

# Matrix questions

02/27/2026 2:18 pm EST

## Questions

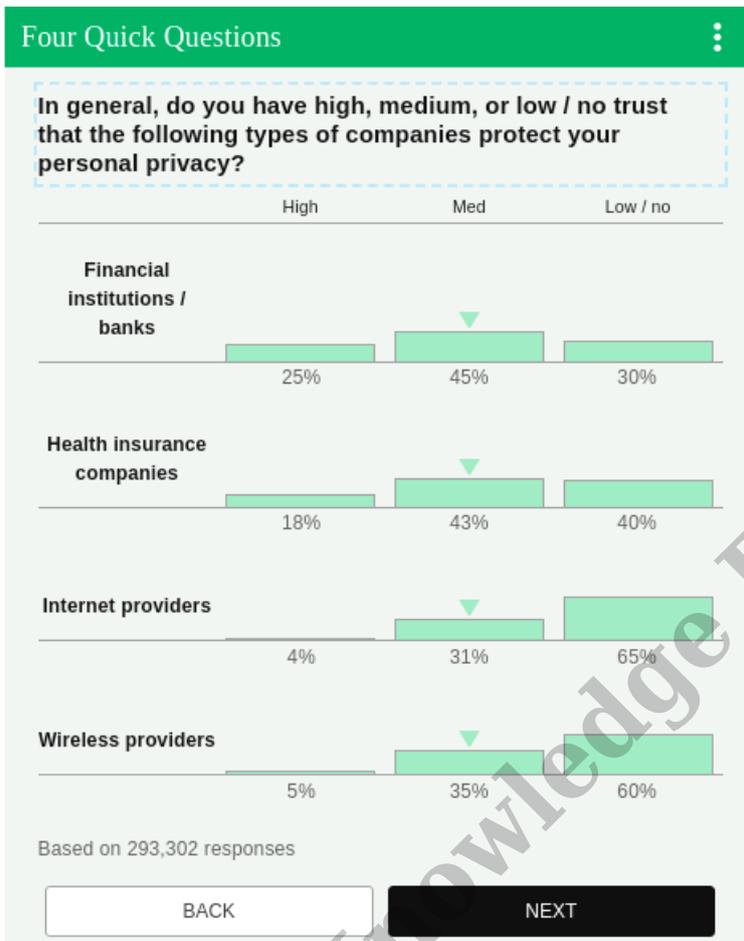
The matrix format presents multiple questions, each allowing a single answer.

The screenshot shows a mobile application interface with a green header bar containing the text "Four Quick Questions" and a three-dot menu icon. Below the header, the main question is: "In general, do you have high, medium, or low / no trust that the following types of companies protect your personal privacy?". The survey consists of four rows, each representing a different company type. Each row has three radio button options: "High", "Med", and "Low / no". The rows are: "Health insurance companies", "Internet providers", "Wireless providers", and "Financial institutions / banks". At the bottom of the form, there is a grey button labeled "NEXT". A large, diagonal watermark reading "Civicscience Knowledge Base" is overlaid on the entire screenshot.

Company Type	High	Med	Low / no
Health insurance companies	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Internet providers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wireless providers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial institutions / banks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

## Responses

Matrix question responses are displayed like this:



## Scale questions

Matrix questions can also be used for ratings on a scale.<sup>1</sup>



## Scale responses

Scale responses are displayed like this:

