



# Matrix

This question type has the following different variations that you can use in your survey.

- [Matrix Choice \(One Answer\)](#)
- [Matrix Choice \(Many Answers\)](#)
- [Matrix Rating Scale](#)
- [Matrix Star Rating](#)
- [Matrix Dropdown](#)
- [Matrix Textbox](#)
- [Matrix Grid](#)

## Matrix Choice (One Answer)

The Matrix Choice (One Answer) question type appears like a grid with multiple items having the same answer choices. The respondents can only select a single answer for each item.

For example, a matrix choice question would ideally help you understand what your customers think about various aspects of your brand in a single question.

### Matrix choice (one answer) sample:

Cafe Customer Satisfaction Survey

How do you feel about the following aspects of our brand?

|                             | Not at all good       | Can be better                    | It's okay                        | It's good                        | It's great!                      |
|-----------------------------|-----------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| Logo                        | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |
| Pricing                     | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |
| Promotional offers          | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/>            | <input type="radio"/>            |
| Menu choices                | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/>            |
| In-house ambience and theme | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/>            | <input type="radio"/>            | <input checked="" type="radio"/> |

Submit

### To add a matrix choice (one answer) question in your survey:

1. Click **Matrix Choice (One Answer)** in the question types listed on the left pane. You can also drag and drop the question type to the builder. Also, you can change the question type by clicking the dropdown next

to the question type in the question editor. However, the choices for change are related to the question type you have selected. For example, if you selected a matrix choice question type, you can only change it to its variants available in the list. You can select an option from the dropdown.

The screenshot shows the 'Matrix Choice (One Answer)' question editor. At the top, there are tabs for 'Editor', 'Display Logic', and 'Answer Display Logic'. The main area is titled 'Question' and contains a rich text editor with a toolbar (bold, italic, underline, font size, text color, background color, link, unlink, image, video, table, list, indent, outdent, undo, redo) and a text area. Below the text area is a checkbox for 'Make this question mandatory' which is checked. Underneath is an 'Error message' text box containing 'This question is mandatory'. Below that is a 'Required number of rows' section with two dropdown menus: 'at least' and 'All'. The bottom section is titled 'Answer' and contains 'Choices' with a link for 'Individual Textboxes for Each Label'. It has two text boxes for 'Row labels' and 'Column labels', both with the placeholder 'Enter one label per line'. Below these are 'Advanced options' with three checkboxes: 'Change the order of 'Row' choices', 'Change the order of 'Column' choices', and 'Force ranking (One response per column)'. At the bottom are 'CANCEL' and 'SAVE' buttons.

2. In the *Question* box, type your question.

- If you want to mark the question mandatory, select the *Make this question mandatory* checkbox.
- If you want to make changes to the default *Error message* text that displays, edit the content in the text box.
- If you want to pipe in custom variables or variables from previous questions and customize the follow up questions, click *Insert Variable* right above the *Question* box, and select the variable you want to use from the list. Read more on [Piping](#).
- In the *Required number of rows* dropdown list, select the number of rows you want to keep as mandatory. This can be in the form of at least, at most, exactly or in between. This option appears only if the *Make this question mandatory* checkbox is selected.

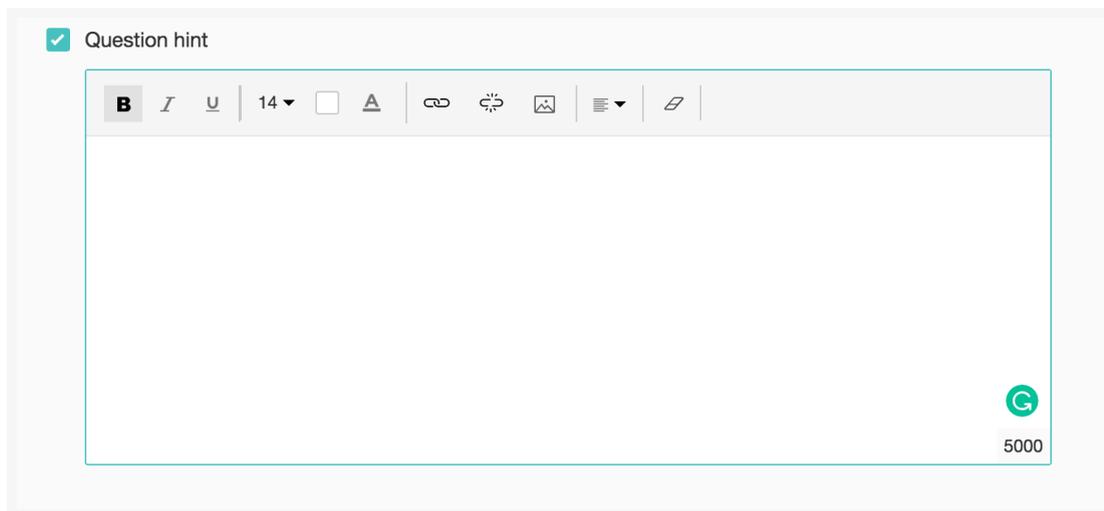
3. In the *Answer* box, you can add the answer choices in the following ways:

- If you are copying and pasting the choices in the *Row label* and *Column label* answer boxes, make sure you type in each choice on a separate line.

- If you want to add choices separately, click **Individual Textboxes for Each Choice** right above the *Answer* box, and start adding choices. Click + to add more boxes, and click X to delete choices.

4. To know what more you can do with the question, click **Advanced options**. You can perform the following actions:

- Select **Change the order of 'Row' choices**. You can perform the following actions here:
  - **Randomize for each respondent** - To change the row order randomly for each respondent
  - **Flip for each respondent** - To show the row choices in the opposite order for each respondent
  - **Rotate for each respondent** - To rotate the row choices for each respondent
  - **Ascending sort** - To arrange the row choices in the ascending order
  - Select **Don't randomize the last few choices** if you want to select the number of row choices that needn't be randomized
- Select **Change the order of 'Column' choices**. You can perform the following actions here:
  - **Randomize for each respondent** - To change the column order randomly for each respondent
  - **Flip for each respondent** - To show the column choices in the opposite order for each respondent
  - **Rotate for each respondent** - To rotate the column choices for each respondent
  - **Ascending sort** - To arrange the column choices in the ascending order
  - Select **Don't randomize the last few choices** if you want to select the number of column choices that needn't be randomized
- **Force Ranking (One response per column)** - The force ranking option restricts the respondent from choosing the same ranking for more than one variable.
- To add a comments box, select *Add 'Comments' field*. If you want to change the name of the field, in the *Comments field label* box, type in the new field name.
- **Question hint** is used to add hints to your question and help your respondents get a clear idea of what your questions are all about. This feature is optional and is available only for certain types of questions.



5. Switch to the [Display Logic](#) and [Answer Display Logic](#) tabs to add a logic condition to the question and answer choices respectively.
6. Click **Save**.
7. To discard the changes, click **Cancel**.

### **To make a certain number of rows or columns mandatory in a matrix question:**

1. In the *Question* box, type your question.
2. In the *Required number of rows* dropdown list, select the number of rows you want to keep as mandatory. This can be in the form of at least, at most, exactly or in between. This option appears only if the *Make this question mandatory* checkbox is selected.



**Question** Insert Variable ▾

**B** *I* U | 14 ▾ □ **A** | 🔗 🔗🔄 | 🖼️ 📄 | ☰ ☷ | 🗑️ | ✎

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Make this question mandatory

**Error message**

This question is mandatory

Required number of rows

at most ▾

2 ▾

at least

at most ✓

exactly

between

**Answer**

**Choices** Individual Textboxes for Each Label

Row labels

Enter one label per line

Column labels

Enter one label per line

▶ **Advanced options**

CANCELSAVE

## Matrix Choice (Many Answers)

The Matrix Choice (Many Answers) question type appears as a grid with multiple items having the same answer choices, and the respondents can select more than one answer for each item.

