



TOPLINE & METHODOLOGY

Axios_Ipsos Hard Truth Sports Poll

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)

Interview dates: March 4 – March 11, 2021

Number of interviews: 2,035

Number of White interviews: 763

Number of Black interviews: 511

Number of Hispanic interviews: 495

Number of Asian interviews: 216

Margin of error: +/-2.6 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents

Annotated Questionnaire:

1. Do you consider yourself to be a fan of each of the following, or not?

Professional football (e.g. the NFL)	Total	White	Black	Hispanic	Asian
Yes, a big fan	21	20	33	18	14
Yes, somewhat of a fan	30	31	29	27	29
No	48	48	37	53	57
Skipped	1	1	1	1	-

Professional basketball (e.g. the NBA and WNBA)	Total	White	Black	Hispanic	Asian
Yes, a big fan	8	4	24	10	11
Yes, somewhat of a fan	19	14	34	23	28
No	72	81	42	66	61
Skipped	*	*	1	1	-

Professional hockey (e.g. the NHL)	Total	White	Black	Hispanic	Asian
Yes, a big fan	4	5	2	4	3
Yes, somewhat of a fan	16	18	12	13	14
No	79	77	86	82	83
Skipped	1	1	*	1	*



TOPLINE & METHODOLOGY

1. Do you consider yourself to be a fan of each of the following, or not?

Professional soccer (e.g. MLS, the NWSL)	Total	White	Black	Hispanic	Asian
Yes, a big fan	2	1	3	8	2
Yes, somewhat of a fan	13	10	15	21	20
No	84	89	81	70	78
Skipped	*	*	1	1	-

Professional baseball (e.g. MLB)	Total	White	Black	Hispanic	Asian
Yes, a big fan	11	11	8	13	9
Yes, somewhat of a fan	27	28	25	25	24
No	62	60	65	61	66
Skipped	*	-	2	*	*

College basketball	Total	White	Black	Hispanic	Asian
Yes, a big fan	6	6	13	4	3
Yes, somewhat of a fan	21	21	30	15	21
No	72	72	56	80	76
Skipped	1	1	1	1	-

College football	Total	White	Black	Hispanic	Asian
Yes, a big fan	12	13	17	6	5
Yes, somewhat of a fan	23	25	28	15	19
No	64	61	55	77	75
Skipped	1	*	1	1	1

2. In your opinion, should professional athletes use their platform to express their views on national issues, or should they not do this?

	Total	White	Black	Hispanic	Asian
Should express views	50	39	84	63	68
Should NOT express views	48	60	15	35	32
Skipped	1	1	2	2	-



TOPLINE & METHODOLOGY

3. How appropriate, or not, do you think it is for each of the following groups of people to take a public stand on political or social issues in the United States?

Professional sports team owners	Total	White	Black	Hispanic	Asian
Very appropriate	19	14	42	20	24
Somewhat appropriate	31	27	34	41	41
Somewhat inappropriate	22	24	12	20	22
Very inappropriate	27	34	10	18	12
Skipped	1	1	2	1	1
Total appropriate (net)	51	42	76	61	65
Total inappropriate (net)	48	58	21	38	34

Professional athletes	Total	White	Black	Hispanic	Asian
Very appropriate	23	17	50	22	30
Somewhat appropriate	33	29	34	39	41
Somewhat inappropriate	17	19	6	19	15
Very inappropriate	26	33	7	17	12
Skipped	2	1	3	3	1
Total appropriate (net)	55	47	83	61	72
Total inappropriate (net)	43	52	14	36	28

Olympic athletes	Total	White	Black	Hispanic	Asian
Very appropriate	22	16	46	22	29
Somewhat appropriate	32	28	34	40	39
Somewhat inappropriate	19	21	9	20	15
Very inappropriate	26	33	8	16	15
Skipped	2	1	3	2	1
Total appropriate (net)	54	45	80	62	68
Total inappropriate (net)	45	54	17	36	30

College athletes	Total	White	Black	Hispanic	Asian
Very appropriate	21	16	43	21	26
Somewhat appropriate	32	28	36	39	44
Somewhat inappropriate	19	22	10	19	16
Very inappropriate	27	34	9	18	14
Skipped	1	1	3	2	1
Total appropriate (net)	52	44	79	61	69
Total inappropriate (net)	46	55	18	37	30

TOPLINE & METHODOLOGY

3. How appropriate, or not, do you think it is for each of the following groups of people to take a public stand on political or social issues in the United States?

