

Question classifications

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Questions fall into three classifications. Only two classifications, value and profile questions, are used for research.

News/pop culture questions

The first question presented to a respondent is usually a news/pop culture question. News/pop culture questions are typically about an exciting or controversial current topic and are designed to grab the respondent's attention.

News/pop culture questions are generally [syndicated](#).

How often would you say you and your partner go out on dates?

- Once a week or more
- Once every few weeks
- Once every few months
- A few times per year
- Never or almost never
- Does not apply / Other

NEXT

Value questions

How concerned are you right now about drug addiction?

- Very concerned
- Somewhat concerned
- A little concerned
- Not concerned at all

NEXT

The second question presented is usually a value question. Value questions are about consumer brands, celebrities and other people, or current events/topics.

Value Questions might be [syndicated](#) or [custom](#).

Profile questions

The third question is typically a profile question. Profile questions help classify respondents regarding gender, age, and other demographic factors.

Profile questions are usually [syndicated](#).

Which of the following languages do you typically speak at home?



- Only Spanish
- Mostly Spanish, but some English
- Spanish and English equally
- Mostly English, but some Spanish
- Only English

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