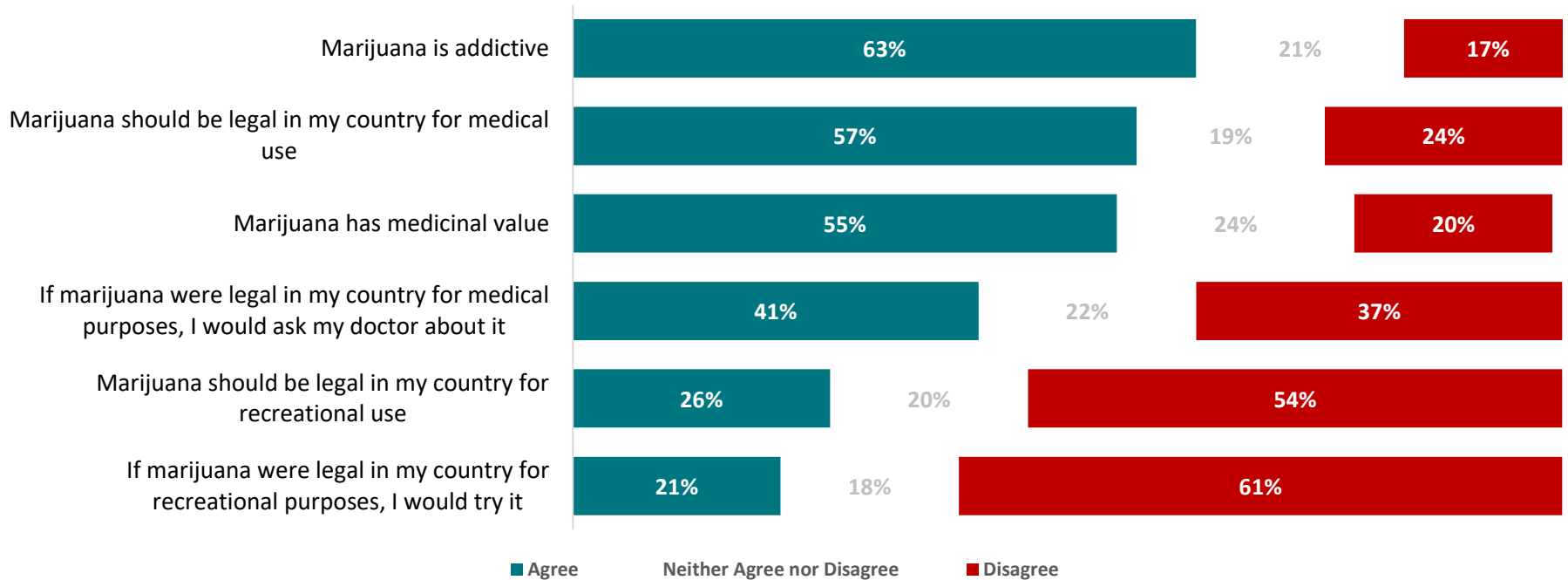
Morally Acceptable in Moderation: Cannabis/Marijuana



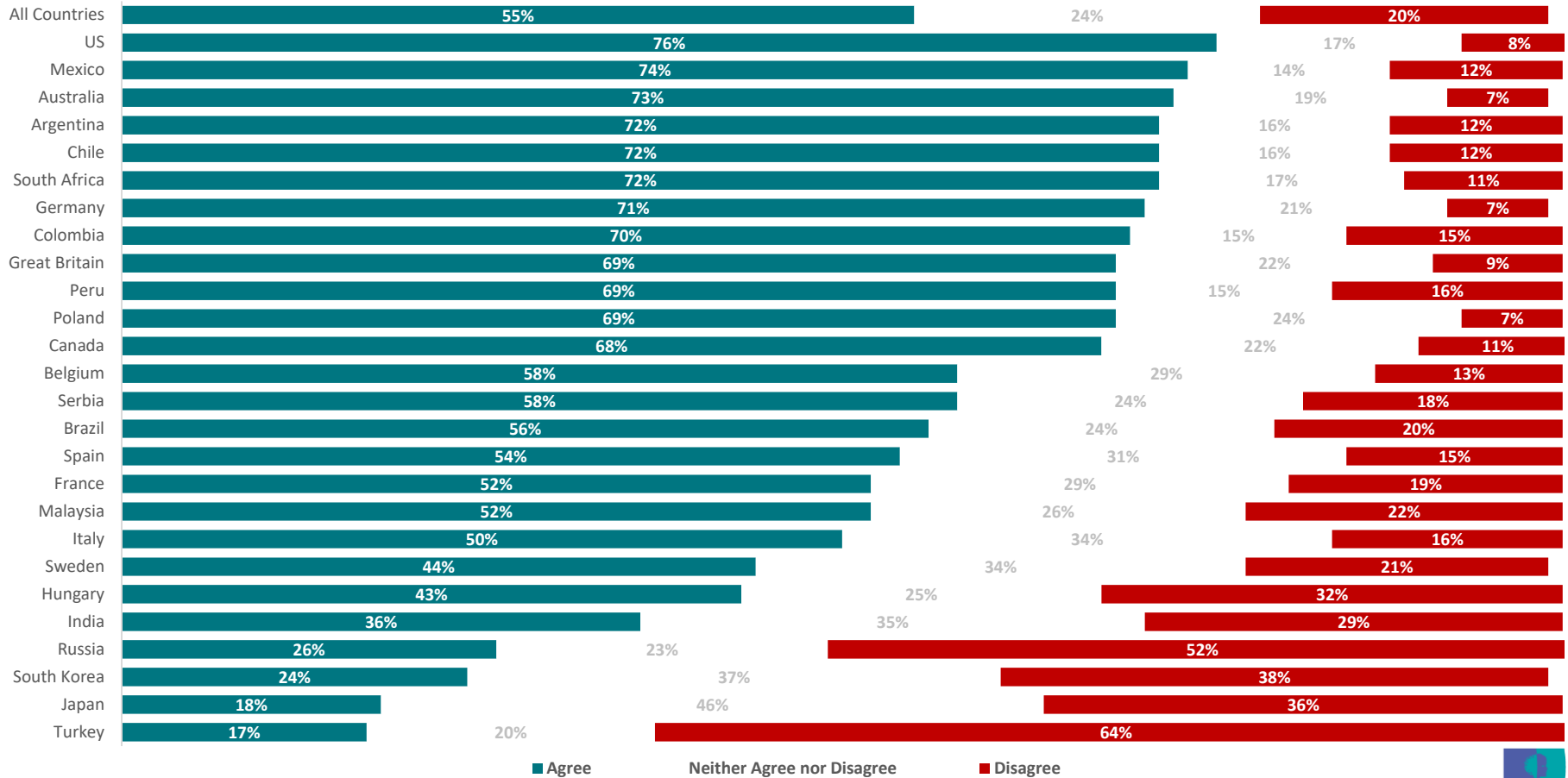
A photograph of a person from behind, wearing a red sweater and a white turtleneck, sitting on a yellow plastic chair and smoking a cigarette. The smoke is rising and drifting to the left. The background is dark and blurry, showing some furniture. A semi-transparent dark grey box is overlaid on the center of the image, containing the title text.