Celebrities	Total	White	Black	Hispanic	Asian
Very appropriate	23	17	50	24	29
Somewhat appropriate	33	31	32	39	47
Somewhat inappropriate	18	20	8	19	13
Very inappropriate	25	32	7	16	10
Skipped	1	1	2	1	1
Total appropriate (net)	56	47	82	64	76
Total inappropriate (net)	42	51	16	35	22

Politicians	Total	White	Black	Hispanic	Asian
Very appropriate	55	55	58	51	62
Somewhat appropriate	29	28	27	31	29
Somewhat inappropriate	7	7	6	10	5
Very inappropriate	8	9	6	6	4
Skipped	2	1	3	3	-
Total appropriate (net)	84	83	85	82	91
Total inappropriate (net)	15	16	12	16	8

Teachers	Total	White	Black	Hispanic	Asian
Very appropriate	24	19	46	26	25
Somewhat appropriate	30	29	30	35	41
Somewhat inappropriate	20	20	12	20	22
Very inappropriate	25	31	10	17	11
Skipped	1	1	2	2	1
Total appropriate (net)	54	47	76	61	65
Total inappropriate (net)	45	52	22	37	34

Business leaders or CEOs	Total	White	Black	Hispanic	Asian
Very appropriate	23	18	42	25	30
Somewhat appropriate	41	39	38	44	50
Somewhat inappropriate	18	20	9	17	12
Very inappropriate	17	21	8	12	7
Skipped	2	2	3	1	-
Total appropriate (net)	64	58	80	70	80
Total inappropriate (net)	34	41	17	29	20

TOPLINE & METHODOLOGY

3. How appropriate, or not, do you think it is for each of the following groups of people to take a public stand on political or social issues in the United States?

People like you	Total	White	Black	Hispanic	Asian
Very appropriate	45	42	62	40	45
Somewhat appropriate	39	40	26	42	46
Somewhat inappropriate	9	10	5	10	6
Very inappropriate	6	7	4	6	2
Skipped	2	1	2	2	1
Total appropriate (net)	84	82	89	82	91
Total inappropriate (net)	15	16	9	15	8

4. When it comes specifically to speaking out on issues around racial inequality, are the following groups of people generally making a positive or negative impact when they do so?

Professional sports team owners	Total	White	Black	Hispanic	Asian
Very positive	11	6	26	20	13
Somewhat positive	37	35	42	40	45
Somewhat negative	28	31	20	21	31
Very negative	21	25	9	16	11
Skipped	3	3	4	3	-
Total positive (net)	49	41	68	60	58
Total negative (net)	49	56	28	37	42

Professional athletes	Total	White	Black	Hispanic	Asian
Very positive	19	13	42	25	20
Somewhat positive	39	36	41	42	58
Somewhat negative	19	23	8	15	11
Very negative	21	26	5	14	10
Skipped	3	2	4	4	1
Total positive (net)	58	49	83	67	78
Total negative (net)	39	49	13	29	21

Olympic athletes	Total	White	Black	Hispanic	Asian
Very positive	17	11	36	24	18
Somewhat positive	42	40	46	44	57
Somewhat negative	19	23	8	17	14
Very negative	18	23	5	12	8
Skipped	3	3	4	2	1
Total positive (net)	59	51	82	69	76
Total negative (net)	38	46	14	29	23



TOPLINE & METHODOLOGY

4. When it comes specifically to speaking out on issues around racial inequality, are the following groups of people generally making a positive or negative impact when they do so?