How would you rate the following clothing retailers? ⋮

Old Navy



Hot Topic



American Apparel



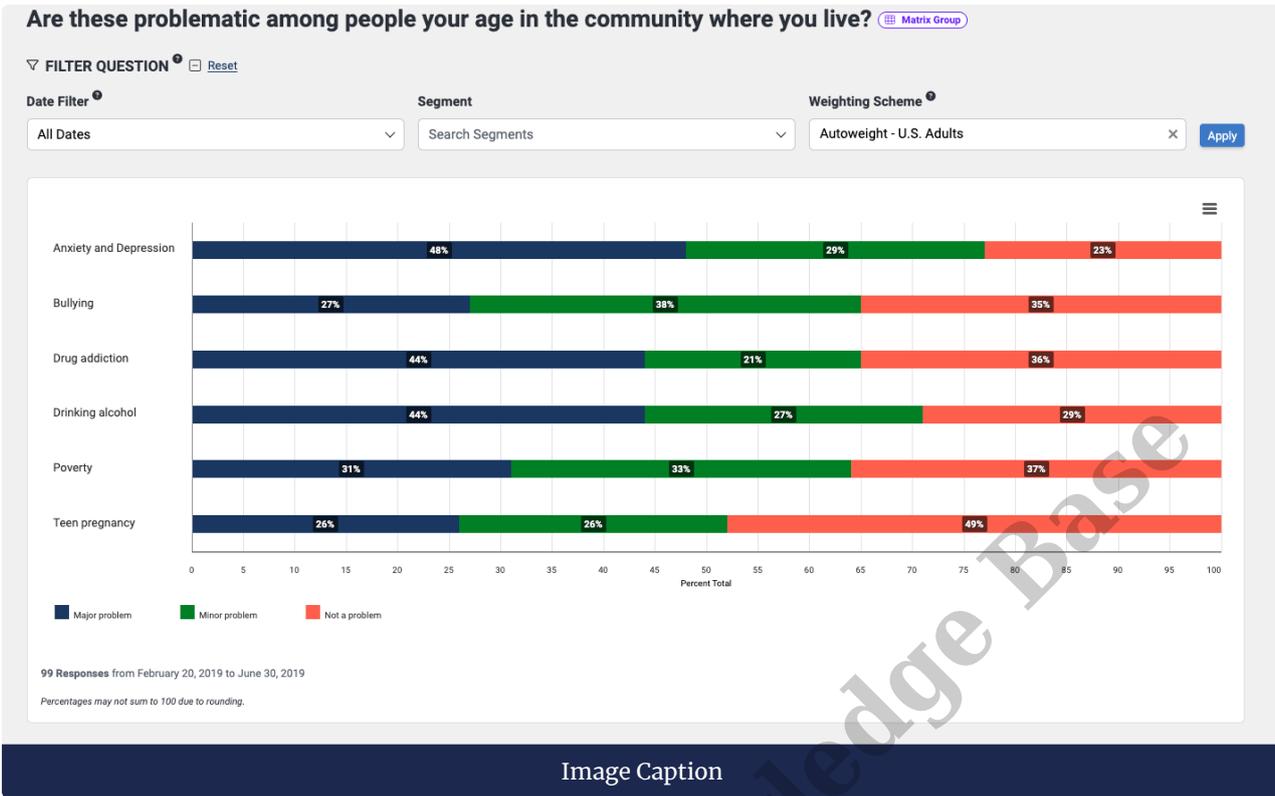
Based on 1,223,679 responses

NEXT

### Question details

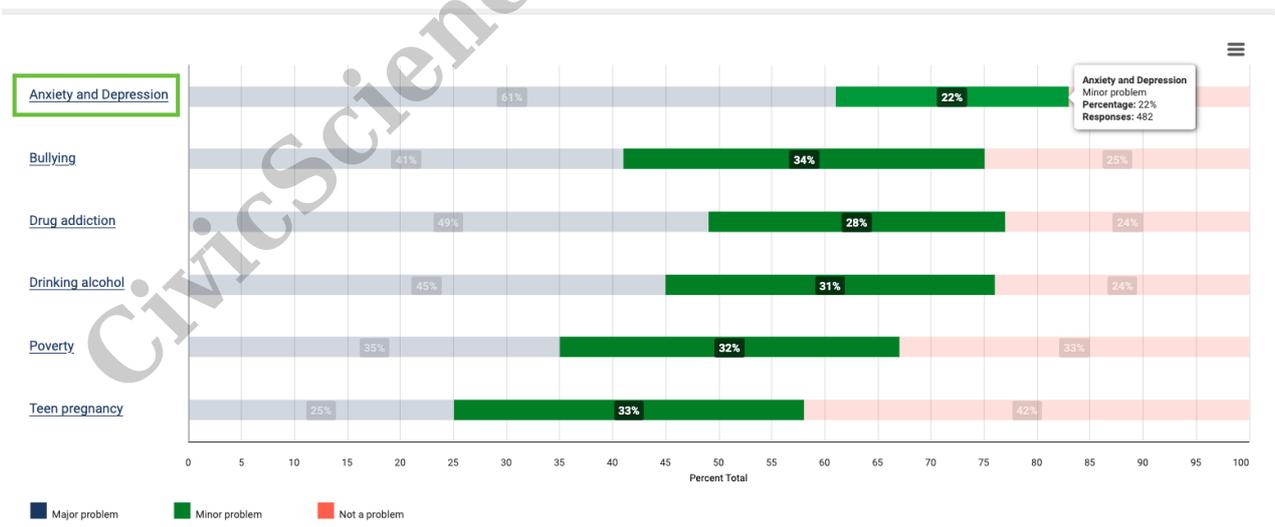
Here is the question details page for a matrix question.

CivicScience Knowledge Base



If you hover over a section of the chart, you will see the percentage of respondents who chose that answer and the number of respondents.

Also, note that you can view the individual matrix row items by clicking the row title (the first one in this matrix group is outlined in green below). The link will take you to the matrix item's page.



## Matrix item page

The answer options for matrix questions are considered radio questions. You may see a radio question with the matrix item tag, indicating that it is an answer option for a matrix question.

To view the matrix group, click the purple Matrix Item tag label at the end of the header. We've added

a blue arrow pointing to it in the image below.

**[MATRIX 252] Are these problematic among people your age in the community where you live? ROW: Anxiety and Depression** [Matrix Item](#) [Clone](#)

▼ FILTER QUESTION [Reset](#)

**Date Filter** **Segment** **Target**

All Dates Search Segments Search Targets

**Weighting Scheme** **Network**

Search Weighting Schemes My Account [Apply](#)

**Display Options:** Ungrouped Results

Category	Percentage	Count
Major problem	61%	1,342
Minor problem	22%	482
Not a problem	17%	367

Margin +/- 2.04%  
2,191 Responses from February 20, 2019 to June 30, 2019  
Percentages may not sum to 100 due to rounding.

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## Creation

Please contact your account manager to have matrix questions created.

1. Scale questions have also been called spectrum or star questions.