For example, assume that you want to compare your brand with your competitors and identify where you stand in terms of various aspects that qualify for a distinct cafe. You could ask a matrix choice (many answers) question for your customers to mark more answers they feel apply to the question.

### Matrix choice (many answers) sample:

**Cafe Customer Satisfaction Survey**

Please choose all the options that you feel align with our competitor brands in the area versus ours.

|                  | Elite                               | Affordable                          | Trendy                              | None of these            |
|------------------|-------------------------------------|-------------------------------------|-------------------------------------|--------------------------|
| Coffee n' Mugs   | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Boston Brew      | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Espresso Express | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> |
| Crackers & more  | <input type="checkbox"/>            | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

## To add a matrix choice (many answers) question in your survey:

1. Click **Matrix Choice (Many Answers)** in the question types listed on the left pane. You can also drag and drop the question type to the builder. Also, you can change the question type by clicking the dropdown next to the question type in the question editor. However, the choices for change are related to the question type you have selected. For example, if you selected a matrix choice question type, you can only change it to its variants available in the list. You can select an option from the dropdown.

✕ **Matrix Choice (Many Answers)** ▾

[Editor](#) [Display Logic](#) [Answer Display Logic](#)

**Question** Insert Variable ▾

**B** *I* U | 14 ▾ | **A** | 

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**Make this question mandatory**

**Error message**

Required number of rows:  ▾  ▾

Required number of columns per row:  ▾  ▾

**Answer**

**Choices** [Individual Textboxes for Each Label](#)

Row labels:

Column labels:

▸ **Advanced options**

2. In the *Question* box, type your question.

- If you want to mark the question mandatory, select the *Make this question mandatory* checkbox.

- If you want to make changes to the default *Error message* text that displays, edit the content in the text box.
- If you want to pipe in custom variables or variables from previous questions and customize the follow-up questions, click the arrow next to *Insert Variable* right above the *Question* box and select the variable you want to use from the list. Read more on [Piping](#).
- In the *Required number of rows* dropdown list, select the number of rows you want to keep as mandatory. This can be in the form of at least, at most, exactly or in between. If you want the respondents to answer all rows in the matrix, then select **All**. This option appears only if the *Make this question mandatory* checkbox is selected.
- In the *Required number of columns per row* dropdown list, select the number (of columns) to keep as mandatory for the respondent to pick. This can be in the form of at least, at most, exactly or in between. At least one column must be selected. The number of columns required should be lesser than the total number of columns. These two options appear only if the *Make this question mandatory* checkbox is selected.

3. In the *Answer* box, you can add the answer choices in the following ways:

- If you are copying and pasting the choices in the *Row label* and *Column label* answer boxes, make sure you type in each choice on a separate line.

The screenshot shows the 'Answer' section of a survey builder. Under the 'Choices' heading, there is a link 'Individual Textboxes for Each Label'. Below this, there are two input boxes: 'Row labels' and 'Column labels'. Each box contains the placeholder text 'Enter one label per line'.

- If you want to add choices separately, click **Individual Textboxes for Each Choice** right above the *Answer* box, and start adding choices. Click + to add more boxes, and click X to delete choices.

The screenshot shows the 'Answer' section of a survey builder. Under the 'Choices' heading, there is a link 'Copy and Paste Labels'. Below this, there are two input boxes: 'Row labels' and 'Column labels'. Each box contains the placeholder text 'Enter label'. To the right of each box are '+' and 'X' icons for adding or deleting choices.

4. To know what more you can do with the question, click **Advanced options**. You can perform the following actions:

- Select **Change the order of 'Row' choices**. You can perform the following actions here:
  - **Randomize for each respondent** - To change the row order randomly for each respondent
  - **Flip for each respondent** - To show the row choices in the opposite order for each respondent
  - **Rotate for each respondent** - To rotate the row choices for each respondent
  - **Ascending sort** - To arrange the row choices in the ascending order
  - Select **Don't randomize the last few choices** if you want to select the number of row choices that needn't be randomized

- Select **Change the order of 'Column' choices**. You can perform the following actions here:
    - **Randomize for each respondent** - To change the column order randomly for each respondent
    - **Flip for each respondent** - To show the column choices in the opposite order for each respondent
    - **Rotate for each respondent** - To rotate the column choices for each respondent
    - **Ascending sort** - To arrange the column choices in the ascending order
    - Select **Don't randomize the last few choices** if you want to select the number of column choices that needn't be randomized
  - Select **Mark choices as exclusive** and pick the option(s) you want to mark as exclusive. [Read more here](#).
  - To add a comments box, select *Add 'Comments' field*. If you want to change the name of the field, in the *Comments field label* box, type in the new field name.
  - **Question hint** is used to add hints to your question and help your respondents get a clear idea of what your questions are all about. This feature is optional and is available only for certain types of questions.
5. Switch to the [Display Logic](#) and [Answer Display Logic](#) tabs to add a logic condition to the question and answer choices respectively.
  6. Click **Save**.
  7. To discard the changes, click **Cancel**.

## Matrix Rating Scale

The Matrix Rating Scale question type allows the respondent to rate multiple items in a single question. There are two types of rating scales:

- **Likert Scale** - The Likert scale allows the respondent to give a rating on a scale from 0 to 10. It is ideal for questions that require a scale that shows two extreme ranges.
- **Weighted Choice** - The weighted choice allows the respondent to select single ratings for each of your answer choices. Each choice will have a label with a rating weightage assigned to it. This is also ideal for questions that require a scale that shows two extreme ranges.

### To add a matrix rating scale question in your survey:

1. Click **Matrix Rating Scale** in the question types listed on the left pane. You can also drag and drop the question type to the builder. Also, you can change the question type by clicking the dropdown next to the question type in the question editor. However, the choices for change are related to the question type you have selected. For example, if you selected a rating scale question type, you can only change it to its variants available in the list. You can select an option from the dropdown.



- If you want to add choices separately, click **Individual Textboxes for Each Choice** right above the *Answer* box, and start adding choices. Click + to add more boxes, and click X to delete choices.

The screenshot shows a survey builder interface. At the top, there is a section labeled 'Answer'. Below it is a section labeled 'Choices'. In the 'Choices' section, there is a link that says 'Individual Textboxes for Each Label'. Below the link is a large text input area with the placeholder text 'Enter one label per line'.

- In the *Type* dropdown, select the scale you want to use.
  - If you click **Likert scale**:
    - In the *Representation* dropdown, select **Numbers, Smileys or Custom Images**.
      - If you select **Smileys**, click the smiley to choose a colour scheme. You can either use a standard colour theme or change the colour of the smileys by choosing a colour from the palette.
      - If you select **Custom Images**, click the type of representation you want from the **Custom Set** or **Range Set**.
        - Custom Set:
          - Click <upload> and select the representation image of your choice.
          - Click **Confirm**.
        - Range Set:
          - Type the representation values in the corresponding text boxes.
          - Click <upload> and select the image of your choice.
          - Click <+> to add a new representation range and click <x> to remove an existing representation range.
          - Click **Confirm**.
      - In the *Scale* dropdown, select the lowest and the highest ranges.
      - In the *Column labels* field, name the lowest and the highest ranges. This is not a mandatory field.
    - If you click **Weighted choice**:
      - In the *Representation* dropdown, select **Numbers, Smileys or Custom Images**.
        - If you select Smileys, click the smiley to choose a colour scheme. You can either use a standard colour theme or change the colour of the smileys by choosing a colour from the palette.
        - If you select **Custom Images**,
          - Click <upload> and select the representation image of your choice.
          - Click **Confirm**.
      - In the text boxes, type the choices you want to use. You can also insert predefined choices here. Click **Predefined Choices** and select the choice you want to use in the survey.

| Weighted choice                |     | Predefined Choices ▾ |                                |
|--------------------------------|-----|----------------------|--------------------------------|
| <input type="text" value="1"/> | + × | Weight               | <input type="text" value="1"/> |
| <input type="text" value="2"/> | + × | Weight               | <input type="text" value="2"/> |
| <input type="text" value="3"/> | + × | Weight               | <input type="text" value="3"/> |
| <input type="text" value="4"/> | + × | Weight               | <input type="text" value="4"/> |
| <input type="text" value="5"/> | + × | Weight               | <input type="text" value="5"/> |

- In the *Weight* boxes, assign numbers.
- To add more choices, click +.
- To delete a row, click X.