LEGALIZATION OF MARIJUANA

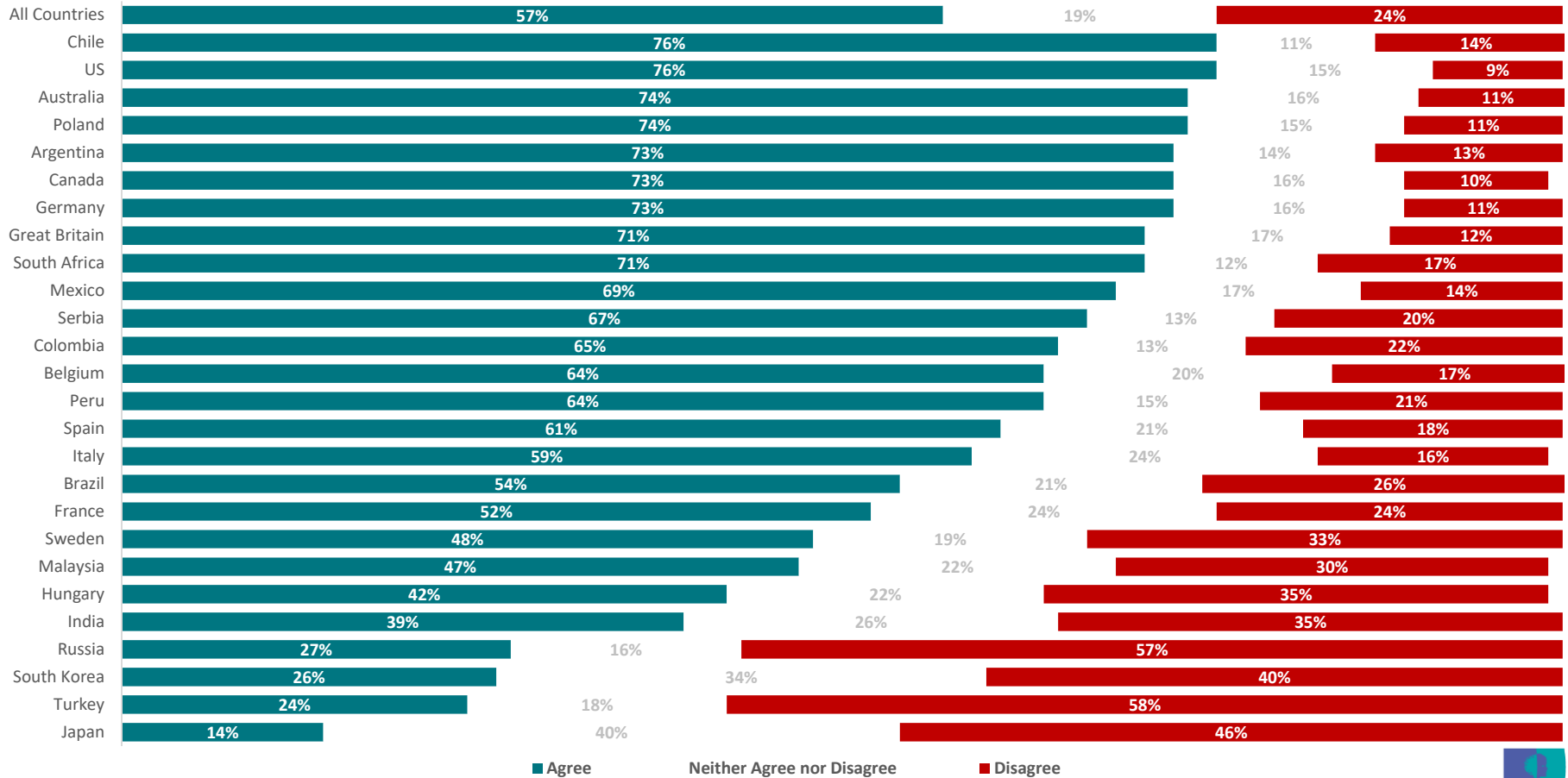
Global Sentiment on Marijuana Use



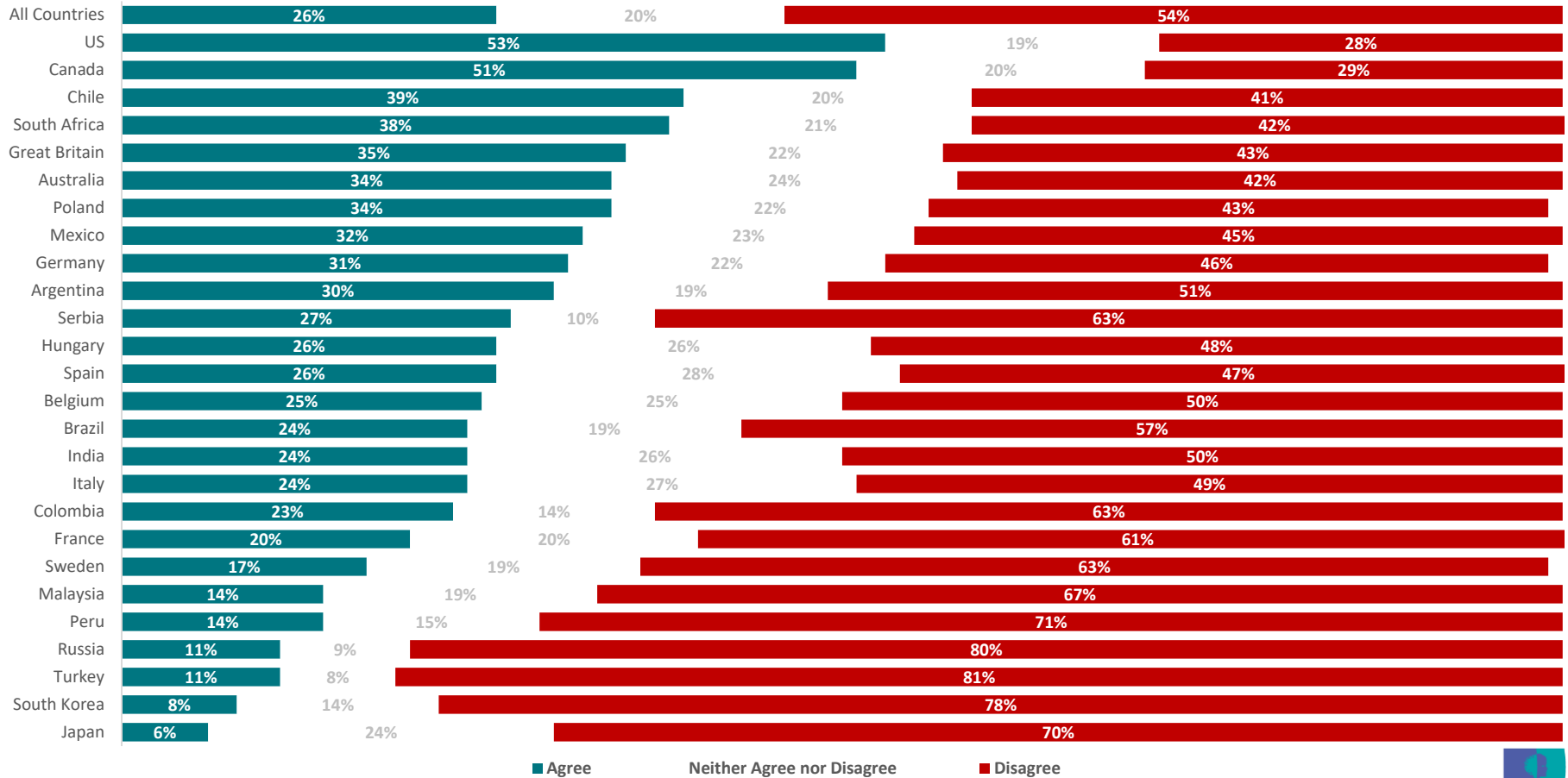
