

Answer Groupings

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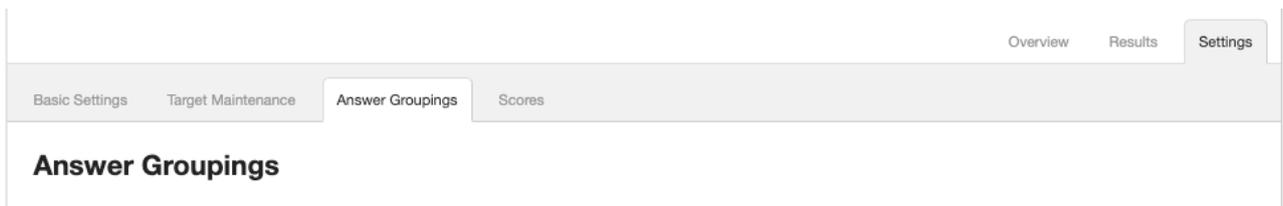
Answer groupings provide you with an alternative view of question results. Combining answer options allows for applying unique labels that mirror your research objectives.

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 may consider combining the first four answer options into one answer.

To create an answer grouping, click on *Settings > Answer Groupings*.



Click on the *+ Add Answer Grouping* button that's below the list of groupings.

[+ Add Answer Grouping](#)

Provide a descriptive *Grouping Name*. It will be shown in the *Display Options* menu for the question when we're done.

Create a New Answer Grouping

[← Back to Answer Groupings](#)

Grouping Name

Favorability

Next, choose any answer options you wish to exclude and click the big *X* to the right of the answer choice. I'm excluding *Never heard of it* and *I don't really have a strong opinion* as irrelevant to my current objective.

Next, combine any answer choices you wish to put together. I'm combining *I love it* with *I like it* as they both indicate a positive view of the brand. To combine answer choices, click on the small box to the left of each answer choice, then use the *Combine Labels* button.

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"/>	Never heard of it	Contains 1 answer choice. Show ▶	✕
<input type="checkbox"/>	I love it	Contains 1 answer choice. Show ▶	✕
<input type="checkbox"/>	I like it	Contains 1 answer choice. Show ▶	✕
<input type="checkbox"/>	I don't really have a strong opinion	Contains 1 answer choice. Show ▶	✕
<input type="checkbox"/>	I don't like it	Contains 1 answer choice. Show ▶	✕

[Combine Labels](#)

After combining the answer choices, I gave the positive answers a label of *Favorable*. I relabeled the *I don't like it* answer choice as *Unfavorable*. To reorder the answer options, I click on the horizontal lines to the left of the small checkbox and drag the option to its desired position.

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"/>	Unfavorable	Contains 1 answer choice. Show ▶	✕
<input type="checkbox"/>	Favorable	Contains 2 answer choices. Show ▶	✕

[Combine Labels](#)

Finally, I use the blue *Save Grouping* button at the bottom of the page.

[Save Grouping](#)

[Cancel](#)

To edit an answer grouping, use the *Select* link to the left of the grouping's name.

Answer Groupings

Rebased Among Aware Consumers	Public	Select
Popularity	Public	Select
Brand Favorability	Public	Select
Brand Popularity	Private	Select
Favorability	Public	Select

[+ Add Answer Grouping](#)

To remove an answer grouping, go to the bottom of the page and use the *X Click here to delete this answer grouping* link. Deleted groupings cannot be recovered.

Save Grouping

Cancel

 [Click here to delete this answer grouping.](#)

Learn how to create answer groupings in this video.

Your browser does not support HTML5 video.
