



Question Types for Online Surveys

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Types of Survey Questions & Formats



- **Single Choice Survey Questions**

Single Answer (Vertical): Lists all answers as radio buttons from top to bottom. Respondents can choose only one answer

Single Answer (Pull Down Menu): Lists all answers in a drop-down menu. Respondents can choose more than one answer

Single Answer (Horizontal): Lists all answers as radio buttons from left to right.

- **Multiple Choice Survey Questions**

Multiple Answers (Vertical): Lists all answers as check boxes from top to bottom. Respondents can select more than one answer

Multiple Answers (Horizontal): Lists all answers as check boxes from left to right. Respondents can select more than one answer

Multiple Answers (Pull Down Menu): Lists all answers in a menu. Respondents can choose more than one answer



- **Grid (Matrix) Survey Questions**

Matrix – Single Answer Per Row: A vertical list of categories with a horizontal series of answers with radio buttons, drop downs or sliding scales. "Respondents can select only one answer" (per category – for matrix)

Matrix – Multiple Answers Per Row: A vertical list of categories with a horizontal series of answers with check boxes. "Respondents can select multiple answers" (per category – for matrix)

Matrix – Side-by-Side: Provides two single choice matrix questions side-by-side. Often used to collect satisfaction versus importance ratings. Respondents can select only one answer per category per side

- **Net Promoter** An 11 point scale (0–10) used to determine Net Promoter® status (Promoter, Passive, Detractor) and the Net Promoter® Score: percentage of Promoters (9–10), minus the percentage of Detractors (0–6)

- **Interactive Sliding Scale:** A visual depiction of answer options. Survey authors can create questions using several picture types, including: gauge, 5 bars, 7 bars, 9 bars, grades, smiley and stop light. The graphic changes to visually indicate the respondents' answer choice.

- **Open-Ended Survey Questions**

Open-Ended Text – One Line: A text box for respondents to input short answers

Open-Ended Text – Comment Box: A text box for respondents to input multiple sentence answers

Data List: A vertical list of categories with open-ended text boxes.

- **Other Survey Questions**

Rank Order: A vertical list of categories that can be ranked using radio buttons, text boxes or by dragging and dropping the categories into place.

Number Allocation – Constant Sum: A vertical list of categories with a numeric text box next to each. The sum total of the values should equal 100.