

Trump

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