4. To learn what else you can do with the question, click **Advanced options**. You can perform the following actions:

- Select **Change the order of 'Row' choices**. You can perform the following actions here:
  - **Randomize for each respondent** - To change the row order randomly for each respondent
  - **Flip for each respondent** - To show the row choices in the opposite order for each respondent
  - **Rotate for each respondent** - To rotate the row choices for each respondent
  - **Ascending sort** - To arrange the row choices in the ascending order
  - Select **Don't randomize the last few choices** if you want to select the number of row choices that needn't be randomized
- Select *Flip order of ratings for each respondent* to show the ratings in the opposite order for each respondent.
- To add a comments box, select *Add 'Comments' field*. If you want to change the name of the field, in the *Comments field label* box, type in the new field name.
- If you selected Weighted choice, select *Show weightage* to display the value assigned to each choice.
- **Question hint** is used to add hints to your question and help your respondents get a clear idea of what your questions are all about. This feature is optional and is available only for certain types of questions.

Question hint

**B** *I* U | 14 ▾ □ **A** | 🔗 🔄 🖼️ | ☰ ▾ ✎


  
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- Switch to the [Display Logic](#) and [Answer Display Logic](#) tabs to add a logic condition to the question and answer choices respectively.
- Click **Save**.
- To discard the changes, click **Cancel**.

## Likert Scale Matrix Rating Scale

The Likert Scale Matrix Rating Scale question type allows the respondent to rate multiple items in a single question on a scale from 0 to 10. It is ideal for questions that require a scale that shows two extreme ranges. In the following example, you can see how a Likert scale matrix scale question helps find out the satisfaction levels of your customers on various factors on a scale of 10.

### Likert scale matrix rating scale question sample:

**Café Customer Feedback Survey**

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Please rate your satisfaction with the following aspects:

|                                             | Very<br>dissatisfied |   |   |   |   |   |   |   |   | Very<br>satisfied |
|---------------------------------------------|----------------------|---|---|---|---|---|---|---|---|-------------------|
| The interaction with our staff              | 1                    | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10                |
| Taste of our coffee                         | 1                    | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10                |
| Stocking of items at the counter            | 1                    | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10                |
| Aesthetics of the place                     | 1                    | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10                |
| The diversity of cuisines/beverages offered | 1                    | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10                |
| Pricing                                     | 1                    | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10                |

**Submit**

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### To add a Likert scale matrix rating scale question in your survey:

- Click **Matrix Rating Scale** in the question types listed on the left pane. You can also drag and drop the question type to the builder. Also, you can change the question type by clicking the dropdown next to the question type in the question editor. However, the choices for change are related to the question type you have selected. For example, if you selected a rating scale question type, you can only change it to its variants available in the list. You can select an option from the dropdown.

Matrix Rating Scale

Editor Display Logic Answer Display Logic

Question Insert Variable

**B** / *I* / U | 14 | **A** | | |

65535

Make this question mandatory

**Error message**

This question is mandatory

Required number of rows at least All

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**Answer**

**Choices** [Individual Textboxes for Each Label](#)

Enter one label per line

Type Likert scale

Scale 1 to 5

Column labels (Optional)

1

5

Add 'Not applicable' option

**Advanced options**

Change the order of 'Row' choices

Randomize for each respondent

CANCEL SAVE

2. In the *Question* box, type your question.

- If you want to mark the question mandatory, select the *Make this question mandatory* checkbox.
- If you want to make changes to the default *Error message* text that displays, edit the content in the text box.
- If you want to pipe in custom variables or variables from previous questions and customize the follow up questions, click *Insert Variable* right above the *Question* box, and select the variable you want to use from the list. Read more on [Piping](#).
- In the *Required number of rows* dropdown list, select the number of rows you want to keep as mandatory. This can be in the form of at least, at most, exactly or in between. Select All if you want the respondents to answer all rows in the matrix. This option appears only if the *Make this question mandatory* checkbox is selected.

3. In the *Answer* section, you can add the answer choices in the following ways:

- If you are copying and pasting the choices in the *Answer* box, make sure you type in each choice on a separate line.

**Answer**

Choices [Copy and Paste Labels](#)

Row labels  + ×

+ ×

- If you want to add choices separately, click **Individual Textboxes for Each Choice** right above the *Answer* box, and start adding choices. Click + to add more boxes, and click X to delete choices.

**Answer**

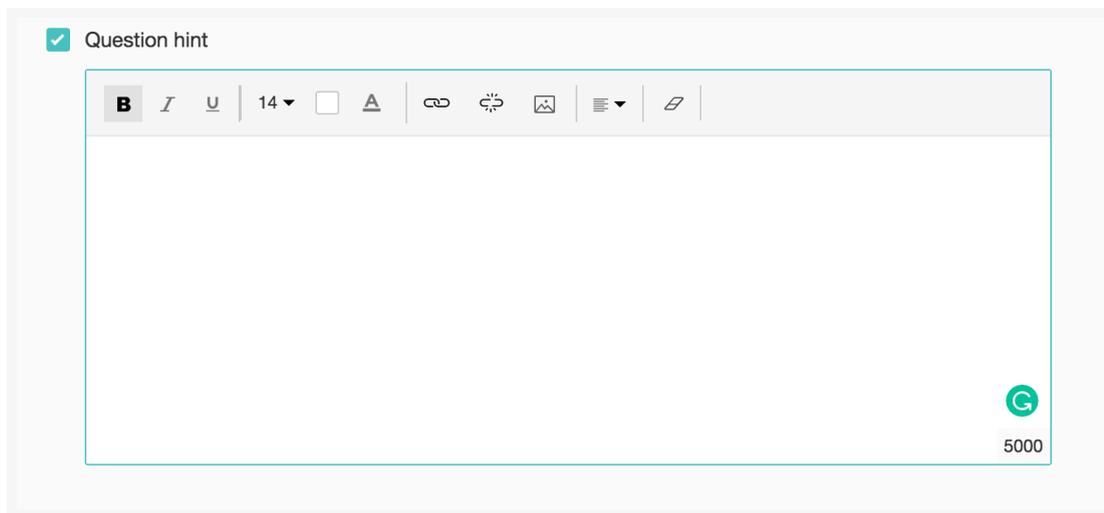
Choices [Individual Textboxes for Each Label](#)

4. In the *Type* dropdown, select **Likert Scale**:

- In the *Scale* dropdown, select the lowest and the highest ranges.
- In the *Column labels* field, name the lowest and the highest ranges. This is not a mandatory field.

