

Backstop questions

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You may have seen certain questions more frequently than others and wondered why that happens. They are probably backstop questions.

The poll unit loads news/pop culture questions first, followed by one or two value questions, and then a profile question. If a question is [pinned to the page](#), it is loaded first. If there is no pinned question, an engagement question from a feed is served first.

If a respondent stays on the page answering questions repeatedly, they may reach the end of the available news/pop culture questions. In that case, a backstop news/pop culture question will be asked. (Backstop questions are news/pop culture questions; they're lower priority than others.) If no backstop questions are available either, a value question is served.

Backstop questions can be re-asked at varying intervals from 0 to 30 days.

Examples of backstop questions include:

- How are you feeling today?
 - Do you subscribe to a print newspaper?
 - Would you say you've seen something you deem to be 'fake news' / 'fake media' this week?
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