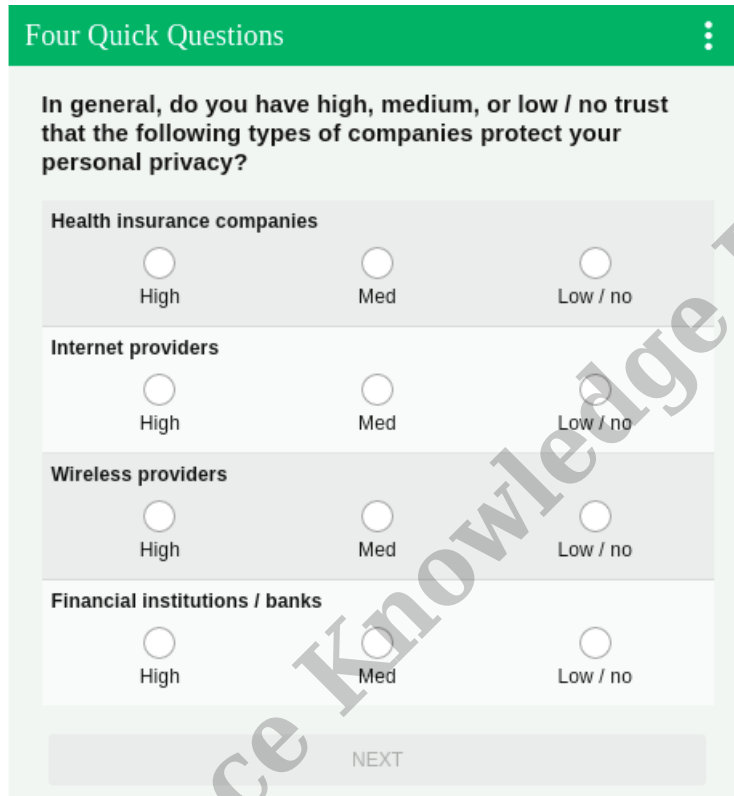


# Matrix questions

12/08/2025 9:32 am EST

## Questions

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



**Four Quick Questions**

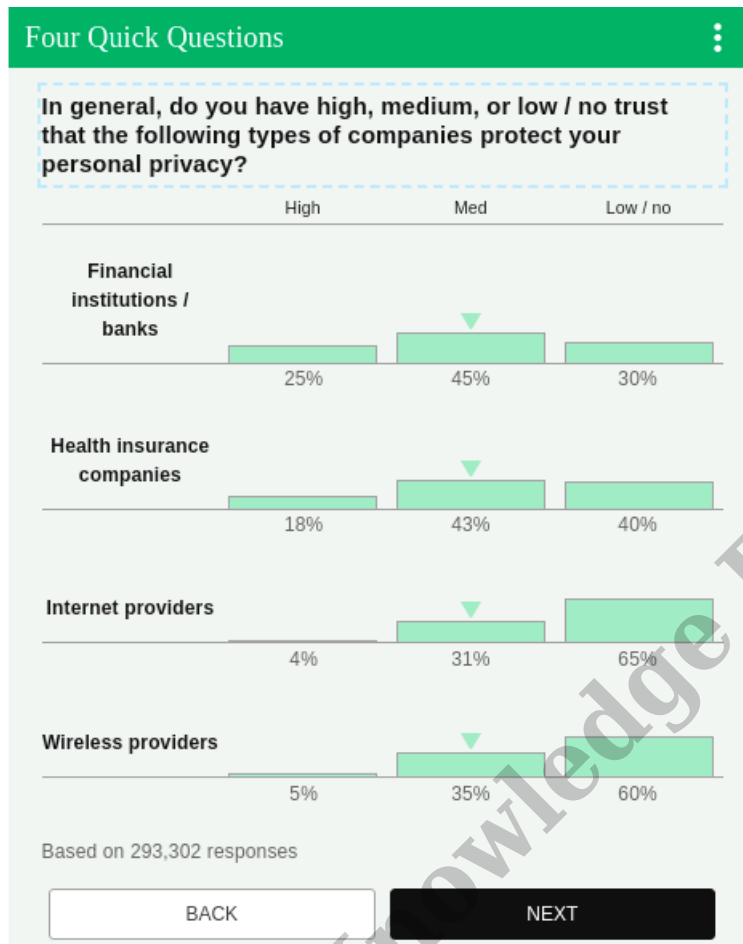
**In general, do you have high, medium, or low / no trust that the following types of companies protect your personal privacy?**

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

NEXT

## Responses

Matrix question responses are displayed like this:



## Scale questions

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

How would you rate the following clothing retailers?

