Matrix questions

04/16/2026 11:04 am EDT

Questions

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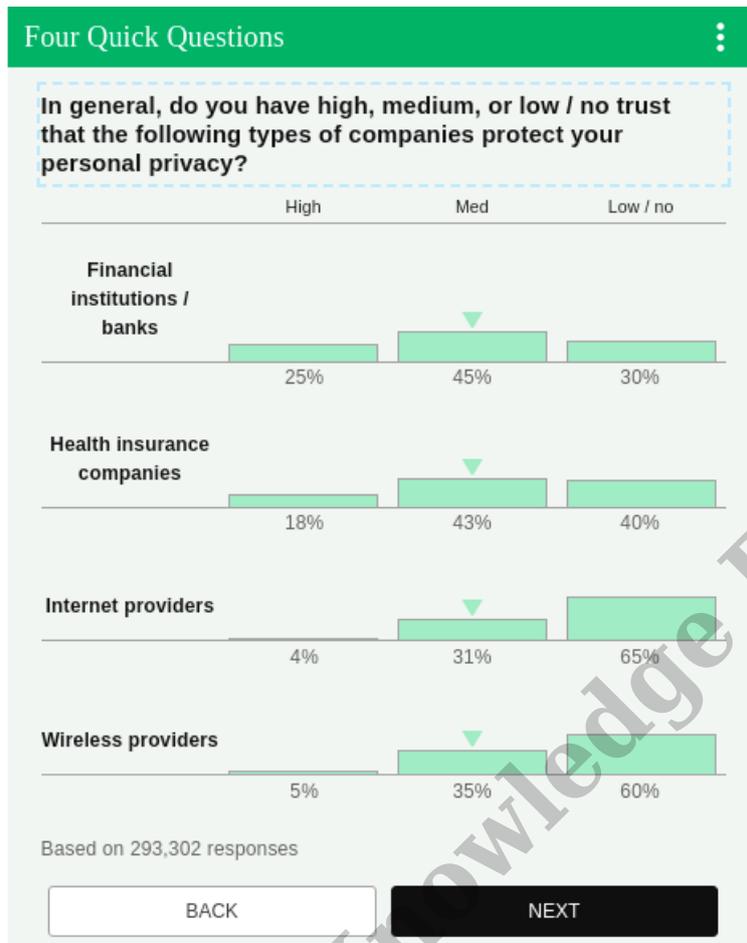

Responses

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

Question details

The question details page for a matrix question shows the question as asked, followed by the date and segment filters as well as the weighting scheme selection field. The answer options are shown below, with responses displayed in a horizontal bar chart.

Are these problematic among people your age in the community where you live? (Matrix Group)

▽ FILTER QUESTION ? ⊟ Reset

Date Filter ?	Segment	Weighting Scheme ?
All Dates	Search Segments	Autoweight - U.S. Adults ✕	Apply

	Major problem	Minor problem	Not a problem
Anxiety and Depression	48%	29%	23%
Bullying	27%	38%	35%
Drug addiction	44%	21%	36%
Drinking alcohol	44%	27%	29%
Poverty	31%	33%	37%
Teen pregnancy	26%	26%	49%

Percent Total

■ Major problem ■ Minor problem ■ Not a problem

99 Responses from February 20, 2019 to June 30, 2019

*Percentages may not sum to 100 due to rounding.*

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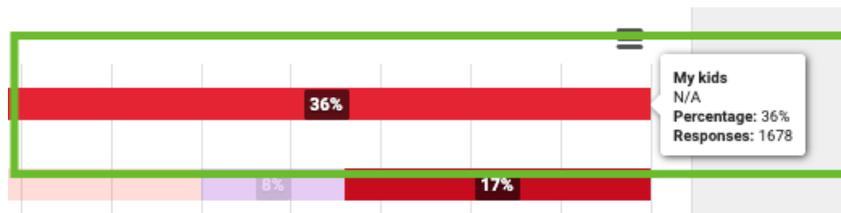
Also, note that you can view the individual matrix row items by clicking the row title (the first one in this matrix group is outlined in green below). The link will take you to the matrix item's page.
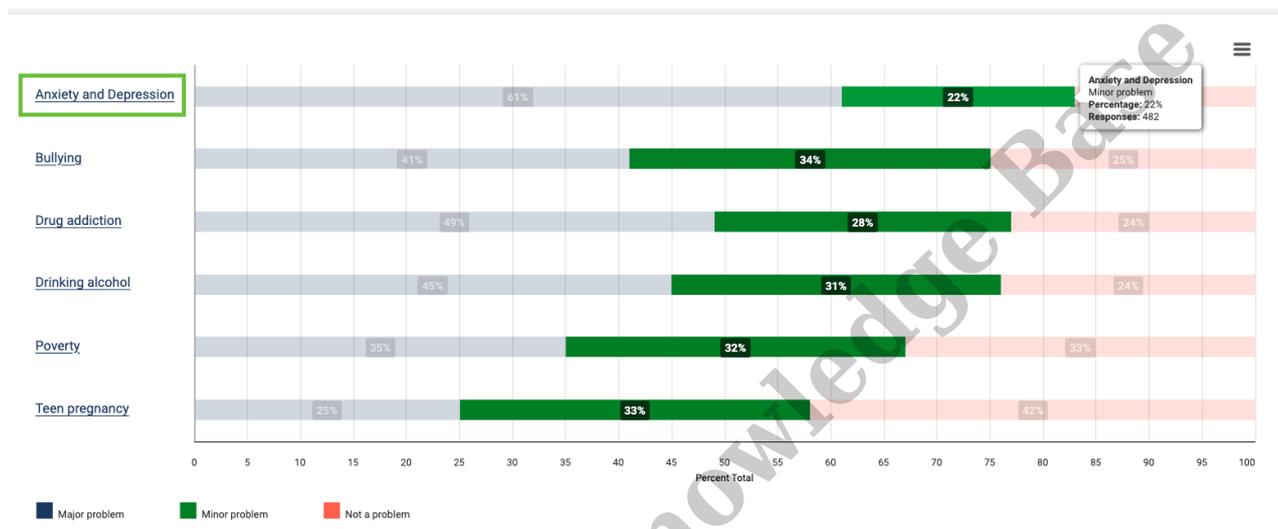
Matrix item page

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 ❓
[All Dates ⌄]

Segment
[Search Segments ⌄]

Target ❓
[Search Targets ⌄]

Weighting Scheme ❓
[Search Weighting Schemes ⌄]

Network ❓
[My Account ⌄]

[Apply]

Display Options: [Ungrouped Results ⌄]

≡

■ 61%	1,342	Major problem	61%
■ 22%	482	Minor problem	22%
■ 17%	367	Not a problem	17%

0 10 20 30 40 50 60 70 80 90 100
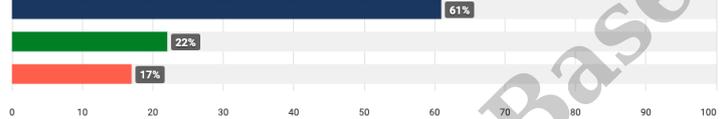
Margin +/- 2.04%
2,191 Responses from February 20, 2019 to June 30, 2019

Percentages may not sum to 100 due to rounding.

✛ Add to Dashboard

Creation

Please contact your account manager to have matrix questions created.

🔔 Matrix questions are not displayed to respondents until they have answered 32 other questions.