Marijuana has medicinal value



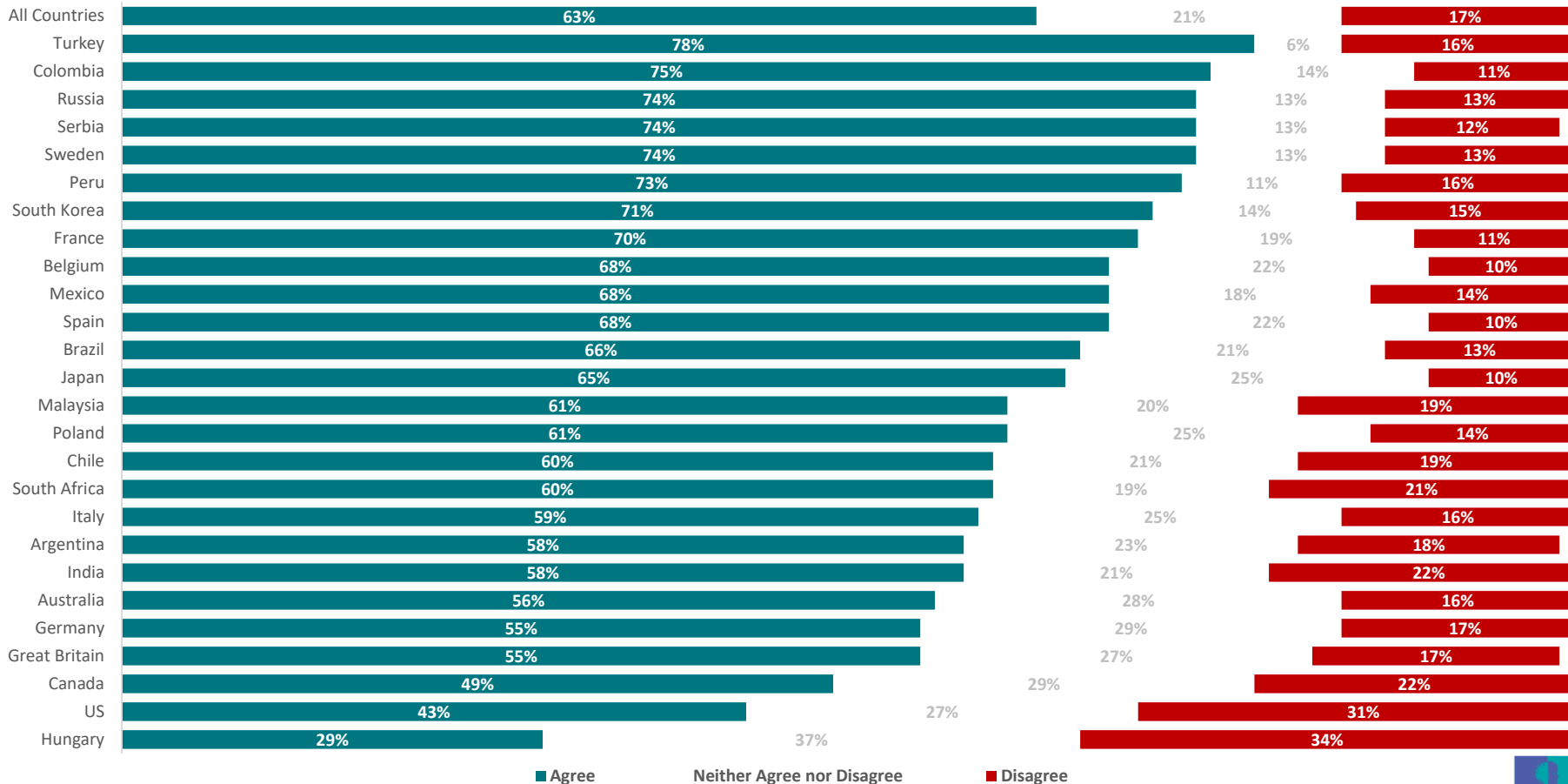
Marijuana should be legal in my country for **medical use**



