

Answer groupings

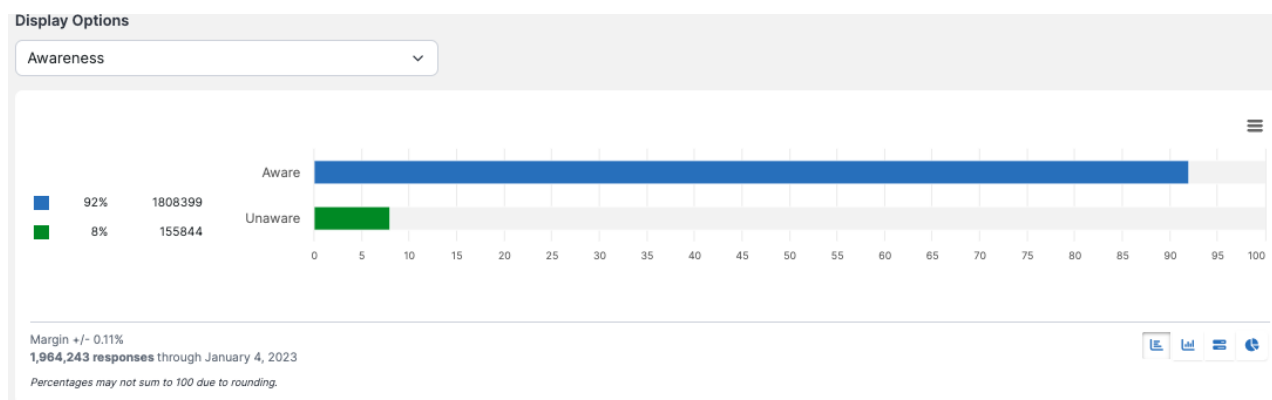
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Answer groupings provide you with an alternative view of question results. You can combine answer options and apply unique labels that mirror your research objectives.

For example, consider the question, “How much do you like to eat at Chipotle?” This question has five default answer options:

- I love it
- I like it
- I have no strong opinion
- I don’t like it
- I’ve never heard of it

If your research aims to track brand awareness, you might consider combining the first four answer options into one answer, as they show brand awareness.



Building a grouping

To build a new answer grouping, navigate to *Settings > Answer Groupings*. Click *+ Create Answer Grouping* to start building a new grouping.

ANSWER GROUPINGS

[+ Create Answer Grouping](#)

Answer groupings allow you to combine answer options and view them in simpler ways.

[Popularity](#)

Name

The first thing a new grouping needs is a name. This name will appear in the *Display Options* menu and be seen by all other account members. We suggest you make this name a concise description of your research goals for this grouping. We chose *Brand Favorability* for our grouping.

ADD ANSWER GROUPING



Grouping Name*:

Brand Favorability

Share this grouping with everyone who can see the question.

Labels in This Grouping

This is a list of the labels currently included in this grouping scheme. You can modify these labels by editing the text or selecting multiple labels to combine into a new one. You can also exclude any of these labels from the dataset by clicking x. Excluded labels are saved, and you can retrieve them at any time.

<input checked="" type="checkbox"/>	I love it	↑	↓	×
<input checked="" type="checkbox"/>	I like it	↑	↓	×
<input type="checkbox"/>	I don't like it	↑	↓	×

Combine Labels

Excluded Answer Choices

You have chosen to exclude the following answer choices from this grouping scheme. You can add any answer choice back to the grouping scheme as a label by clicking Undo exclude.

I don't really have a strong opinion

Undo Exclusion

Never heard of it

Undo Exclusion

Add Answer Grouping

Exclude answers

If you wish to exclude any answer choices, use the small X to the far right of the answer. As you can see above, we've excluded *I don't really have a strong opinion* and *Never heard of it*.

Combine answers

Next, select any answers you want to combine. It makes sense for us to group *I love it* and *I like it* together for Brand Favorability, so we select those and choose *Combine Labels*. The system gives us a new dialog, asking us to *Name this label*. Enter a name and click *Add*.

You've chosen to combine 2 answer choices:
I like it, I love it

Name this label * :

Reorder answer choices

After creating the label, you may want to reorder the answers. Use the up and down arrows to the right of the answers.

v
 Favorable ↑ ↓ x

Not Favorable v ↑ ↓ x

View what's included

To see what is included in a renamed and/or combined item, click on the downward caret next to the up and down arrows. As you can see here, *I love it* and *I like it* are included in *Favorable*.

Favorable ^ ↑ ↓ x

I love it, I like it

Rename answer choices

You may also wish to rename one or more answer choices. As you can see above, we changed *I don't like it* to *Not Favorable*.

Add answer grouping

When the grouping is set up to your satisfaction, click *Add Answer Grouping*.

The group will now be listed under the *Answer Groupings* tab.

ANSWER GROUPINGS

[+ Create Answer Grouping](#)

Answer groupings allow you to combine answer options and view them in simpler ways.

[Popularity](#) ▶

[Brand Favorability](#) ▶

Update or delete the grouping

If you wish to change the settings for the grouping, click on its name or use the small blue caret to the right of the grouping's name. Make any desired changes and click *Update*. If the grouping is no longer helpful, click *Delete* to remove it altogether.

ANSWER GROUPING SETTINGS

Grouping Name* :

Brand Favorability

Share this grouping with everyone who can see the question.

Labels in This Grouping

This is a list of the labels currently included in this grouping scheme. You can modify these labels by editing the text or selecting multiple labels to combine into a new one. You can also exclude any of these labels from the dataset by clicking x. Excluded labels are saved, and you can retrieve them at any time.

<input type="checkbox"/>	<input type="text" value="Favorable"/>	▼	▲	▼	✕
<input type="checkbox"/>	<input type="text" value="Not Favorable"/>	▼	▲	▼	✕

Excluded Answer Choices

You have chosen to exclude the following answer choices from this grouping scheme. You can add any answer choice back to the grouping scheme as a label by clicking *Undo exclusion*.

Never heard of it

[Undo Exclusion](#)

I don't really have a strong opinion

[Undo Exclusion](#)

Delete

Update

View the new grouping

To view your new grouping, go to the display options near the top of the question details page. You may have to reload the page before the new grouping appears in the menu.