Old Navy	Love	Like	Neutral	Dislike	Never heard of
Hot Topic	Love	Like	Neutral	Dislike	Never heard of
American Apparel	Love	Like	Neutral	Dislike	Never heard of

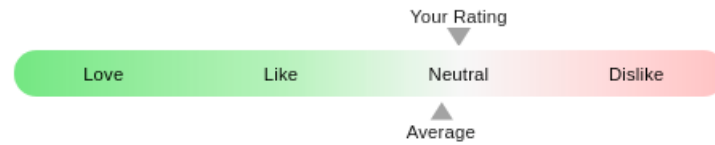
NEXT

## 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.

## Are these problematic among people your age in the community where you live?

[Matrix Group](#)

▼ FILTER QUESTION [Reset](#)

Date Filter

All Dates

Segment

Search Segments

Weighting Scheme

Autoweight - U.S. Adults

Apply

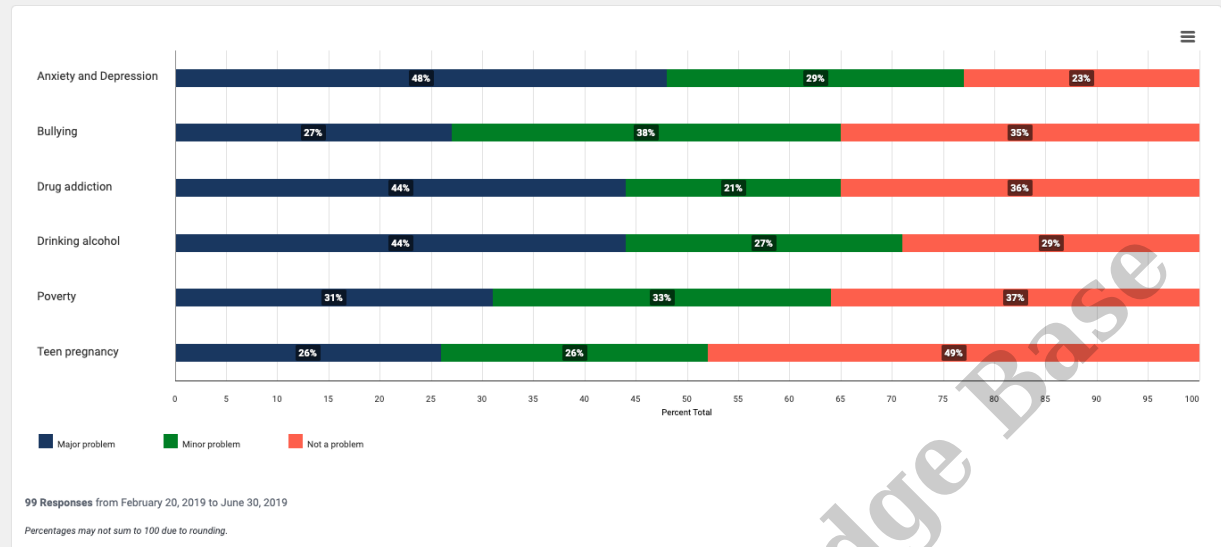
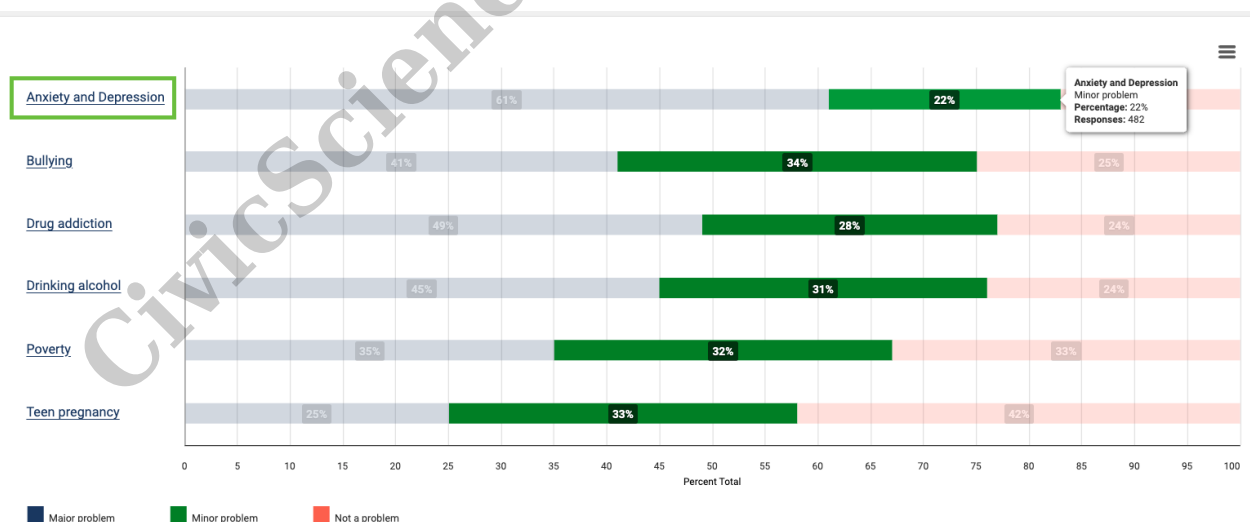