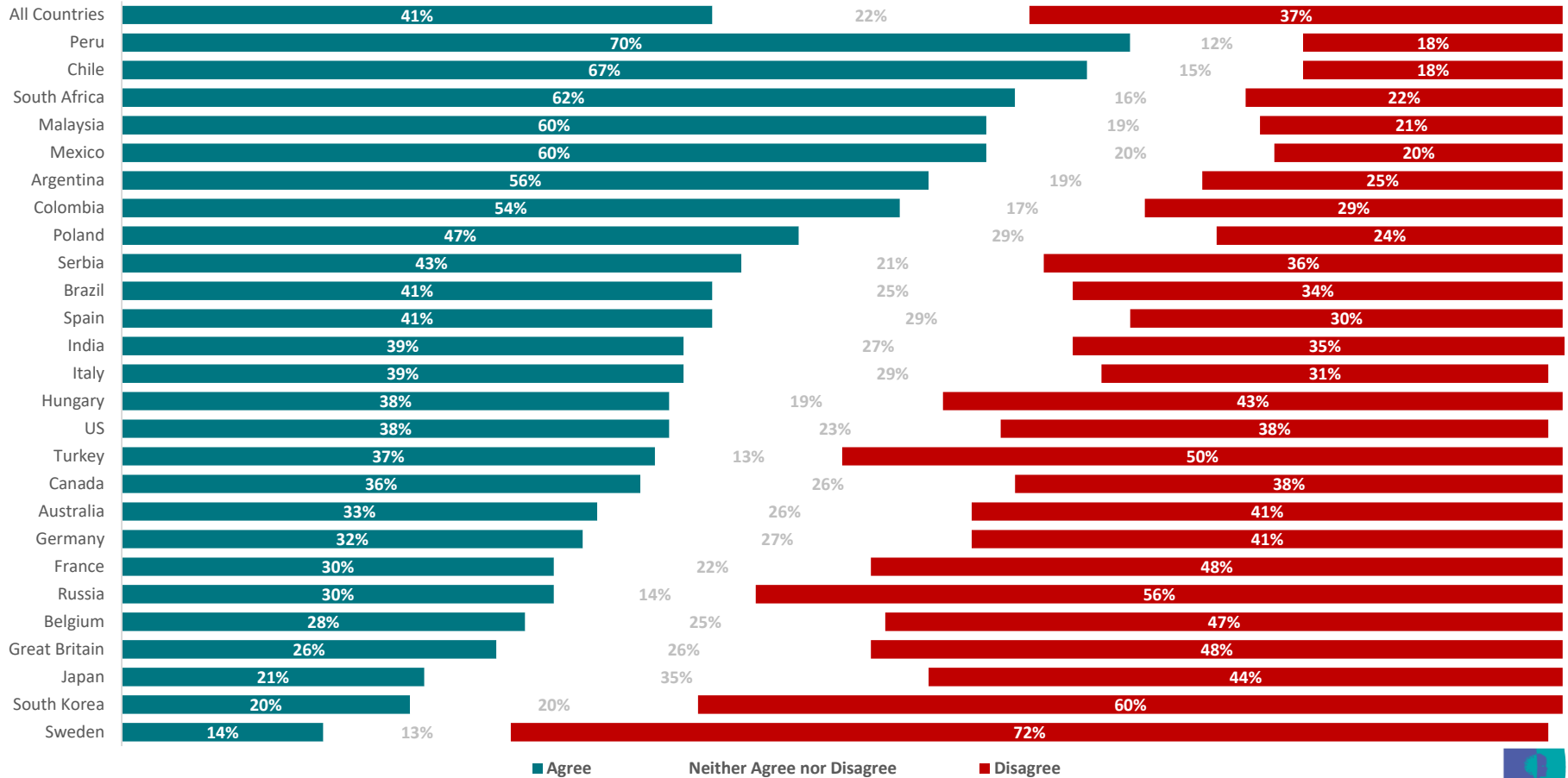
Marijuana should be legal in my country for recreational use



