Question classifications

07/09/2024 3:33 pm EDT

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.

At one time, news/pop culture questions were referred to as engagement questions, and you may still find 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/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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