College athletes	Total	White	Black	Hispanic	Asian
Very positive	15	10	32	19	16
Somewhat positive	44	40	51	46	60
Somewhat negative	21	24	8	18	15
Very negative	18	23	4	13	9
Skipped	3	3	5	4	1
Total positive (net)	58	50	83	65	75
Total negative (net)	39	47	12	31	23

Celebrities	Total	White	Black	Hispanic	Asian
Very positive	16	11	36	22	18
Somewhat positive	39	35	47	43	55
Somewhat negative	19	22	7	18	17
Very negative	23	30	5	15	10
Skipped	2	2	4	2	1
Total positive (net)	55	45	83	65	73
Total negative (net)	42	52	12	33	26

Politicians	Total	White	Black	Hispanic	Asian
Very positive	14	10	23	20	16
Somewhat positive	38	37	39	35	41
Somewhat negative	27	28	22	28	32
Very negative	19	23	12	14	11
Skipped	3	2	4	3	1
Total positive (net)	51	47	62	55	56
Total negative (net)	46	50	34	42	43

Teachers	Total	White	Black	Hispanic	Asian
Very positive	22	17	35	25	29
Somewhat positive	43	42	46	43	51
Somewhat negative	17	19	9	19	9
Very negative	15	19	6	10	8
Skipped	3	3	4	3	2
Total positive (net)	65	59	81	68	80
Total negative (net)	32	38	15	28	17

TOPLINE & METHODOLOGY

4. When it comes specifically to speaking out on issues around racial inequality, are the following groups of people generally making a positive or negative impact when they do so?

Business leaders or CEOs	Total	White	Black	Hispanic	Asian
Very positive	13	8	27	19	16
Somewhat positive	42	40	43	42	51
Somewhat negative	25	28	17	23	21
Very negative	17	21	8	12	11
Skipped	3	3	4	4	1
Total positive (net)	55	48	70	61	67
Total negative (net)	43	49	26	35	32

People like you	Total	White	Black	Hispanic	Asian
Very positive	24	17	50	29	26
Somewhat positive	52	54	37	48	63
Somewhat negative	15	18	6	14	6
Very negative	7	8	3	6	4
Skipped	3	3	4	3	2
Total positive (net)	75	71	88	77	89
Total negative (net)	22	26	9	20	9

5. When it comes to the following types of athletes kneeling during the national anthem to protest racial inequality in the United States, do you consider this to be an appropriate way or not an appropriate way to bring attention to this issue?

Professional athletes	Total	White	Black	Hispanic	Asian
Appropriate	44	32	82	59	57
Not appropriate	54	67	14	38	42
Skipped	2	1	4	3	1

College athletes	Total	White	Black	Hispanic	Asian
Appropriate	42	31	79	55	51
Not appropriate	56	68	17	42	48
Skipped	2	1	4	3	1

High school or youth athletes	Total	White	Black	Hispanic	Asian
Appropriate	39	28	75	53	48
Not appropriate	59	71	21	44	50
Skipped	2	1	4	3	2



TOPLINE & METHODOLOGY

6. Do you support or oppose each of the following?

Requiring professional athletes to stand during the national anthem	Total	White	Black	Hispanic	Asian
Strongly support	39	48	10	31	29
Somewhat support	18	17	18	20	20
Somewhat oppose	15	12	23	19	21
Strongly oppose	26	21	44	27	30
Skipped	2	1	4	3	1
Total support (net)	57	66	28	51	49
Total oppose (net)	41	33	68	46	50

Requiring professional sports teams to play the national anthem before games	Total	White	Black	Hispanic	Asian
Strongly support	45	52	21	39	31
Somewhat support	24	22	27	28	30
Somewhat oppose	15	12	23	17	21
Strongly oppose	15	12	26	14	18
Skipped	2	1	3	2	1
Total support (net)	69	75	48	67	60
Total oppose (net)	29	24	49	32	39

Firing professional athletes who kneel during the national anthem	Total	White	Black	Hispanic	Asian
Strongly support	21	27	4	13	12
Somewhat support	14	17	5	12	11
Somewhat oppose	20	20	14	22	25
Strongly oppose	43	35	72	51	51
Skipped	2	1	4	2	1
Total support (net)	35	44	10	25	23
Total oppose (net)	63	55	87	73	76

