**Abstract**

In recent years, academic research has focused on improving the understanding and modeling of the survey response process. Inspired by the brand-choice literature, this article examines an understudied systematic effect in marketing surveys: the extent to which observed responses are subject to state dependence from one item to another, independent of specific content. The paper explores whether state dependence varies across individuals, whether it depends on item design characteristics, and whether it becomes stronger as the survey progresses. The proposed statistical model accounts for state dependence while controlling for question content and scale usage heterogeneity. Based on multiple datasets, the authors find differences across individuals and countries in the degree of state dependence, and find that item design characteristics predictably influence the amount of state dependence. The paper also demonstrates that ignoring state dependence can adversely affect managerial quantities of interest (reliability, predictive validity). Finally, recommendations are given for researchers who use survey data.