

Question Categories

11/13/2023 11:45 am EST

Questions fall into three categories. Only two categories, value and profile questions, are used for analysis.

Engagement Questions

The first question presented to a respondent is usually an engagement question. Engagement questions are typically about an interesting or controversial current topic and are designed to grab the respondent's attention.

Engagement questions are generally shared.

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 shared or custom.

Profile Questions

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

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

SEE RESULTS

Profile questions are usually shared.

This video reviews the three types of questions and the differences between shared and custom questions.

Your browser does not support HTML5 video.