Fining professional athletes who kneel during the national anthem	Total	White	Black	Hispanic	Asian
Strongly support	27	35	6	17	12
Somewhat support	14	16	8	13	19
Somewhat oppose	17	16	13	20	21
Strongly oppose	40	31	69	48	47
Skipped	2	1	3	3	1
Total support (net)	41	51	15	30	31
Total oppose (net)	57	48	82	68	68



TOPLINE & METHODOLOGY

7. Do you support or oppose banning sports teams from using Native American-themed mascots?

	Total	White	Black	Hispanic	Asian
Strongly support	18	17	25	18	18
Somewhat support	23	22	24	27	28
Somewhat oppose	27	27	28	28	35
Strongly oppose	28	32	19	24	16
Skipped	3	3	4	3	3
Total support (net)	42	39	48	45	46
Total oppose (net)	55	59	47	52	51

8. As you may have seen or heard, some sports teams with Native American-themed mascots have begun changing their name or logo in recent years. Which of the following best describes your view on this change, even if neither is exactly right?

	Total	White	Black	Hispanic	Asian
The use of Native American mascots is disrespectful, and more teams need to make this change	33	26	61	37	44
The use of Native American mascots honors the tribes, and name changes have gone too far	64	72	35	59	54
Skipped	3	2	4	4	3



TOPLINE & METHODOLOGY

9. When it comes to sports teams using Native American-themed mascots, how acceptable or not do you believe it is, for the following instances?

Using Native American-themed mascots in <u>professional</u> sports	Total	White	Black	Hispanic	Asian
Acceptable in all cases	29	35	9	23	18
Acceptable in some cases	34	36	29	33	38
Rarely acceptable	14	13	17	15	21
Not at all acceptable	19	13	42	24	21
Skipped	3	2	4	5	2
Total acceptable in all/some cases (net)	64	71	38	56	56
Total rarely/not at all acceptable (net)	34	26	59	39	43

Using Native American-themed mascots in <u>college</u> sports	Total	White	Black	Hispanic	Asian
Acceptable in all cases	29	35	7	23	16
Acceptable in some cases	35	37	31	33	39
Rarely acceptable	14	13	17	15	21
Not at all acceptable	19	13	42	24	22
Skipped	3	2	4	4	1
Total acceptable in all/some cases (net)	64	72	38	56	55
Total rarely/not at all acceptable (net)	33	26	58	39	44

Using Native American-themed mascots in <u>high school or youth</u> sports	Total	White	Black	Hispanic	Asian
Acceptable in all cases	29	35	8	22	17
Acceptable in some cases	36	37	29	39	34
Rarely acceptable	14	12	18	13	26
Not at all acceptable	20	14	41	22	21
Skipped	2	2	4	4	1
Total acceptable in all/some cases (net)	64	72	37	61	52
Total rarely/not at all acceptable (net)	33	26	59	35	47

TOPLINE & METHODOLOGY

9. When it comes to sports teams using Native American-themed mascots, how acceptable or not do you believe it is, for the following instances?

Using a Native American word or symbol (e.g. “Braves” or an arrow), but not a picture of a Native American	Total	White	Black	Hispanic	Asian
Acceptable in all cases	35	43	12	28	21
Acceptable in some cases	39	38	37	40	46
Rarely acceptable	11	9	15	11	17
Not at all acceptable	12	8	32	16	13
Skipped	3	2	4	4	2
Total acceptable in all/some cases (net)	74	81	49	68	67
Total rarely/not at all acceptable (net)	23	17	47	27	31

Using a picture or depiction of a Native American as a mascot (e.g. Chief Wahoo, Chicago Blackhawks’ logo)	Total	White	Black	Hispanic	Asian
Acceptable in all cases	27	32	8	22	16
Acceptable in some cases	34	36	28	32	32
Rarely acceptable	14	12	16	17	28
Not at all acceptable	22	17	45	26	22
Skipped	3	2	3	4	1
Total acceptable in all/some cases (net)	60	68	36	54	49
Total rarely/not at all acceptable (net)	37	29	61	42	50

