

Star questions

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Star questions are composite questions used to measure sentiment regarding a brand or other entity. Star questions appear to respondents as a single question containing several component questions. Each component question shares a common set of answer choices.

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

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The responses are displayed thus:

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

One of the key strengths of the star question format is that the respondent is only shown three answer options (component questions) at any one time. However, the star question can have many,

many component questions. Also, you can add new component questions to a star question over time. That is not true of any other composite question.



While there is no limit to the number of component questions that you can create for a star question, the system will show each component question less frequently as you add more component questions.

Star questions are not shown in the question search at this time, although their component questions are listed in search results.

There is no way to view the overall results of a star question as a group in the InsightStore at the moment. It is possible to pull the results from the database.



If you have sysadmin privileges, you can create a star question in account 11. If you want to experiment, please do it in the Dev/QA environment.

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