Matrix questions

Questions

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

Responses

Matrix question responses are displayed like this:

Four Quick Questions

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

	High	Med	Low / no
Financial institutions / banks	25%	45%	30%
Health insurance companies	18%	43%	40%
Internet providers	4%	31%	65%
Wireless providers	5%	35%	60%

Based on 293,302 responses

BACK   NEXT
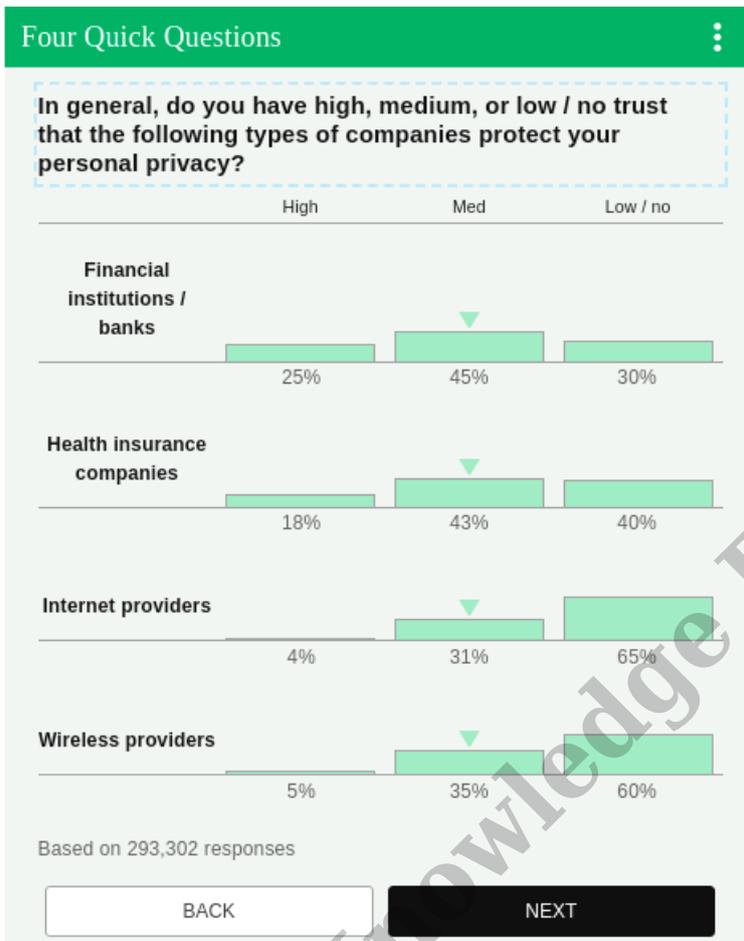
Scale questions

Matrix questions can also be used for ratings on a scale.[1]

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:

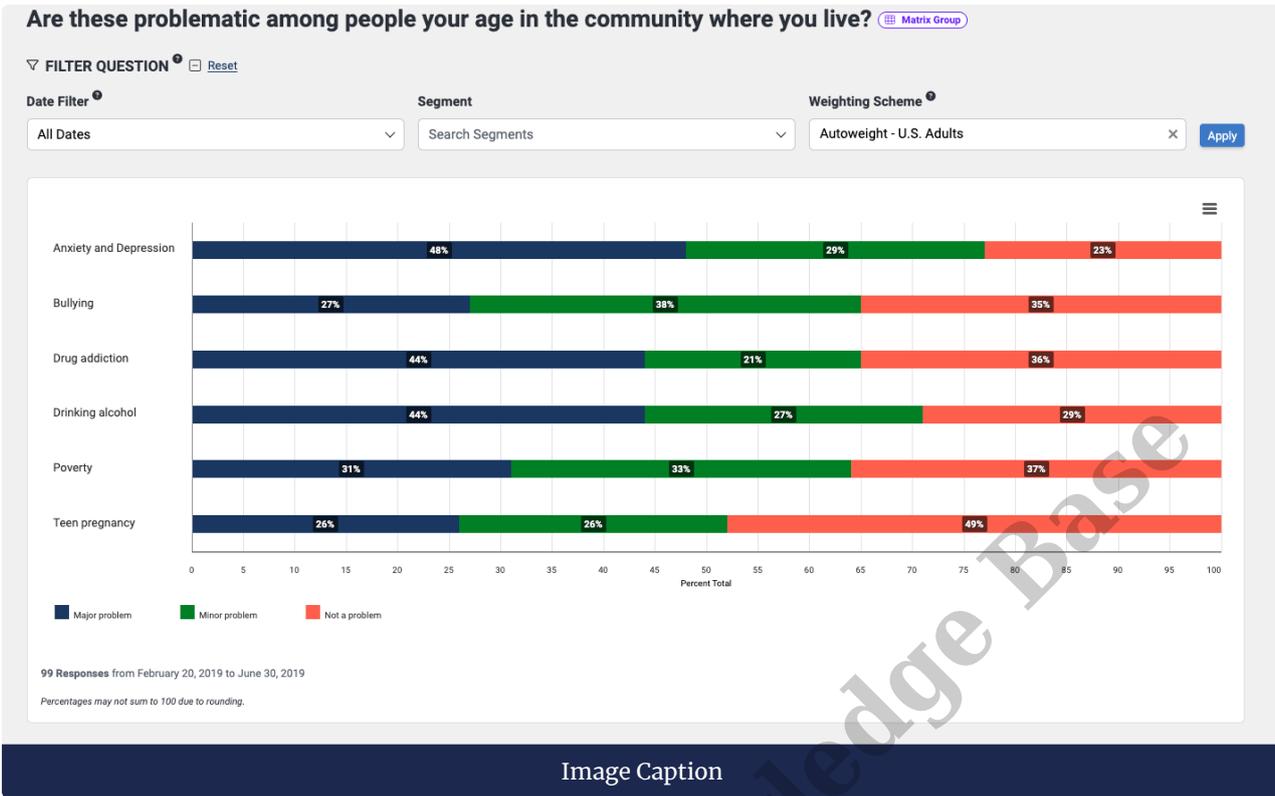## How would you rate the following clothing retailers?

Old Navy

Your Rating ▼

| Love | Like | Neutral | Dislike |

▲ Average

Hot Topic

Your Rating ▼

| Love | Like | Neutral | Dislike |

▲ Average

American Apparel

Your Rating ▼

| Love | Like | Neutral | Dislike |

▲ Average

Based on 1,223,679 responses

NEXT

Question details

Here is the question details page for a matrix question.

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.
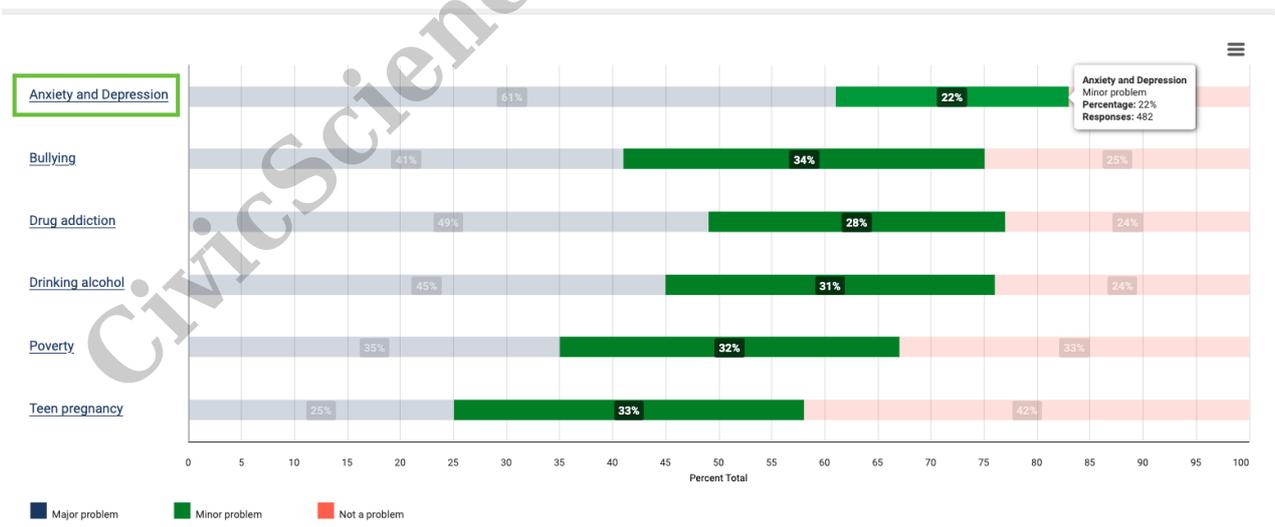
Matrix item page

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 contact your account manager to have matrix questions created.

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