5. To learn what else you can do with the question, click **Advanced options**. You can perform the following actions:

- Select **Change the order of 'Row' choices**. You can perform the following actions here:
  - **Randomize for each respondent** - To change the row order randomly for each respondent
  - **Flip for each respondent** - To show the row choices in the opposite order for each respondent
  - **Rotate for each respondent** - To rotate the row choices for each respondent
  - **Ascending sort** - To arrange the row choices in the ascending order
  - Select **Don't randomize the last few choices** if you want to select the number of row choices that needn't be randomized
- Select *Flip order of ratings for each respondent* to show the ratings in the opposite order for each respondent.
- To add a comments box, select *Add 'Comments' field*. If you want to change the name of the field, in the *Comments field label* box, type in the new field name.
- **Question hint** is used to add hints to your question and help your respondents get a clear idea on what your questions are all about. This feature is optional and is available only for certain types of questions.



6. Switch to the [Display Logic](#) and [Answer Display Logic](#) tabs to add a logic condition to the question and answer choices respectively.
7. Click **Save**.
8. To discard the changes, click **Cancel**.

## Weighted Choice Matrix Rating Scale

The Weighted Choice Matrix Rating Scale question type allows the respondent to select individual ratings for each of your answer choices. Each choice will have a label with a rating weightage assigned to it. This is also ideal for questions that require a scale that shows two extreme ranges.

In the following example, you can find the weightage customers marked for each factor concerning your cafe. You can see that your customers have given a high weightage for the cafe location, however quite not satisfied with the parking facility at your cafe.

### Weighted choice matrix rating scale question sample:

## Café Customer Feedback Survey

Please rate your satisfaction with the following factors at our café.

|                              |                       |                                  |                                  |                                  |                                  |
|------------------------------|-----------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| Location                     | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/>            | <input type="radio"/>            | <input checked="" type="radio"/> |
| Coffee quality               | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/>            |
| Availability of parking      | <input type="radio"/> | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/>            | <input type="radio"/>            |
| Outside seating at the patio | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/>            |
| Fair trade acceptance        | <input type="radio"/> | <input type="radio"/>            | <input type="radio"/>            | <input type="radio"/>            | <input checked="" type="radio"/> |
| Environmental consciousness  | <input type="radio"/> | <input type="radio"/>            | <input checked="" type="radio"/> | <input type="radio"/>            | <input type="radio"/>            |

Submit

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### To add a weighted choice matrix rating scale question in your survey:

1. Click **Matrix Rating Scale** in the question types listed on the left pane. You can also drag and drop the question type to the builder. Also, you can change the question type by clicking the dropdown next to the question type in the question editor. However, the choices for change are related to the question type you have selected. For example, if you selected a rating scale question type, you can only change it to its variants available in the list. You can select an option from the dropdown.



Question Insert Variable

**B** *I* U | 14 | **A** | | |

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Make this question mandatory

**Error message**

This question is mandatory

Required number of rows at least All

---

**Answer**

**Choices** Individual Textboxes for Each Label

Enter one label per line

Type Weighted choice

**Weighted choice** Predefined Choices

|   |   |   |        |   |
|---|---|---|--------|---|
| 1 | + | × | Weight | 1 |
| 2 | + | × | Weight | 2 |
| 3 | + | × | Weight | 3 |
| 4 | + | × | Weight | 4 |

CANCELSAVE

2. In the *Question* box, type your question.

- If you want to mark the question mandatory, select the *Make this question mandatory* checkbox.
- If you want to make changes to the default *Error message* text that displays, edit the content in the text box.
- If you want to pipe in custom variables or variables from previous questions and customize the follow-up questions, click the arrow next to *Insert Variable* right above the *Question* box and select the variable you want to use from the list. Read more on [Piping](#).
- In the *Required number of rows* dropdown list, select the number of rows you want to keep as mandatory. This can be in the form of at least, at most, exactly or in between. Select *All* if you want the respondents to answer all rows in the matrix. This option appears only if the *Make this question mandatory* checkbox is selected.

3. In the *Answer* section, you can add the answer choices in the following ways:

- If you are copying and pasting the choices in the *Answer* box, make sure you type in each choice on a separate line.

**Answer**

**Choices** [Copy and Paste Labels](#)

Row labels  + ×

+ ×

- If you want to add choices separately, click **Individual Textboxes for Each Choice** right above the *Answer* box, and start adding choices. Click + to add more boxes, and click X to delete choices.

**Answer**

**Choices** [Individual Textboxes for Each Label](#)

- In the *Type* dropdown, select **Weighted choice**:
  - In the text boxes, type the choices you want to use. You can also insert predefined choices here. Click **Predefined Choices** and select the choice you want to use in the survey.

**Weighted choice** [Predefined Choices](#) ▾

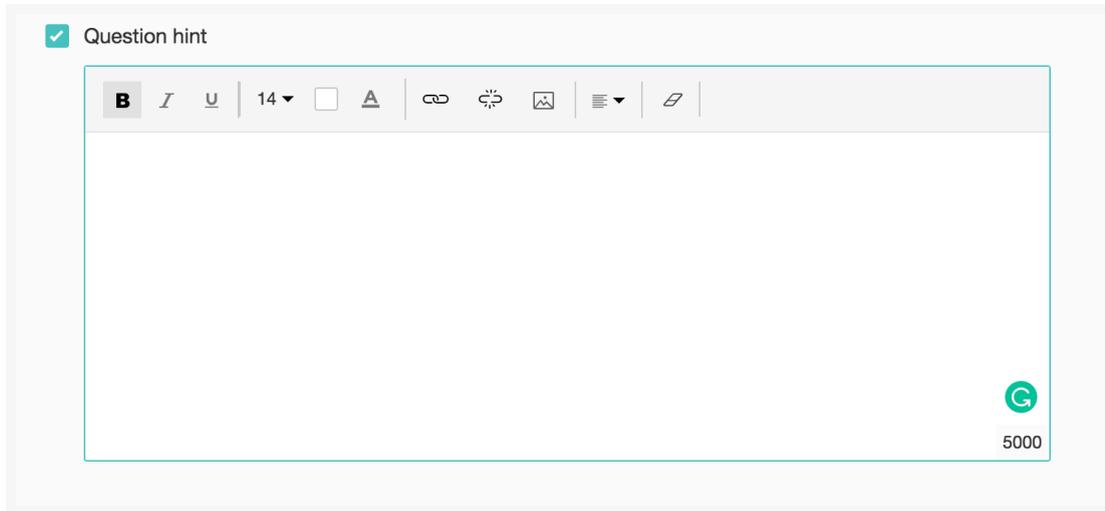
|                                |     |        |                                |
|--------------------------------|-----|--------|--------------------------------|
| <input type="text" value="1"/> | + × | Weight | <input type="text" value="1"/> |
| <input type="text" value="2"/> | + × | Weight | <input type="text" value="2"/> |
| <input type="text" value="3"/> | + × | Weight | <input type="text" value="3"/> |
| <input type="text" value="4"/> | + × | Weight | <input type="text" value="4"/> |
| <input type="text" value="5"/> | + × | Weight | <input type="text" value="5"/> |

- In the *Weight* boxes, assign numbers.
- To add more choices, click +.
- To delete a row, click X.

4. To learn what else you can do with the question, click **Advanced options**. You can perform the following actions:

- Select **Change the order of 'Row' choices**. You can perform the following actions here:
  - **Randomize for each respondent** - To change the row order randomly for each respondent
  - **Flip for each respondent** - To show the row choices in the opposite order for each respondent
  - **Rotate for each respondent** - To rotate the row choices for each respondent
  - **Ascending sort** - To arrange the row choices in the ascending order
  - Select **Don't randomize the last few choices** if you want to select the number of row choices that needn't be randomized
- Select *Flip order of ratings for each respondent* to show the ratings in the opposite order for each respondent.

