

Choose question types

Qualtrics provides over 100 different ways to ask a question. There are 22 primary question types and a variety of settings that can be used to access each of these possibilities. This page provides a brief description of the main question types.

Static content

Question type	Description
Descriptive Text and Graphic	Both the Descriptive Text and the Graphic question types let you add content to your survey without asking a question. These question types can be used, for example, as an introduction page to the survey or as instructions for a specific section.

Standard content

Question type	Description
Multiple Choice	This question type allows the respondent to choose one or multiple options from a list of possible answers. This is the most common question type due to its simplicity and ease of use for both the survey creator and the survey taker.
Matrix Table	These question types allow you to ask about multiple items in one question.
Text Entry	These question types allow you to collect open-ended responses from your respondents.
Slider	You can use the Slider question type as a more interactive alternative to the Matrix Table question. Rather than simply selecting a scale point, respondents drag a bar to indicate their preference level.
Rank Order	This question type provides respondents the unique opportunity to rank a set of items against each other.
Side by Side	This question type allows you to ask multiple questions in one condensed table.

Specialty content

Question type	Description
Constant Sum	This question type allows your respondents to enter numeric data that is then summed and displayed back to the respondent.
Drill Down	This question type helps respondents to choose from a long list of options. Respondents will first choose from a general dropdown list that will determine the options presented in future dropdowns.
Gap Analysis	This question type allows respondents to tell you why they selected a particular answer.
Graphic Slider	This question type allows your respondents to indicate their preference using a more engaging scale, such as changing a frown to a smile.
Heat Map and Hot Spot	These question types allow you to gather feedback on images.
Highlight	This question type allows you to present respondents with an interactive text sample. Respondents can select words from the text and evaluate them using criteria you choose.
Pick, Group, and Rank	This question type allows respondents to drag and drop items within groups. Respondents can also rank those items within each group.
Net Promoter® Score	This question type allows you to garner customer loyalty using a standard format: "On a scale from 0–10, how likely are you to recommend our [company/product] to a friend or colleague?"

Advanced

Question type	Description
Timing	This is a hidden question that can be added on any page of your survey to track and manage the time a respondent spends on that page.
Meta Info Question	This is a hidden question that will track and report basic information about your respondents, such as their operating system and browser. This question is often used for troubleshooting or for understanding the technical setup of your respondents.
File Upload	This question type allows respondents to upload a file along with their survey response. Using File Upload, you can collect data that may not be available through standard survey questions.
Captcha Verification	Captcha Verification (or Completely Automated Public Turing Test to tell Computers and Humans Apart) is a common web technique used to help ensure that your respondents are real humans and not a program written to spam your survey. In a Captcha Verification, the respondent is presented with a picture (or "challenge") of words or characters, and the respondent must correctly type out those characters in order to proceed.