

# eReferenda **VOTE!**

Pollsters Inc.

## **Proposal**

This month's client, a fast-food franchise, proposes to abandon all pretence that their food is nourishing and market their products as deadly, but really tasty. Sales slogans currently under consideration include *What's life for, anyway?* and *A short life, but yummy.*

## **Please tell us**

How appealing would you find this approach?

**Response:**

**Validation Key:**