- To add a comments box, select *Add 'Comments' field*. If you want to change the name of the field, in the *Comments field label* box, type in the new field name.
- If you selected *Weighted choice*, select *Show weightage* to display the value assigned to each choice.
- **Question hint** is used to add hints to your question and help your respondents get a clear idea of what your questions are all about. This feature is optional and is available only for certain types of questions.



5. Switch to the [Display Logic](#) and [Answer Display Logic](#) tabs to add a logic condition to the question and answer choices respectively.
6. Click **Save**.
7. To discard the changes, click **Cancel**.

## Matrix Star Rating

The Matrix Star Rating question type allows the respondent to use stars to rate many items in a single question. In the following example, you can see that the customers at your cafe have a high opinion of the staff behaviour and the general aesthetics of your cafe.

### Matrix star rating question sample:

## Café Customer Feedback Survey

---

Please rate how satisfied you are with each of the following:

|                 |   |   |   |   |   |
|-----------------|---|---|---|---|---|
| Staff behavior  | ★ | ★ | ★ | ★ | ★ |
| Aesthetics      | ★ | ★ | ★ | ★ | ★ |
| Quality of food | ★ | ★ | ★ | ★ | ☆ |
| Affordability   | ★ | ★ | ★ | ★ | ☆ |

Submit

The information collected through this survey will be used in accordance with our [Privacy Policy](#)

### To add a matrix star rating question in your survey:

1. Click **Matrix Star Rating** in the question types listed on the left pane. You can also drag and drop the question type to the builder.

Matrix Star Rating

Editor Display Logic Answer Display Logic

Question Insert Variable ▾

**B** / *I* / U | 14 ▾ | | | | | | | | | | | |

65535

Make this question mandatory

**Error message**

This question is mandatory

Required number of rows at least ▾ All ▾

**Answer**

**Row labels** [Individual Textboxes for Each Label](#)

Enter one label per line

Add 'Not applicable' option

Number of stars 5 ▾

**Advanced options**

Change the order of 'Row' choices

- Randomize for each respondent
- Flip for each respondent
- Rotate for each respondent
- Ascending sort

Don't randomize the last few choices

Add 'Comments' field

CANCEL SAVE

2. In the *Question* box, type your question.

- If you want to mark the question mandatory, select the *Make this question mandatory* checkbox.
- If you want to make changes to the default *Error message* text that displays, edit the content in the text box.
- If you want to pipe in custom variables or variables from previous questions and customize the follow-up questions, click *Insert Variable* right above the *Question* box, and select the variable you want to use from the list. Read more on [Piping](#).
- In the *Required number of rows* dropdown list, select the number of rows you want to keep as mandatory. This can be in the form of at least, at most, exactly or in between. Select All if you want the respondents to answer all rows in the matrix. This option appears only if the *Make this question mandatory* checkbox is selected.

3. In the *Answer - Row labels* section, you can add the answer choices in the following ways:

- If you are copying and pasting the choices in the *Answer* box, make sure you type in each choice on a separate line.

**Answer**

**Row labels** [Individual Textboxes for Each Label](#)

Enter one label per line

Add 'Not applicable' option

Number of stars

- If you want to add choices separately, click **Individual Textboxes for Each Choice** right above the *Answer* box, and start adding choices. Click + to add more boxes, and click X to delete choices.

**Answer**

**Row labels** [Copy and Paste Labels](#)

Enter label + ×

Enter label + ×

Add 'Not applicable' option

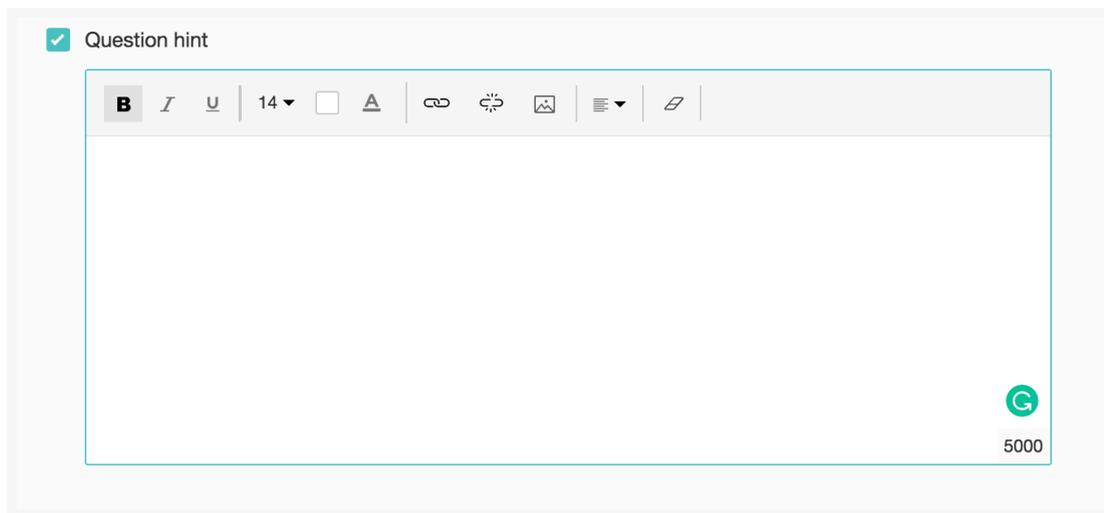
Number of stars

4. Select *Add 'Not applicable' option* and update the default text to add a field your respondents can choose if the question doesn't apply to them.

5. Select the number of stars you want to use in your question in the *Number of stars* list.

6. To learn what else you can do with the question, click **Advanced options**. You can perform the following actions:

- Select **Change the order of 'Row' choices**. You can perform the following actions here:
  - **Randomize for each respondent** - To change the row order randomly for each respondent
  - **Flip for each respondent** - To show the row choices in the opposite order for each respondent
  - **Rotate for each respondent** - To rotate the row choices for each respondent
  - **Ascending sort** - To arrange the row choices in the ascending order
  - Select **Don't randomize the last few choices** if you want to select the number of row choices that needn't be randomized
- To add a comments box, select *Add 'Comments' field*. If you want to change the name of the field, in the *Comments field label* box, type in the new field name.
- **Question hint** is used to add hints to your question and help your respondents get a clear idea of what your questions are all about. This feature is optional and is available only for certain types of questions.



7. Switch to the [Display Logic](#) and [Answer Display Logic](#) tabs to add a logic condition to the question and answer choices respectively.
8. Click **Save**.
9. To discard the changes, click **Cancel**.

## Matrix Dropdown

The Matrix Dropdown question type helps the respondents to analyze various items with the same set of measurements by selecting from a list of choices.

Assume that you want to analyze the satisfaction levels of your customers for various factors on a disagree-agree scale. In a matrix dropdown question, they can mark individual opinions for each of the items listed.

### Matrix dropdown question sample:

Cafe Customer Satisfaction Survey

How much do you agree with the following statements?

|                                                                   | Your opinion                                            |
|-------------------------------------------------------------------|---------------------------------------------------------|
| The quality and speed of the service was excellent                | <input type="text" value="Agree"/>                      |
| The food served was of high quality and tasted good               | <input type="text" value="Agree"/>                      |
| The prices were affordable                                        | <input type="text" value="Select"/>                     |
| The cafe environment was comfortable and soothing                 | <input type="text" value="Strongly disagree"/>          |
| The internet connection was reliable and fast enough for my needs | <input type="text" value="Disagree"/>                   |
|                                                                   | <input type="text" value="Neither agree nor disagree"/> |
|                                                                   | <input type="text" value="Agree"/>                      |
|                                                                   | <input type="text" value="Strongly agree"/>             |

### To add a matrix dropdown question in your survey:

1. Click **Matrix Dropdown** in the question types listed on the left pane. You can also drag and drop the question type to the builder.