Using a racial slur as a sports team name	Total	White	Black	Hispanic	Asian
Acceptable in all cases	4	4	3	3	2
Acceptable in some cases	7	7	8	9	7
Rarely acceptable	9	9	5	10	17
Not at all acceptable	77	78	81	74	72
Skipped	2	2	3	4	1
Total acceptable in all/some cases (net)	11	11	11	12	10
Total rarely/not at all acceptable (net)	87	87	86	84	89



TOPLINE & METHODOLOGY

10. Recently, some state legislatures have introduced bills around banning mascot use for school or athletic team names. Please indicate whether you support or oppose requiring public schools to pay a fine if they continue to use these mascots, with the money going to a state education fund.

	Total	White	Black	Hispanic	Asian
Strongly support	11	8	22	13	16
Somewhat support	21	17	31	29	28
Somewhat oppose	25	23	24	27	35
Strongly oppose	40	49	18	27	18
Skipped	3	2	4	4	3
Total support (net)	32	25	53	42	44
Total oppose (net)	68	75	47	58	56

11. Do you agree or disagree with the following?

Professional athletes should just stick to sports and stay out of politics	Total	White	Black	Hispanic	Asian
Strongly agree	36	44	9	28	24
Somewhat agree	21	22	13	18	25
Somewhat disagree	15	13	21	18	21
Strongly disagree	20	15	44	23	24
Don't know	6	5	10	9	4
Skipped	2	1	2	3	1
Total agree (net)	57	66	23	46	50
Total disagree (net)	35	27	65	41	45

There is a long history of social activism within sports, at all levels	Total	White	Black	Hispanic	Asian
Strongly agree	17	15	26	20	19
Somewhat agree	36	36	36	35	42
Somewhat disagree	17	19	8	15	16
Strongly disagree	7	8	6	5	6
Don't know	20	21	21	22	16
Skipped	2	1	3	3	1
Total agree (net)	54	51	62	55	61
Total disagree (net)	24	27	14	20	23



TOPLINE & METHODOLOGY

11. Do you agree or disagree with the following?

Athletes speaking out against racial injustice is a form of free expression that should be protected	Total	White	Black	Hispanic	Asian
Strongly agree	41	36	60	45	43
Somewhat agree	30	33	19	24	34
Somewhat disagree	11	13	6	9	9
Strongly disagree	10	11	4	8	5
Don't know	7	6	8	10	8
Skipped	2	1	2	4	1
Total agree (net)	71	69	80	70	77
Total disagree (net)	21	24	10	17	15

A team using a Native American mascot is a form of free expression that should be protected	Total	White	Black	Hispanic	Asian
Strongly agree	28	33	10	24	19
Somewhat agree	27	28	21	27	25
Somewhat disagree	17	15	22	16	26
Strongly disagree	16	12	30	18	18
Don't know	11	10	14	12	12
Skipped	2	2	3	3	1
Total agree (net)	54	61	31	50	44
Total disagree (net)	33	28	52	35	43

Activism in sports has gone too far in recent years	Total	White	Black	Hispanic	Asian
Strongly agree	35	44	10	22	21
Somewhat agree	20	20	14	24	23
Somewhat disagree	14	12	19	17	22
Strongly disagree	18	14	36	19	21
Don't know	11	9	18	15	11
Skipped	2	2	2	3	1
Total agree (net)	55	64	24	46	44
Total disagree (net)	32	25	56	36	43



TOPLINE & METHODOLOGY

11. Do you agree or disagree with the following?

Using Native American-themed mascots helps ensure more Native American representation in our society	Total	White	Black	Hispanic	Asian
Strongly agree	17	18	9	16	12
Somewhat agree	29	32	21	27	32
Somewhat disagree	18	17	19	16	26
Strongly disagree	19	16	31	21	19
Don't know	16	15	18	17	11
Skipped	2	1	2	3	1
Total agree (net)	46	50	30	43	44
Total disagree (net)	37	33	50	37	45

