

Matrix questions

10/07/2025 1:16 pm EDT

Questions

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

Four Quick Questions

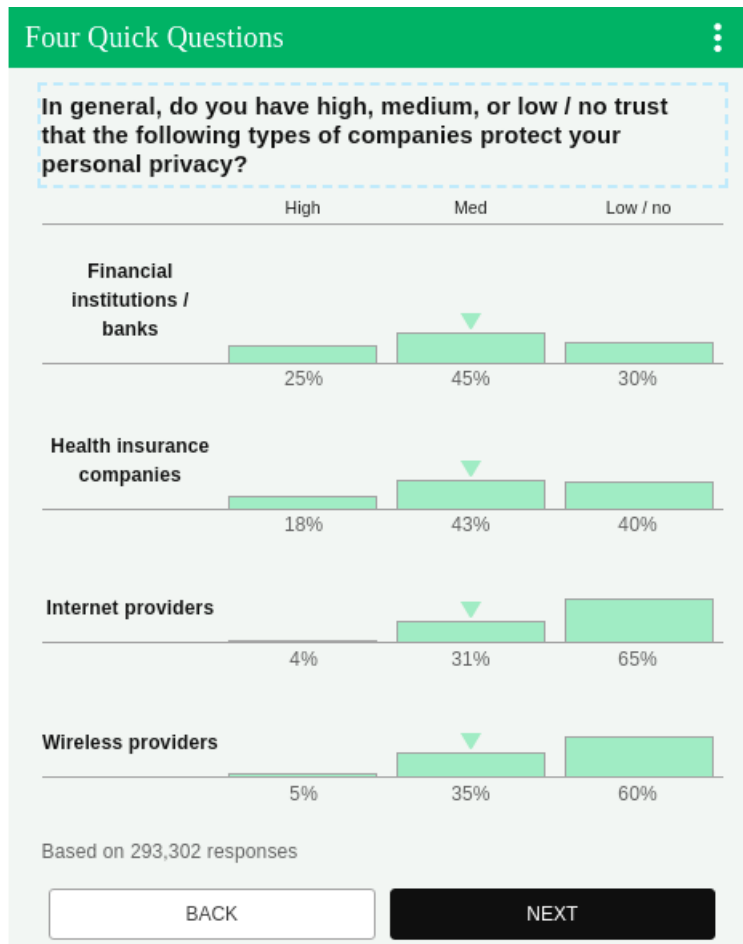
In general, do you have high, medium, or low / no trust that the following types of companies protect your personal privacy?

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

-
-
-

Love Like Neutral Dislike

Your Rating

Average

Love Like Neutral Dislike

Your Rating

Average

Love Like Neutral Dislike

Your Rating

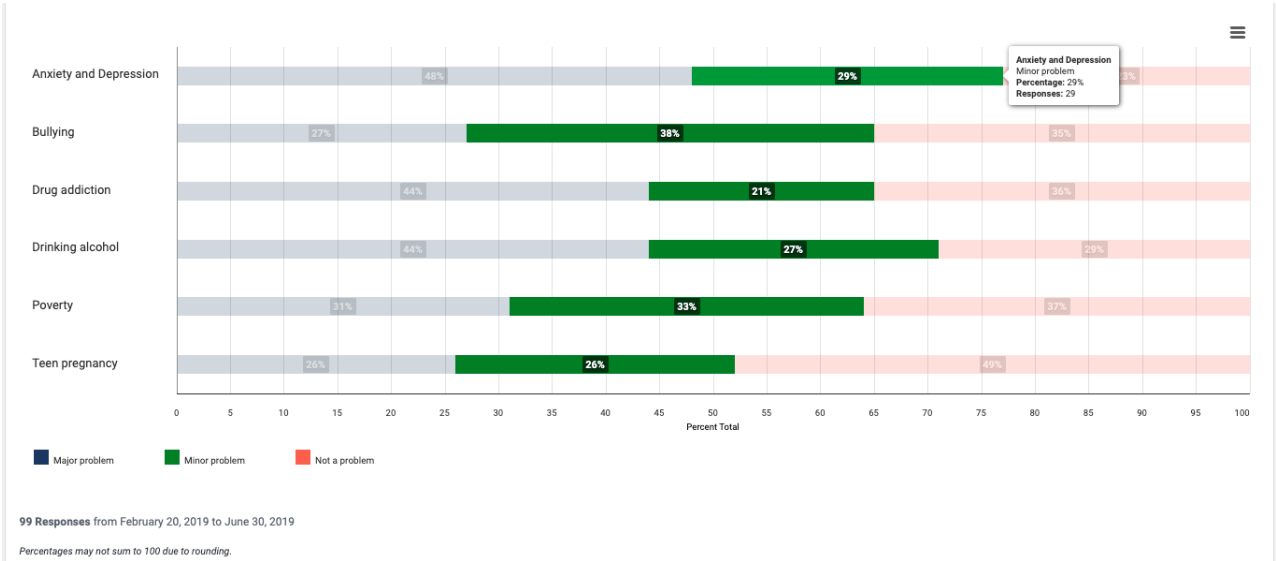
Average

NEXT

Here is the question details page for a matrix question.

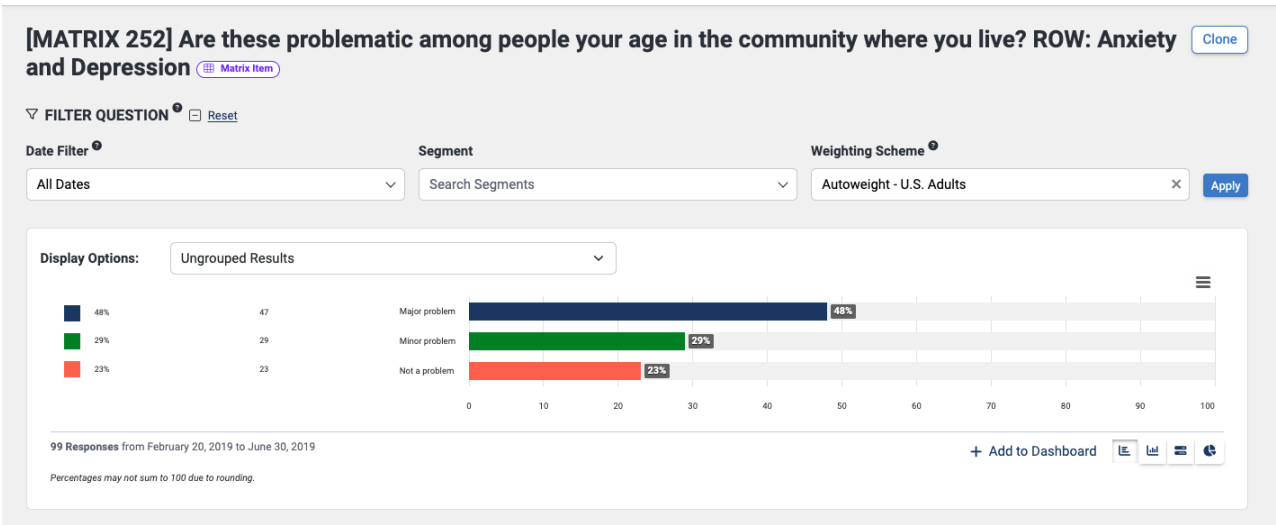


answer and the number of respondents.



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.



Creation

Please contact your account manager to have matrix questions created.

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