

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. These questions are typically about an exciting or controversial current topic and are designed to grab the respondent's attention.

At one time, news/pop culture questions were referred to as engagement questions, and you may still see that terminology on some screens in the InsightStore.

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 and 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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