12. Do you agree or disagree with the following?

Racism is built into the American economy, government, and educational system	Total	White	Black	Hispanic	Asian
Strongly agree	33	25	66	36	43
Somewhat agree	28	28	17	33	32
Somewhat disagree	14	17	6	10	11
Strongly disagree	18	22	4	12	9
Don't know	7	7	6	7	5
Skipped	1	1	2	1	1
Total agree (net)	61	53	83	69	75
Total disagree (net)	31	39	9	22	20

White people have an advantage, compared to people of color, in our society	Total	White	Black	Hispanic	Asian
Strongly agree	34	23	67	46	45
Somewhat agree	24	25	17	23	34
Somewhat disagree	16	19	4	12	9
Strongly disagree	21	27	4	14	8
Don't know	4	5	6	4	4
Skipped	1	1	2	1	1
Total agree (net)	58	48	84	69	79
Total disagree (net)	37	47	8	26	17



TOPLINE & METHODOLOGY

12. Do you agree or disagree with the following?

No one in America is treated differently because of their race or ethnicity	Total	White	Black	Hispanic	Asian
Strongly agree	7	7	5	6	10
Somewhat agree	9	10	4	13	11
Somewhat disagree	25	31	7	19	24
Strongly disagree	53	47	78	56	51
Don't know	4	4	5	6	3
Skipped	1	1	2	1	1
Total agree (net)	16	17	9	18	21
Total disagree (net)	78	78	84	75	75



TOPLINE & METHODOLOGY

About the Study

This Axios/Ipsos Hard Truth Sports poll was conducted March 4th to March 11th, 2021 by Ipsos using our KnowledgePanel®. This poll is based on a nationally representative probability sample of 2,035 general population adults age 18 or older.

The survey was conducted using KnowledgePanel, the largest and most well-established online probability-based panel that is representative of the adult US population. Our recruitment process employs a scientifically developed addressed-based sampling methodology using the latest Delivery Sequence File of the USPS – a database with full coverage of all delivery points in the US. Households invited to join the panel are randomly selected from all available households in the U.S. Persons in the sampled households are invited to join and participate in the panel. Those selected who do not already have internet access are provided a tablet and internet connection at no cost to the panel member. Those who join the panel and who are selected to participate in a survey are sent a unique password-protected log-in used to complete surveys online. As a result of our recruitment and sampling methodologies, samples from KnowledgePanel cover all households regardless of their phone or internet status and findings can be reported with a margin of sampling error and projected to the general population.

The study was conducted in both English and Spanish. The data were weighted to adjust for gender by age, race/ethnicity, education, Census region, metropolitan status, household income, race/ethnicity by gender, race/ethnicity by age, race/ethnicity by education and race/ethnicity by region. The demographic benchmarks came from 2019 American Community Survey (ACS) from the US Census Bureau. The weighting categories were as follows:

- Gender (Male, Female) by Age (18–29, 30–44, 45–59, and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Asian Non-Hispanic, Other or 2+ Races Non-Hispanic, Hispanic)
- Education (High School graduate or less, Some College, Bachelor and beyond)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under \$25,000, \$25,000-\$49,999, \$50,000-\$74,999, \$75,000-\$99,999, \$100,000-\$149,999, \$150,000+)
- Race/Hispanic Ethnicity (White/Other non-Hispanic, Black Non-Hispanic, Hispanic) by gender (Male, Female)
- Race/Hispanic Ethnicity (White/Other non-Hispanic, Black Non-Hispanic, Hispanic) by age (18-44, 45+)
- Race/Hispanic Ethnicity (White/Other non-Hispanic, Black Non-Hispanic, Hispanic) by education (Less than college grad, Bachelor and beyond)
- Race/Hispanic Ethnicity (White/Other non-Hispanic, Black Non-Hispanic, Hispanic) by Census region (Northeast, Midwest, South, West)



TOPLINE & METHODOLOGY

The margin of sampling error is plus or minus 2.6 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.40. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

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