Image Caption

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.

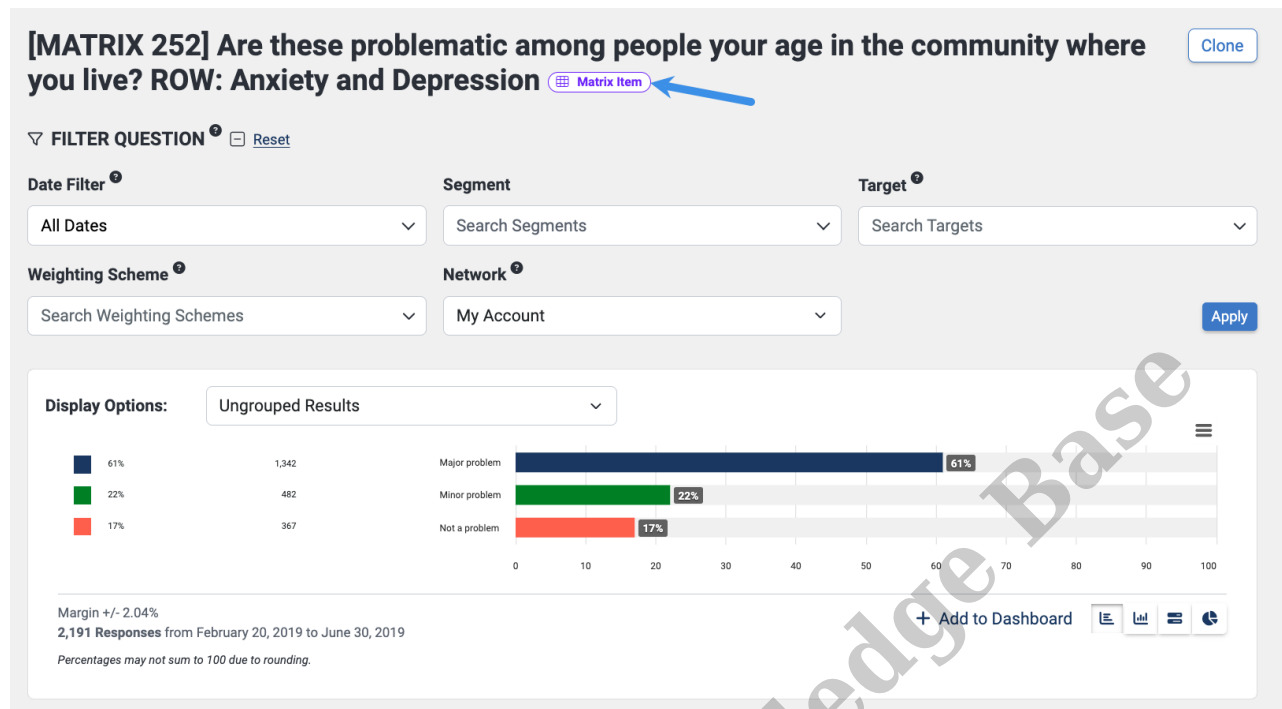


## Matrix item page

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.



## Creation

Please get in touch with your account manager to have matrix questions created.

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