Matrix Dropdown

Editor Display Logic Answer Display Logic

Question Insert Variable ▾

**B** / *I* / U | 14 ▾ | **A** |

65535

Make this question mandatory

**Error message**

This question is mandatory

Required number of rows at least ▾ All ▾

Required number of columns per row at least ▾ 1 ▾

---

**Answer**

Row labels Column labels

+ ×

+ ×

+ ×

**~ Advanced options**

Change the order of 'Row' choices

Change the order of 'Column' choices

Add 'Comments' field

Question hint

CANCEL
SAVE

## 2. In the *Question* box, type your question.

- If you want to mark the question mandatory, select the *Make this question mandatory* checkbox.
- If you want to make changes to the default *Error message* text that displays, edit the content in the text box.
- If you want to pipe in custom variables or variables from previous questions and customize the follow-up questions, click *Insert Variable* right above the *Question* box, and select the variable you want to use from the list. Read more on [Piping](#).
- In the *Required number of rows* dropdown list, select the number of rows you want to keep as mandatory. This can be in the form of at least, at most, exactly or in between. At least one row must be selected. If you want the respondents to answer all rows in the matrix, then select **All**. This option appears only if the *Make this question mandatory* checkbox is selected.
- In addition to the number of rows you selected, In the *Required number of columns per row* dropdown list, select the number (of columns) to keep as mandatory for the respondent to pick. This can be in the form of at least, at most, exactly or in between. The number of columns required should be lesser than the total number of columns. These two options appear only if the *Answer mandatory for this question* checkbox is selected.

## 3. In the *Answer* section, you need to add choices in the following sections:

- In the *Row labels* boxes, type in the names for the rows.

**Answer**

Row labels

Enter label + x

Enter label + x

Column labels

Enter label [dropdown icon] + x

- In the *Column labels* boxes, type in the names for the columns.
- In the *Column labels* section, click [dropdown icon] to provide the dropdown choices.
- In the box that appears, type in each dropdown choice on a separate line.

Column labels

Enter label [dropdown icon] + x

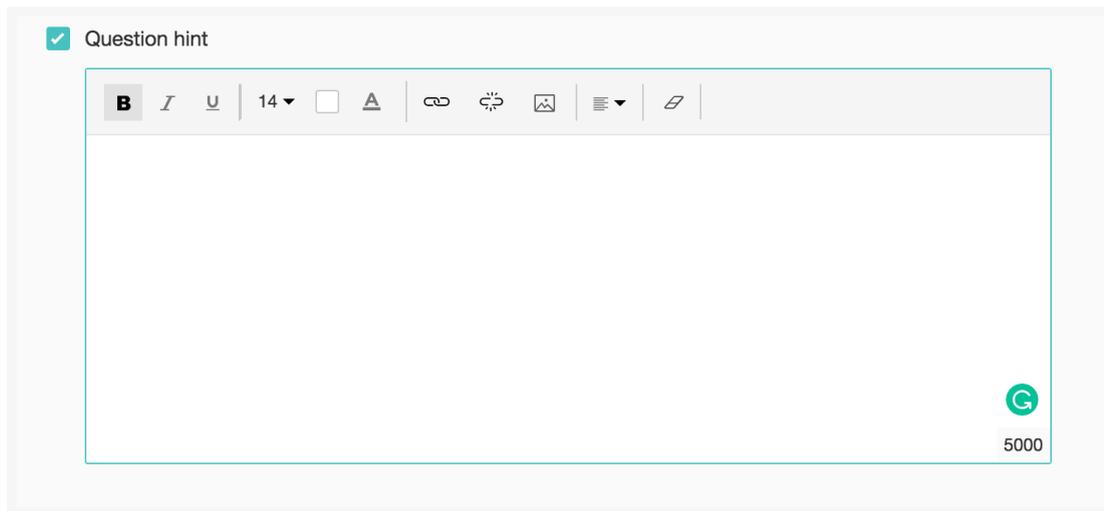
Enter dropdown options

Enter one option per line

Cancel Save

- When you are done typing in the dropdown choices, Click **Save**.
  - To go back and add a few more choices, click **Cancel**.
4. Click + to add more boxes, and click X to delete choices.
5. To learn what else you can do with the question, click **Advanced options**. You can perform the following actions:
- Select **Change the order of 'Row' choices**. You can perform the following actions here:
    - **Randomize for each respondent** - To change the row order randomly for each respondent
    - **Flip for each respondent** - To show the row choices in the opposite order for each respondent
    - **Rotate for each respondent** - To rotate the row choices for each respondent
    - **Ascending sort** - To arrange the row choices in the ascending order
    - Select **Don't randomize the last few choices** if you want to select the number of row choices that needn't be randomized
  - Select **Change the order of 'Column' choices**. You can perform the following actions here:
    - **Randomize for each respondent** - To change the column order randomly for each respondent
    - **Flip for each respondent** - To show the column choices in the opposite order for each respondent

- **Rotate for each respondent** - To rotate the column choices for each respondent
- **Ascending sort** - To arrange the column choices in the ascending order
- Select **Don't randomize the last few choices** if you want to select the number of column choices that needn't be randomized
- To add a comments box, select *Add 'Comments' field*. If you want to change the name of the field, in the *Comments field label* box, type in the new field name.
- **Question hint** is used to add hints to your question and help your respondents get a clear idea of what your questions are all about. This feature is optional and is available only for certain types of questions.



6. Switch to the [Display Logic](#) and [Answer Display Logic](#) tabs to add a logic condition to the question and answer choices respectively.
7. Click **Save**.
8. To discard the changes, click **Cancel**.

## Matrix Textbox

The Matrix Textbox question has multiple columns of textboxes that appear as a grid with the same or different answer choice formats. You can now search for responses for all fields in reports, based on the selected column, similar to the filters that are available for other questions. Also, the matrix textbox question supports the stats table in the summary of responses if it has a numeric value in the answer options.

For example, in a cafe customer satisfaction survey, you would want to ask your customers to openly talk about their experiences and provide you with suggestions for improving your services. A matrix textbox question comes in handy when you have varied things to ask in a single question.

### Matrix textbox question sample:

## Cafe Customer Satisfaction Survey

Think about your experiences at our café and please share any feedback that you may have.

|                | Like/dislike         | Score out of 10      | Areas of improvement |
|----------------|----------------------|----------------------|----------------------|
| Wifi           | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Staff behavior | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Restrooms      | <input type="text"/> | <input type="text"/> | <input type="text"/> |
| Decor          | <input type="text"/> | <input type="text"/> | <input type="text"/> |

Submit

### To add a matrix textbox question in your survey:

1. Click **Matrix Textbox** in the question types listed on the left pane. You can also drag and drop the question type to the builder.

The screenshot shows the 'Matrix Textbox' question builder interface. At the top, there is a close button (X) and the title 'Matrix Textbox'. Below the title are three tabs: 'Editor' (selected), 'Display Logic', and 'Answer Display Logic'. The main area is divided into several sections:

- Question:** A large text area for entering the question text, with a rich text editor toolbar above it. A character count '65535' is visible in the bottom right corner.
- Make this question mandatory:** A checkbox that is currently unchecked.
- Answer:** A section for configuring the answer format, including a link for 'Individual Textboxes for Each Label'.
- Choices:** Two text input fields for 'Row labels' and 'Column labels', both with the placeholder text 'Enter one label per line'.
- Answer format:** A section with two radio buttons: 'All columns have the same answer format' (selected) and 'Each column has a different answer format'. Below this are three dropdown menus: 'Format type' (set to 'Short Answer'), 'Textbox size' (set to '15 Characters'), and 'Validate' (set to 'None').
- Advanced options:** A section with three checkboxes: 'Change the order of 'Row' choices', 'Change the order of 'Column' choices', and 'Question hint', all of which are currently unchecked.