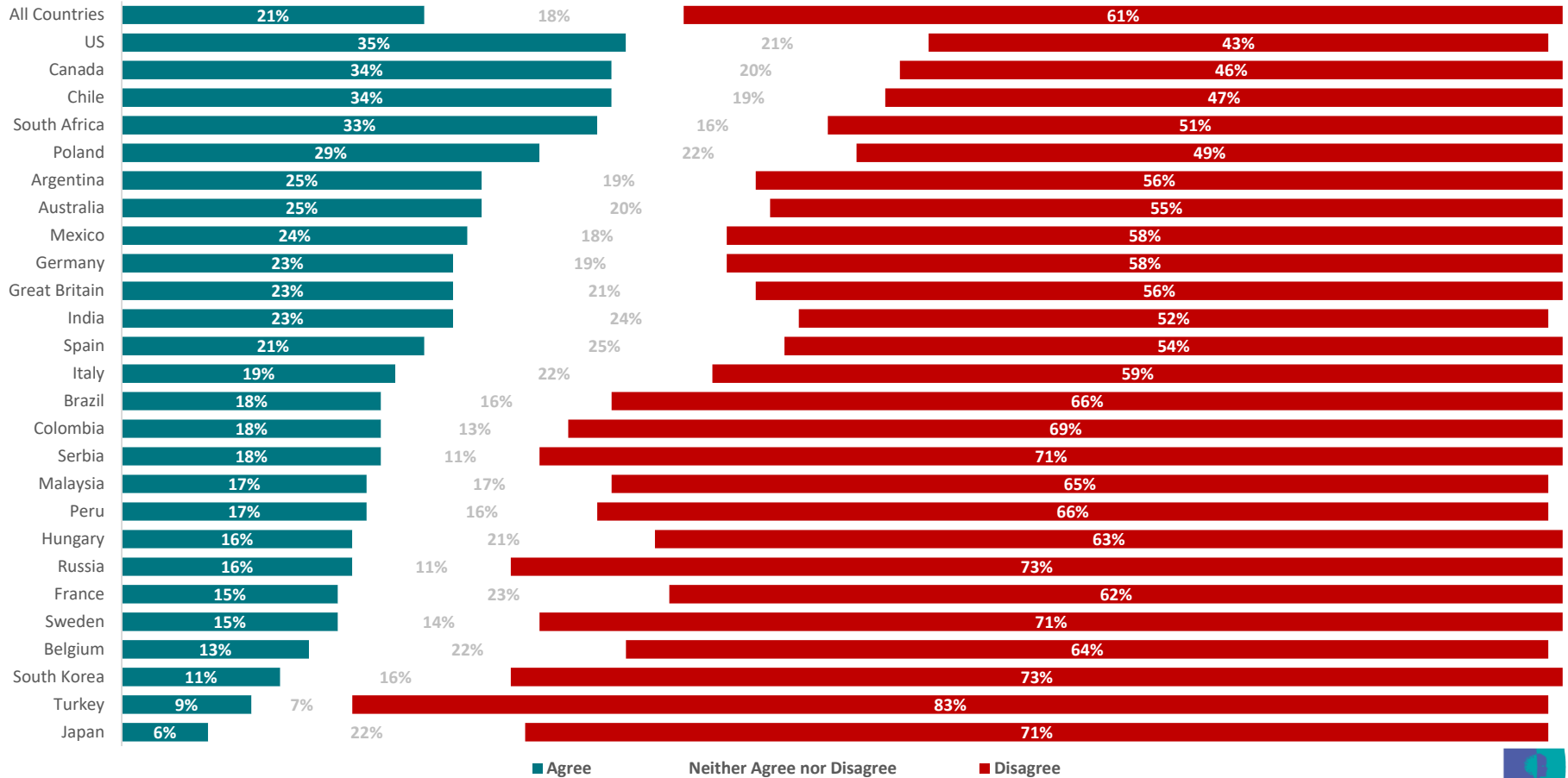
Marijuana is addictive



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



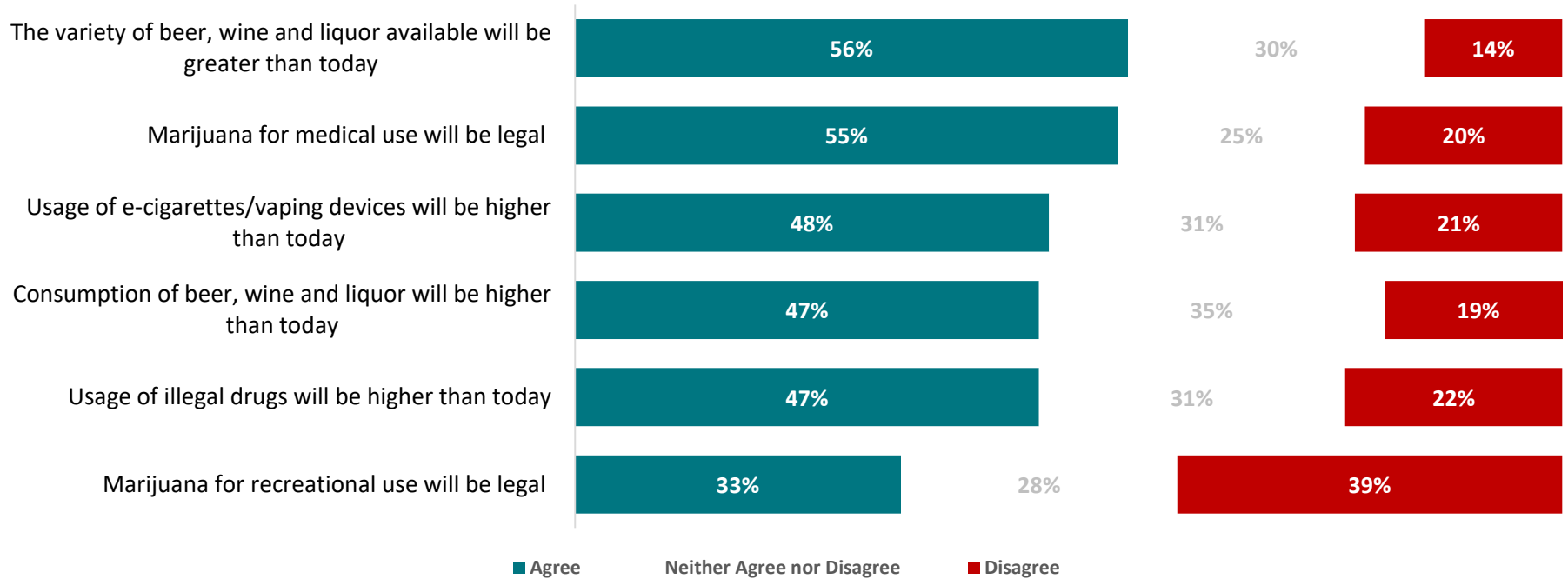
If marijuana were legal in my country for recreational purposes, I would try it



