

	Total	Region							Gender		Age			Education			HH_Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Sample Size	1530	205	150	102	97	511	360	105	748	782	443	534	553	644	484	402	563	451	252	263

Regional sample sizes are unweighted. All other sample sizes, including totals, are weighted. Blank cells indicate that zero responses were received. Cells containing "0%" are statistically zero, though at least one response was received.

Q1.[Summary of More appealing]Regardless of whether you have any interest in staying these hotels, would you say the names make these brands more or less appealing?

	Total	Region							Gender		Age			Education			HH_Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Hilton	29%	32%	20%	23%	22%	28%	36%	26%	28%	30%	32%	26%	29%	31%	31%	24%	34%	27%	27%	25%
Marriott	26%	31%	18%	25%	17%	25%	30%	26%	26%	26%	26%	24%	28%	27%	28%	22%	28%	27%	21%	26%
Trump	10%	8%	8%	9%	11%	11%	11%	6%	12%	8%	11%	12%	8%	13%	9%	6%	10%	9%	11%	12%

Q1.[Summary of Less appealing]Regardless of whether you have any interest in staying these hotels, would you say the names make these brands more or less appealing?

	Total	Region							Gender		Age			Education			HH_Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Hilton	12%	19%	16%	12%	20%	12%	8%	8%	13%	12%	15%	16%	7%	10%	11%	18%	12%	12%	15%	12%
Marriott	6%	6%	7%	4%	7%	5%	5%	3%	6%	5%	8%	5%	4%	6%	5%	6%	8%	3%	5%	5%
Trump	55%	64%	65%	48%	54%	58%	46%	50%	51%	59%	62%	49%	56%	47%	53%	71%	53%	56%	62%	53%

Q1.[Hilton]Regardless of whether you have any interest in staying these hotels, would you say the names make these brands more or less appealing?

	Total	Region							Gender		Age			Education			HH_Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Much more appealing	10%	11%	7%	4%	5%	10%	12%	10%	10%	10%	9%	10%	10%	11%	10%	9%	12%	9%	9%	9%
Somewhat more appealing	19%	21%	13%	19%	17%	18%	24%	16%	18%	20%	23%	16%	19%	20%	21%	15%	22%	18%	18%	16%
No impact either way	59%	50%	64%	65%	58%	60%	56%	65%	59%	58%	53%	58%	64%	60%	58%	58%	55%	61%	59%	63%
Somewhat less appealing	7%	11%	11%	7%	10%	7%	4%	4%	7%	7%	7%	10%	5%	4%	6%	13%	5%	9%	10%	6%
Much less appealing	5%	7%	4%	5%	9%	5%	4%	4%	6%	5%	8%	6%	2%	6%	4%	5%	7%	3%	5%	6%
Top2Box	29%	32%	20%	23%	22%	28%	36%	26%	28%	30%	32%	26%	29%	31%	31%	24%	34%	27%	27%	25%
Bottom2Box	12%	19%	16%	12%	20%	12%	8%	8%	13%	12%	15%	16%	7%	10%	11%	18%	12%	12%	15%	12%

Q1.[Marriott]Regardless of whether you have any interest in staying these hotels, would you say the names make these brands more or less appealing?

	Total	Region							Gender		Age			Education			HH_Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Much more appealing	9%	9%	5%	9%	4%	9%	12%	9%	10%	9%	8%	9%	11%	10%	10%	8%	11%	10%	4%	8%
Somewhat more appealing	17%	22%	14%	16%	13%	15%	19%	17%	16%	17%	18%	15%	18%	18%	15%	17%	17%	18%	17%	
No impact either way	68%	63%	75%	71%	76%	70%	64%	71%	68%	69%	67%	71%	68%	67%	68%	72%	64%	70%	73%	70%
Somewhat less appealing	2%	3%	5%	2%	4%	2%	1%	1%	3%	2%	2%	3%	3%	2%	3%	2%	3%	2%	3%	3%
Much less appealing	3%	3%	2%	1%	3%	3%	4%	2%	3%	3%	6%	2%	1%	3%	2%	4%	5%	2%	2%	2%
Top2Box	26%	31%	18%	25%	17%	25%	30%	26%	26%	26%	26%	24%	28%	27%	28%	22%	28%	27%	21%	26%
Bottom2Box	6%	6%	7%	4%	7%	5%	5%	3%	6%	5%	8%	5%	4%	6%	5%	6%	8%	3%	5%	5%

Q1.[Trump]Regardless of whether you have any interest in staying these hotels, would you say the names make these brands more or less appealing?