At the bottom of the interface are two buttons: 'CANCEL' and 'SAVE'.

2. Type your question in the *Question* box.

- If you want to mark the question as mandatory, select the *Make this question mandatory* checkbox.
- If you want to make changes to the default *Error message* text that displays, edit the content in the textbox.
- If you want to pipe in custom variables or variables from previous questions, click the arrow next to *Insert Variable* right above the *Question* box, then select the variable you want to use from the list. Read more on [Piping](#).
- Select the number of rows you want to keep as mandatory in the *Required number of rows* dropdown list. This can be in the form of at least, at most, exactly, or in between. Select *All* if you want the respondents to answer all rows in the matrix. This option appears only if the *Make this question mandatory* checkbox is selected.
- Select the number of columns to keep as mandatory for the respondent to pick in the *Required number of columns per row* dropdown list. This can be in the form of at least, at most, exactly, or in between. At least one column must be selected. These two options appear only if the *Make this question mandatory* checkbox is selected.

3. You can add the answer choices in the following ways in the *Answer* box:

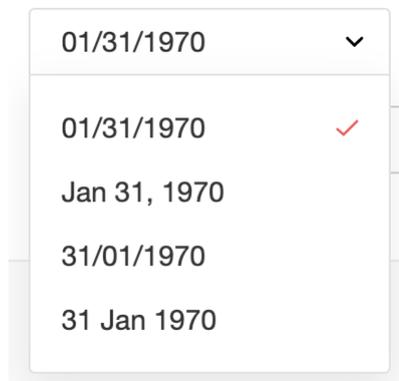
- If you are copying and pasting the choices in the *Row label* and *Column label* answer boxes, make sure you type in each choice on a separate line.
- If you want to add choices separately, click **Individual Textboxes for Each Label** right above the *Answer* box, then start adding choices. Click + to add more boxes, and click X to delete choices.

4. Click **All columns have the same answer format** in the *Answer format* section if you want to use the same format for all the columns.

- Click the choices in the *Format type* dropdown.
  - If you select **Short Answer**, select the size of the text box and character limit in the *Textbox size* and *Text must be between* fields respectively.

|                      |                                                                                |
|----------------------|--------------------------------------------------------------------------------|
| Format type          | <input type="text" value="Short Answer"/>                                      |
| Textbox size         | <input type="text" value="15 Characters"/>                                     |
| Text must be between | <input type="text" value="0"/> and <input type="text" value="255"/> characters |

- If you select **Number**, select the size of the textbox, minimum, and maximum values in the *Textbox size*, *Minimum value*, and *Maximum value* fields, respectively. If you want to allow using decimal values, select **Allow decimal value**.
- If you select **Email**, select the size of the text box in the *Text box size* dropdown.
- If you select **Date**, select the date format and date range in the corresponding fields. You can select the options — in between, after, or before — to choose a date range. The date field supports the following formats:
  - MM/DD/YYYY
  - MMM DD, YYYY
  - DD/MM/YYYY
  - DD MMM YYYY



|             |                                                                                                           |
|-------------|-----------------------------------------------------------------------------------------------------------|
| Format type | <input type="text" value="Date"/>                                                                         |
| Format      | <input type="text" value="01/31/1970"/>                                                                   |
| Date range  | <input type="text" value="In Between"/> <input type="text" value="From"/> <input type="text" value="To"/> |

5. Click **Each column has a different answer format** in the *Answer format* section if you want to use different formats for all the choices.
6. Click the choices in the *Format type* dropdown for each column.
7. To learn what more you can do with the question, click **Advanced options**. You can perform the following action:
  - Select **Change the order of 'Row' choices**. You can perform the following actions here:
    - **Randomize for each respondent** - To change the row order randomly for each respondent
    - **Flip for each respondent** - To show the row choices in the opposite order for each respondent
    - **Rotate for each respondent** - To rotate the row choices for each respondent
    - **Ascending sort** - To arrange the row choices in the ascending order
    - Select **Don't randomize the last few choices** if you want to select the number of row choices that needn't be randomized
  - Select **Change the order of 'Column' choices**. You can perform the following actions here:
    - **Randomize for each respondent** - To change the column order randomly for each respondent
    - **Flip for each respondent** - To show the column choices in the opposite order for each respondent
    - **Rotate for each respondent** - To rotate the column choices for each respondent
    - **Ascending sort** - To arrange the column choices in the ascending order
    - Select **Don't randomize the last few choices** if you want to select the number of column choices that needn't be randomized
  - **Question hint** is used to add hints to your question, and help your respondents get a clear idea of what your questions are all about.
8. Switch to the [Display Logic](#) and [Answer Display Logic](#) tabs to add a logic condition to the question and answer choices respectively.
9. Click **Save**.
10. To discard the changes, click **Cancel**.

# Matrix Grid

The Matrix Grid question type has rows and columns similar to other matrix questions. However, the columns can be in Short Answer, Number, Email, Date, or Dropdown formats. You can use this question type in all forms of integration, enable comments, and apply row and column [randomization](#) too.

In the following example, you can see how a matrix grid question is used to ask questions that relate to different items on your menu, but in a single question.

## Matrix grid question sample:

Cafe Customer Satisfaction Survey

Please tell us your opinion about these experimental coffee types.

|                    | Have you ever tried it? | When did you have it last? | What do you like about it? |
|--------------------|-------------------------|----------------------------|----------------------------|
| Freakshake         | <input type="text"/>    | <input type="text"/>       | <input type="text"/>       |
| Latte Macchiato    | <input type="text"/>    | <input type="text"/>       | <input type="text"/>       |
| Espresso con panna | <input type="text"/>    | <input type="text"/>       | <input type="text"/>       |
| Affogato           | <input type="text"/>    | <input type="text"/>       | <input type="text"/>       |

## To add a matrix grid question in your survey:

1. Select **Matrix Grid** from the question types listed in the left pane. You can also drag and drop the question type to the builder.

2. In the *Question* box, type your question.

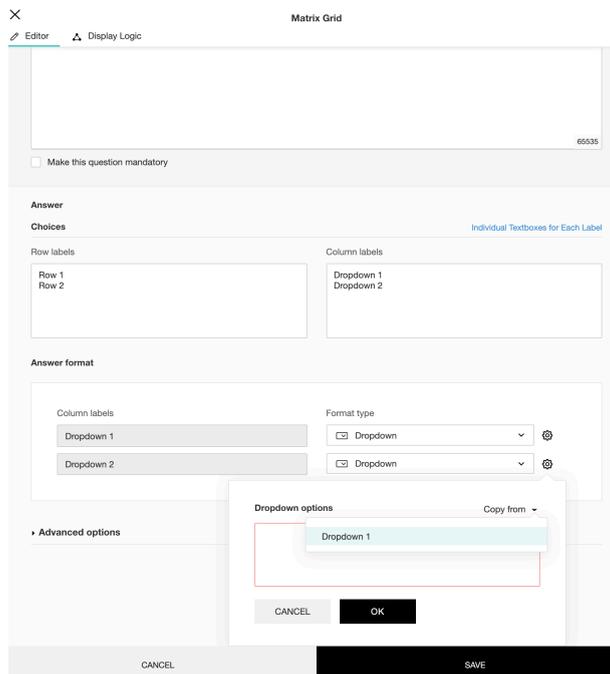
- If you want to mark the question mandatory, select the *Make this question mandatory* checkbox.
- If you want to make changes to the default *Error message text* that displays, edit the content in the text box.
- If you want to pipe in [custom variables](#) or variables from previous questions and customize the follow-up questions, click *Insert Variable* right above the *Question* box, then select the variable you want to use from the list. Read more on [Piping](#).
- In the *Required number of rows* dropdown list, select the number of rows and columns you want to keep as mandatory. This can be in the form of at least, at most, exactly, or in between. If you want the respondents to answer all the rows and columns in the matrix, select **All**. This option appears only if the *Make this question mandatory* checkbox is selected.