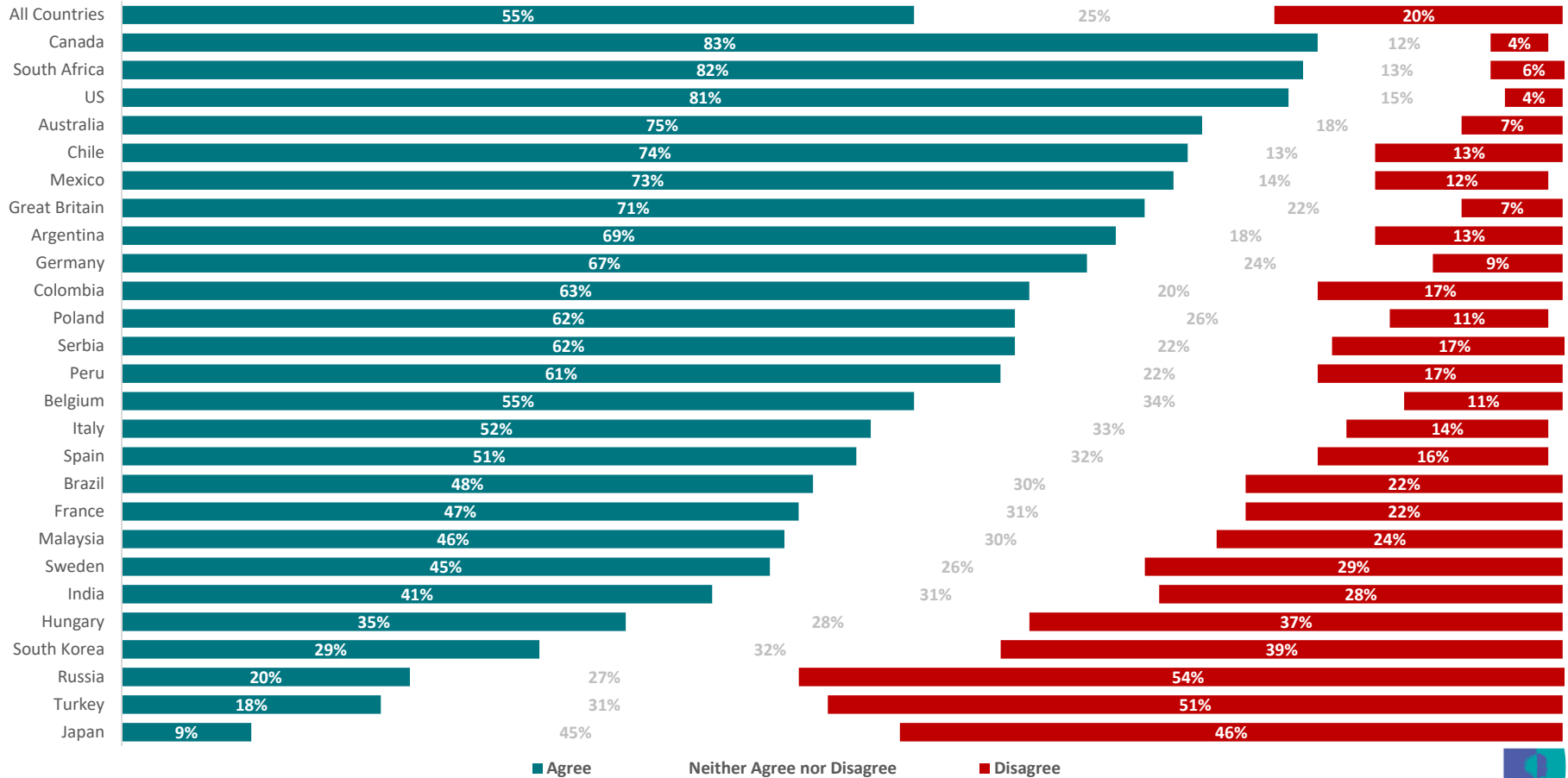


TEN YEARS FROM NOW

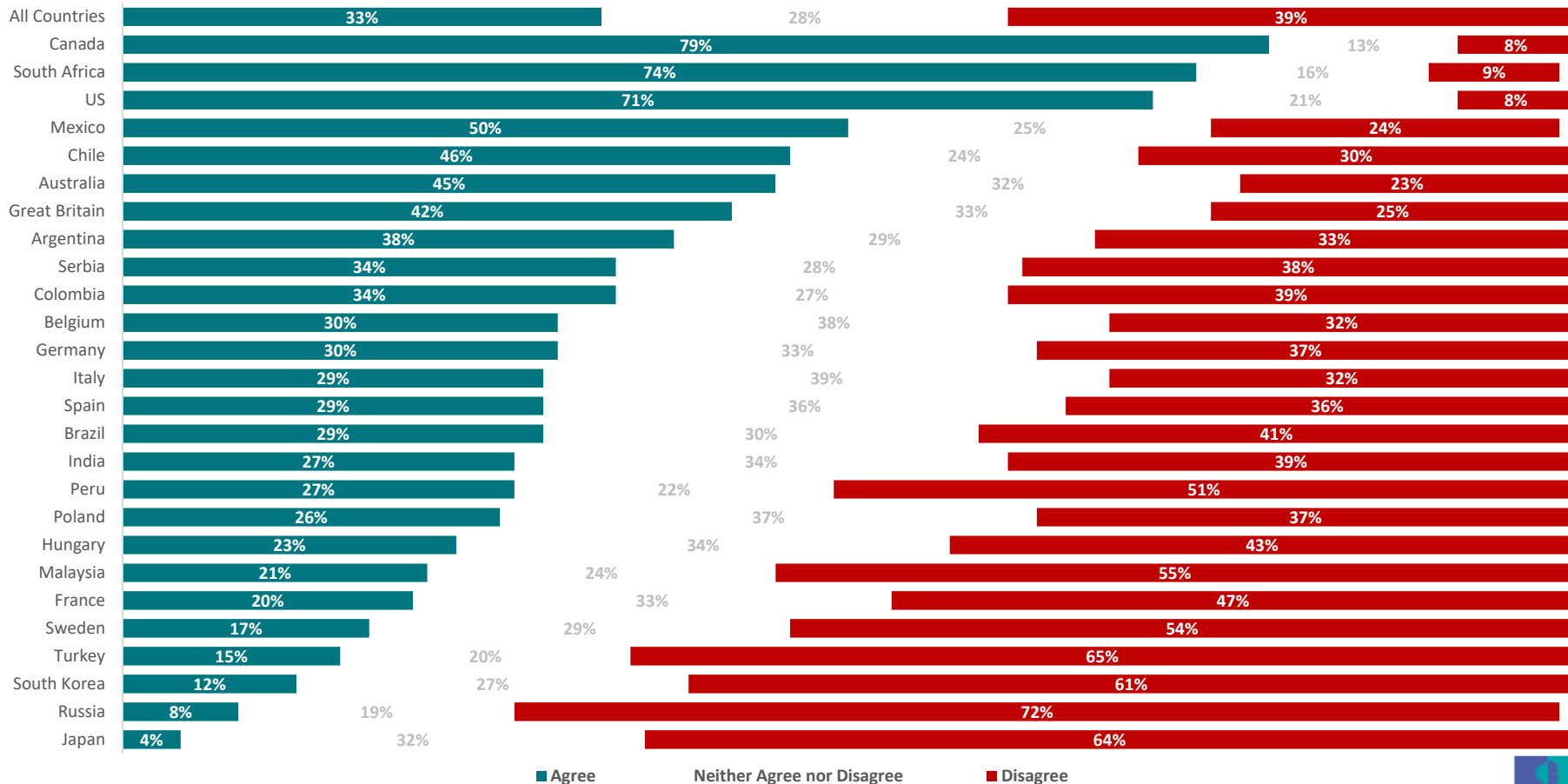
Global Predictions



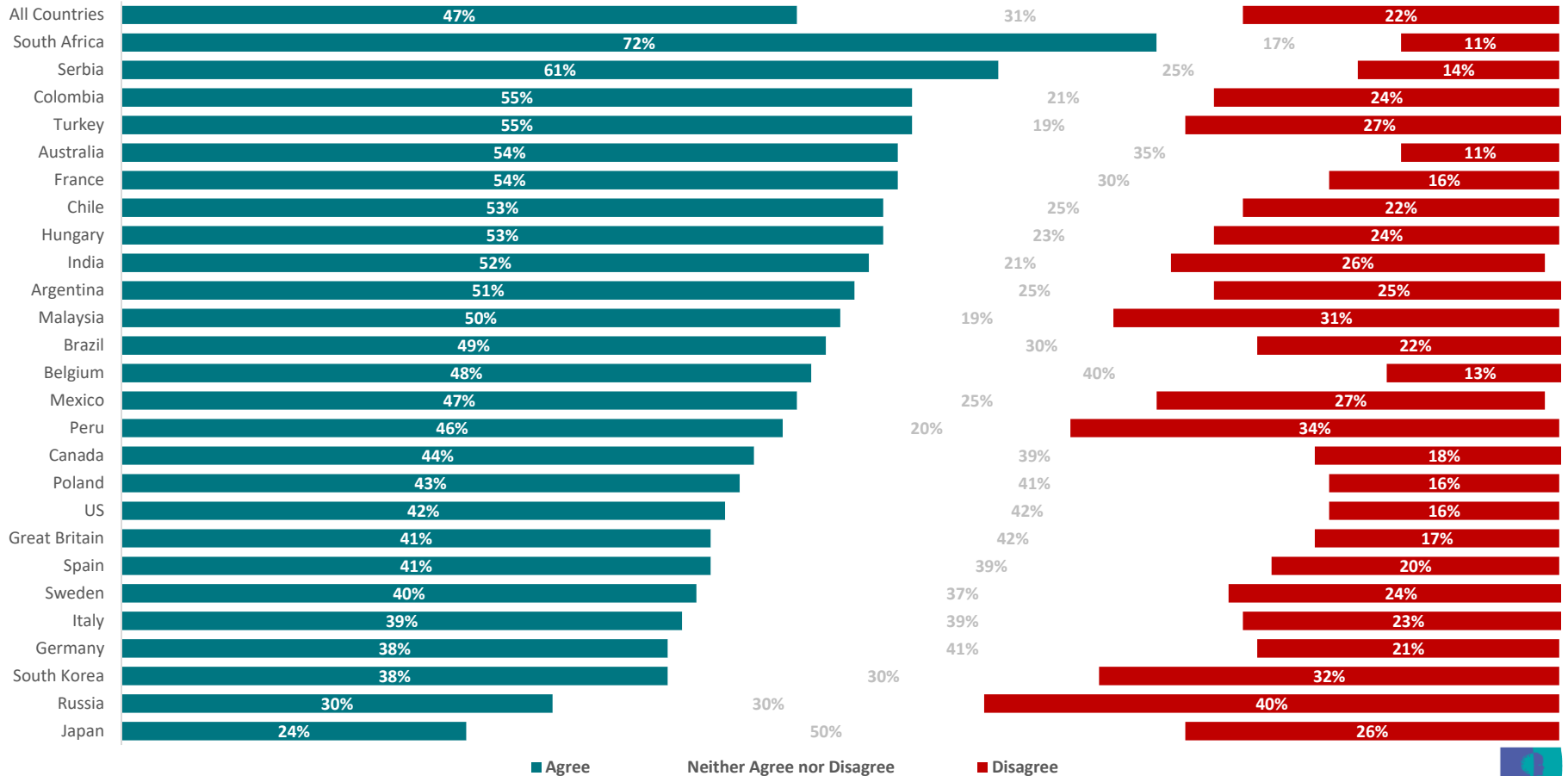
Marijuana for **medical use** will be legal



Marijuana for recreational use will be legal



Usage of illegal drugs will be higher than today



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