	Total	Region							Gender		Age			Education			HH_Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Much more appealing	4%	4%	6%	4%	3%	4%	4%	2%	5%	3%	3%	4%	4%	6%	3%	2%	3%	4%	4%	5%
Somewhat more appealing	6%	5%	3%	6%	9%	7%	8%	4%	7%	6%	7%	8%	4%	7%	7%	4%	6%	5%	7%	7%
No impact either way	34%	27%	26%	43%	35%	31%	43%	44%	37%	32%	27%	39%	35%	39%	37%	23%	37%	35%	26%	35%
Somewhat less appealing	12%	12%	19%	10%	11%	13%	9%	11%	12%	12%	13%	11%	12%	11%	11%	14%	10%	15%	15%	9%
Much less appealing	43%	52%	46%	38%	43%	45%	36%	39%	39%	47%	49%	38%	44%	36%	42%	57%	43%	41%	48%	44%
Top2Box	10%	8%	8%	9%	11%	11%	11%	6%	12%	8%	11%	12%	8%	13%	9%	6%	10%	9%	11%	12%
Bottom2Box	55%	64%	65%	48%	54%	58%	46%	50%	51%	59%	62%	49%	56%	47%	53%	71%	53%	56%	62%	53%

Q2.Republican U.S. Presidential candidate Donald Trump recently issued a statement calling for a: "total and complete shutdown of Muslims entering the United States..." Do you personally agree or disagree with Trump's words?

	Total	Region							Gender		Age			Education			HH_Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Strongly agree	13%	13%	14%	10%	11%	13%	12%	10%	14%	12%	9%	15%	13%	16%	14%	6%	14%	12%	12%	12%
Moderately agree	20%	18%	16%	35%	25%	21%	19%	21%	22%	19%	19%	22%	19%	23%	23%	14%	20%	18%	22%	24%
Moderately disagree	18%	15%	17%	23%	15%	15%	22%	22%	16%	19%	15%	21%	17%	19%	18%	15%	18%	19%	12%	22%
Strongly disagree	49%	54%	52%	31%	50%	50%	46%	48%	48%	50%	58%	41%	50%	42%	45%	65%	49%	51%	54%	42%
Top2Box	33%	31%	31%	46%	36%	35%	31%	30%	35%	31%	28%	38%	33%	38%	37%	20%	33%	30%	34%	36%
Bottom2Box	67%	69%	69%	54%	64%	65%	69%	70%	65%	69%	72%	62%	67%	62%	63%	80%	67%	70%	66%	64%

Q3. Some say Trump's proposal is bad for society, it encourages fear and hatred. Others say Trump's position is good for society, it gets at "politically incorrect", issues that should be talked about. Which is more persuasive to you?

	Total	Region							Gender		Age			Education			HH_Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Bad for society	63%	64%	59%	47%	65%	62%	66%	66%	60%	66%	72%	59%	60%	60%	58%	74%	64%	67%	60%	58%
Good for society	37%	36%	41%	53%	35%	38%	34%	34%	40%	34%	28%	41%	40%	40%	42%	26%	36%	33%	40%	42%

Q4. 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:

	Total	Region							Gender		Age			Education			HH_Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
The Trump name should go	56%	60%	52%	52%	55%	56%	59%	55%	49%	63%	62%	50%	58%	52%	55%	65%	61%	55%	49%	55%
The Trump name should stay	44%	40%	48%	48%	45%	44%	41%	45%	51%	37%	38%	50%	42%	48%	45%	35%	39%	45%	51%	45%

Q5. How do you personally feel about the amount of media attention the Trump campaign has been receiving? Would you say it is:

	Total	Region							Gender		Age			Education			HH_Income			
		BC	AB	SK	MB	ON	QC	ATL	Male	Female	18-34	35-54	55+	HS or less	College/ Tech school	Univ+	<\$50K	\$50-99K	\$100K+	No Answer
Way too much attention	45%	46%	35%	38%	49%	46%	47%	47%	42%	47%	44%	42%	49%	41%	47%	49%	45%	44%	46%	44%
Too much attention	29%	29%	31%	34%	27%	30%	25%	33%	31%	27%	30%	29%	27%	28%	27%	33%	26%	32%	30%	27%
About the right amount of attention	24%	23%	32%	25%	24%	23%	25%	21%	25%	24%	24%	26%	22%	28%	25%	17%	26%	22%	22%	26%
Too little attention	1%	1%	2%	2%		0%	1%		1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	0%
Way too little attention	1%	1%	0%	1%		1%	2%		1%	1%	1%	1%	1%	2%	1%	0%	2%	0%	1%	2%
Top2Box	74%	75%	65%	72%	76%	76%	72%	79%	73%	74%	74%	71%	76%	69%	73%	82%	72%	76%	76%	72%
Bottom2Box	2%	2%	3%	3%		1%	3%		2%	2%	1%	3%	2%	3%	2%	1%	2%	1%	2%	3%