1. Think about the following hotel brands that are named after real people. Regardless of whether you have any interest in staying these hotels, would you say the names make these brands more or less appealing?

   Hilton  
   Marriott  
   Trump

   Much less appealing  
   Somewhat less appealing  
   No impact either way  
   Somewhat more appealing  
   Much more appealing

2. As you may have heard, Republican U.S. Presidential candidate Donald Trump recently issued a statement calling for a: “total and complete shutdown of Muslims entering the United States until our country’s representatives can figure out what is going on.” Do you personally agree or disagree with Trump’s words?

   Strongly agree  
   Moderately agree  
   Moderately disagree  
   Strongly disagree

3. Some people say Trump’s proposal is bad for society because encourages fear and hatred of Muslims. Other people say Trump’s position is good for society because it gets people talking about “politically incorrect”, uncomfortable issues that should be talked about.

   Which of these arguments is more persuasive to you?

   Bad for society  
   Good for society

4. Recently, some people have said that Trump has become so offensive that Canadian developers who use his name on their buildings should stop doing so. Do you think:

   The Trump name should go  
   The Trump name should stay
5. How do you personally feel about the amount of media attention the Trump campaign has been receiving? Would you say it is:

Way too much attention
Too much attention
About the right amount of attention
Too little attention
Way too little attention