

Question Types available in Survey Monkey

Descriptive Text

This question type can be used to display headings or instructions anywhere in the survey. You can use the heading as a way of introducing a section of your survey or as a way of thanking your survey takers on the last page of your survey.

Each heading section can have up to 3500 characters of text. If you need more characters, you can insert multiple heading sections.

Image

This question type can be used to display images in your survey. This can be helpful if you want to show the survey taker a picture of a product before asking them questions about it, or if you want to add other graphics to your survey. You can also add an optional caption to be displayed under the image.

Images must be in GIF or JPG format. We recommend using images with a file size less than 100KB and a width of less than 450 pixels.

Single Textbox – One Line

This question type allows the survey taker to type in a short response.

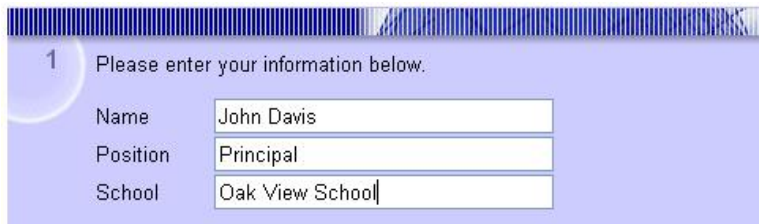
Answer options and survey taker answers are limited to 50 characters each.

Comment / Essay Box

This question type allows the survey taker to enter a long-form answer to a question.

Survey takers can enter a maximum of 3500 characters in their response.

Multiple Textboxes – More Than One Line with Prompts



1 Please enter your information below.

Name	<input type="text" value="John Davis"/>
Position	<input type="text" value="Principal"/>
School	<input type="text" value="Oak View School"/>

This question type allows the survey taker to type a short answer to a series of related questions. A general question is often divided into separate topics, which appear on multiple lines with the responses.

Answer options and survey taker answers are limited to 50 characters each.

Multiple Choice – One Answer (radio buttons)



1 What is your favorite color?

- Blue
- Red
- Yellow
- Other, Please Specify

This question type allows the survey taker to select one option from a list of answers that you define. All answers are displayed on the screen at once. You can include an "other" option that will allow the survey taker to enter their own answer if none of the provided answers applies to them.

Your answer options are limited to 50 characters each. If you include the "other" option, the response that the survey taker enters is limited to 50 characters as well.

Multiple Choice – One Answer (drop down)



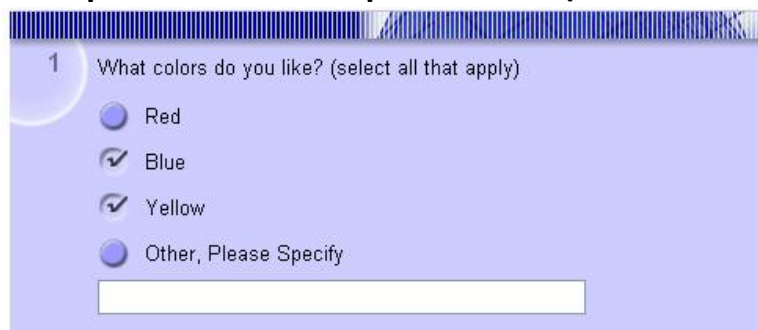
1 What is your favorite color?

Red

This question type allows the survey taker to select one option from a list of answers that you define. The answers appear in a pull down menu. We recommend using this type of question if your list of answers is 10 items or longer (e.g., select your county of residence).

Your answer options are limited to 50 characters each.

Multiple Choice – Multiple Answers (check boxes)



1 What colors do you like? (select all that apply)

Red

Blue

Yellow

Other, Please Specify

This question type allows the survey taker to select multiple answers from a list of answers that you define. All answers are displayed on the screen at once. You can include an "other" option that will allow the survey taker to enter their own answer if none of the provided answers applies to them. We recommend that you include the text "select all that apply" as part of the question.

Your answer options are limited to 50 characters each. The "other" option is limited to 50 characters.

Matrix of Choices – (only one answer per row)



1 Please rate our performance in the last quarter in the following areas.

	1	2	3	4	5	6	7	8	9	10
	Poor				Average					Outstanding
Our overall performance	1	2	3	4	5	6	7	8	9	10
The performance of your service rep	1	2	3	4	5	6	7	8	9	10
The performance of your relationship manager	1	2	3	4	5	6	7	8	9	10
The performance of our support staff	1	2	3	4	5	6	7	8	9	10

This question type allows the survey taker to select ratings for several different aspects of a particular question. The question and rating scale appears at the top and then each aspect of the question appears below. This question type can be transposed to change the rating values to decrease instead of increasing. When filling out the answer options, select the number of options and then type in an answer label to correspond with each number. There is another "matrix of choices" question type that allows respondents to select more than one response per row.



Additional question types found in LIME Survey (the free CFAES survey service).

Semantic Differential

Semantic Differential Question Type

	-2	-1	0	1	2		No answer
sweet	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	bitter	<input type="radio"/>
fair	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	unfair	<input type="radio"/>
warm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	cold	<input type="radio"/>
beautiful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	ugly	<input type="radio"/>
meaningful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	meaningless	<input type="radio"/>
bright	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	dark	<input type="radio"/>

This question type is a modification of Array (flexible labels).

The Semantic Differential (SD) measures people's reactions to stimulus words and concepts in terms of ratings on bipolar scales defined with contrasting adjectives at each end. This is a modification of Array (Flexible Labels) or Array (5 point choice). You can determine the order of the adjectives. For example: If you want to have 'Good' and 'Evil' on the left and right of the row just write 'Good|Evil' into the answer field.

Double-scaled Array

Array (Flexible Labels) dual scale

	satisfaction					importance					No answer
	1	2	3	4	5	1	2	3	4	5	
television program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
radio program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
cinema program	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

This question type enables two scales with label sets for each answer. A heading can be set for each scale. This question type is useful for Retrospective Pre/Post or if you want people to respond to two aspects of the same item (e.g., satisfaction and importance).

Ranking Questions

Eg: Please rank the following movies in order of your preference:

Type R - Ranking Question

Click on an item in the list on the left, starting with your highest ranking item, moving through to your lowest ranking item.

Your choices:

- Red
- Green
- Blue

Your ranking:

1:

2:

3:

Click on the scissors next to each item on the right to remove the last entry in your ranked list

Allows you to present your participants with a list of possible answers/options, which they may then rank in order of preference. You may have more than 10 on your list and you can specify how many you want them to rank (e.g., rank your top 5 from the list of 10 provided).

Multiple Options with Comments

Type P - Multiple Options Question with Comments

Check any that apply

I am glad

I don't care

I am unhappy

Other:

This is a Multiple Options Question with the ability to comment it.

Sometimes one would like the user to enter more than one entry for the same question; this is achieved using tick boxes. In this example, the participant may also provide a comment for each of the options.