3. You can add the answer choices in the following ways in the *Answer* box:

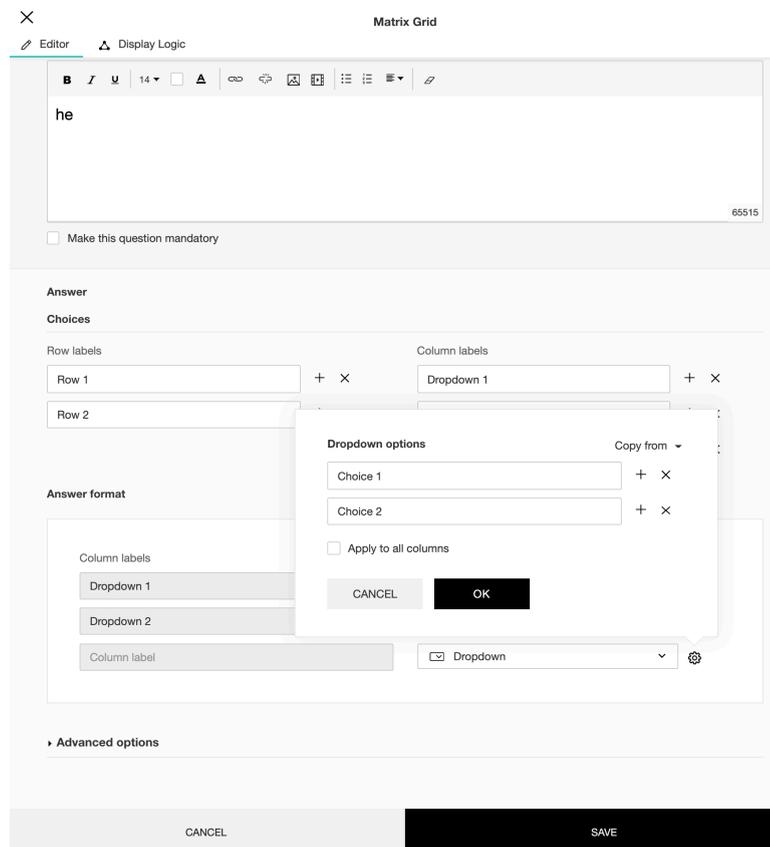
- If you are copying and pasting the choices in the *Row labels* and *Column labels* answer boxes, make sure you type in each choice on separate lines.
- If you want to add choices separately, click **Individual Textboxes for Each Label** right above the *Answer* box, then start adding choices. Click + to add more boxes, and click X to delete choices.

4. In the *Answer format* section, you can choose the answer format you want to use for each column.

- Click the choices in the *Format* type dropdown.
  - If you select **Short Answer**, click  to select the size of the textbox and character limit in the *Textbox size* and *Text must be between fields*, respectively.
  - If you select **Number**, click  to select the size of the textbox, as well as the minimum, and maximum values in the *Textbox size*, *Minimum value*, and *Maximum value* fields, respectively. If you want to allow using decimal values, select *Allow decimal value*.
  - If you select **Email**, click  to select the size of the textbox in the *Textbox size* dropdown.
  - If you select **Date**, click  to select the date format and date range in the corresponding fields. You can select the options — in between, after, or before — to choose a date range. The date field supports the following formats:
    - MM/DD/YYYY
    - MMM DD, YYYY
    - DD/MM/YYYY
    - DD MMM YYYY
  - If you select **Dropdown**, click  to add choices for the dropdown. Make sure you type in each choice on a separate line. You can click **Copy from** to copy the choices from a previous dropdown list and use them in the following dropdown lists.



- If you want to add more choices to the dropdown, you can select *Apply to all columns* to use the same choices in all the other dropdown lists. This is only possible before publishing the survey.



5. To learn what more you can do with the question, click **Advanced options**. You can perform the following actions:

- Select **Change the order of 'Row' choices**. You can perform the following actions here:
  - **Randomize for each respondent** - To change the row order randomly for each respondent
  - **Flip for each respondent** - To show the row choices in the opposite order for each respondent
  - **Rotate for each respondent** - To rotate the row choices for each respondent
  - **Ascending sort** - To arrange the row choices in the ascending order
  - Select **Don't randomize the last few choices** if you want to select the number of row choices that needn't be randomized
- Select **Change the order of 'Column' choices**. You can perform the following actions here:
  - **Randomize for each respondent** - To change the column order randomly for each respondent
  - **Flip for each respondent** - To show the column choices in the opposite order for each respondent
  - **Rotate for each respondent** - To rotate the column choices for each respondent
  - **Ascending sort** - To arrange the column choices in the ascending order
  - Select **Don't randomize the last few choices** if you want to select the number of column choices that needn't be randomized
- To add a comments box, select *Add 'Comments' field*. If you want to change the name of the field, type in the new field name in the *Comments field label* box.
- **Question hint** is used to add hints to your question, and help your respondents get a clear idea of what your questions are all about.

6. Switch to the [Display Logic](#) and [Answer Display Logic](#) tabs to add a logic condition to the question and answer choices respectively.

7. Click **Save**.

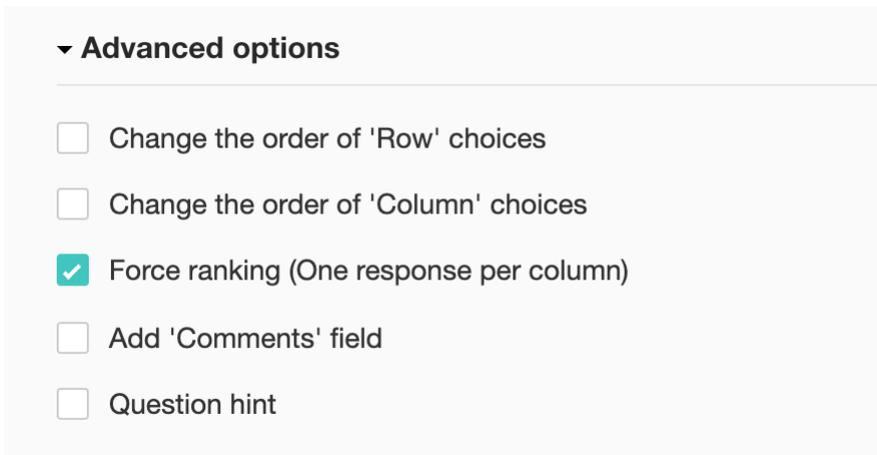
8. If you'd like to discard the changes, click **Cancel**.

## Forced Ranking

If you think a respondent will follow a pattern and choose the same ranking for multiple variables in a matrix (one answer) question, enable the forced ranking option. This prevents your respondent from choosing the same ranking for more than one variable.

### To set up forced ranking:

1. Click [Matrix Choice \(One Answer\)](#) question.
2. Click **Advanced options**.
3. Select **Force ranking (One response per column)**.
4. Click **Save**.



▼ **Advanced options**

---

Change the order of 'Row' choices

Change the order of 'Column' choices

Force ranking (One response per column)

Add 'Comments' field

Question hint