

Radio Button Grid Question Type

A Radio Button Grid allows respondents to select an answer option (column) for each row in a grid. If you are looking to allow only one response per column, check out our [Ranking Grid question type](#).

When To Use It

Use a Radio Button Grid to group a series of radio button questions together that share the same answer options.

Radio Button Grid questions are great to use in place of using a series of [Rating \(Likert Scale\)](#) questions when you need to report on the questions together. The grid averages feature will allow you to do just this!

Adding a Not Applicable Option

Have a 'not applicable' option in your Radio Button Grid? Set up the N/A special setting so you can easily remove these responses in reporting.

To do so, click the pencil icon to the right of your column header and select the **Not applicable** option from the **Special Settings** dropdown.

1. How often do you use the following social media channels to look for products and services?

	Never	Rarely	Sometimes	Often	Always
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Linkedin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google+	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Check it out in an [example survey!](#)

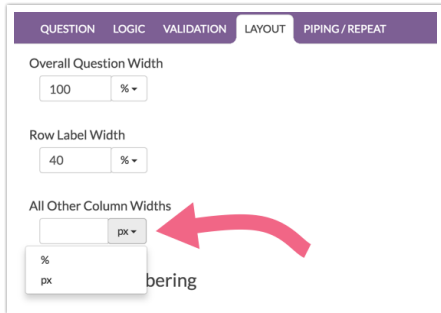
[Add a survey](#) with this question to your account!

The screenshot shows the 'QUESTION' tab of a survey editor. The question text is 'How often do you use the following social media channels to look for products and services?'. Below the question, there are two main sections: 'Column Headers' and 'Row Headers'. The 'Column Headers' section lists 'Never', 'Rarely', 'Sometimes', 'Often', 'Always', and 'NA'. Each header has a pencil icon for editing and a dropdown menu for 'Special Settings'. The 'Row Headers' section lists 'Facebook'. A 'Getting Started Guide' pop-up is visible on the right, explaining that Radio Button Grids allow a single selection per row and are useful for gathering similar information about different topics. It also mentions that the same response (column) can be selected more than once, and that to allow only one selection per column, the 'Ranking Grid' should be used.

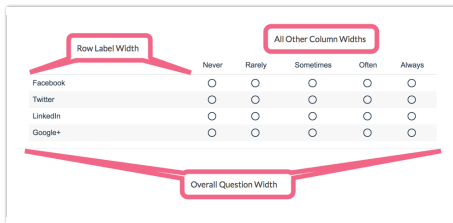
Layout Customizations

On the **Layout** tab, you can adjust the overall question width, the width of the row-header column and/or all other columns.

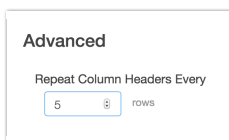
Note: By default, grid questions will have an *overall question width of 100%* and a *row-label width of 40%* to stretch the question across the entire survey page. You can change these widths as needed.



While each width is set as a **percentage** by default, you can toggle this to a **pixel** value if needed. Reference the below image to determine what each width will affect.

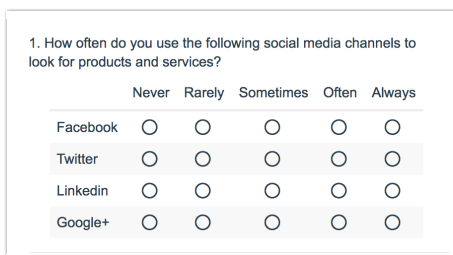


On the Layout tab, you can also take advantage of the option to Repeat Column Headers which is great for large grids.



Survey Taking

On a desktop and most laptops, the Radio Button Grid question type looks like so.



When optimized for mobile devices the Radio Button Grid question type displays each row one at a time. It will also have larger targets as mobile respondents will be using their finger to select

answers.

You can turn off the [one-at-a-time interaction](#) if you wish.

Survey

How often do you use social media:
Facebook

Never

Rarely

Sometimes

Often

Always

17%

Reporting

Radio Button Grids report as a [Grid](#) by default. Each row and column combination will have a count and row percent. The total Responses for each row will also display in the table by default.

How often do you use the following social media channels to look for products and services?

	Never	Rarely	Sometimes	Often	Always	Responses
Facebook						
Count	102	72	57	34	47	312
Row %	32.7%	23.1%	18.3%	10.9%	15.1%	
Twitter						
Count	66	98	74	36	15	289
Row %	22.8%	33.9%	25.6%	12.5%	5.2%	
Linkedin						
Count	49	55	87	58	16	265
Row %	18.5%	20.8%	32.8%	21.9%	6.0%	
Google+						
Count	46	40	62	54	49	251
Row %	18.3%	15.9%	24.7%	21.5%	19.5%	
Totals						
Total Responses						330

Count

- This is the count of responses for that cell.
- When talking about this statistic in plain language we can say, "102 respondents said they Never use Facebook to look for products and services."

Responses

- This displays the count of responses for that row.
- This statistic can be turned on/off using the **Row Total Responses** option under **Layout & Options > Grid Options**.
- The percentage that displays in the Responses column is also controlled by the **Row Total Percents** option under **Layout & Options > Grid Options**.
- When talking about these statistics in plain language we can say, "312 respondents, or 94.5% of respondents who answered this the overall question, provided an answer as to how often they use Facebook to look for products and services."

Row %

- This is the percentage for the cell with the row total as the denominator. So, for example, the 32.7% that displays in the first cell is calculated by dividing 102 by 312.
 - When talking about this statistic in plain language we can say, "32.7% of respondents that provided an answer as to how often they use Facebook to look for products and services said they Never use Facebook to look for products and services."
 - This statistic can be turned on/off using the **Row Percents** option under **Layout & Options > Grid Options**.
- ⊕ See additional available statistics
 - ⊕ Learn how to report on grid rows separately
 - ⊕ See additional compatible chart types
 - ⊕ See what other report types are compatible

Exporting

The [CSV/Excel Export](#) will display a column for each row, displaying the reporting value of the column the respondent selected.

V	W	X	Y
Facebook:How	Twitter:How	Linkedin:How	Google+:How
Always	Sometimes		Rarely
Often		Always	Rarely
Sometimes	Never	Never	Often
Often	Sometimes	Sometimes	Sometimes
Never	Sometimes	Rarely	
Rarely	Rarely	Often	Often



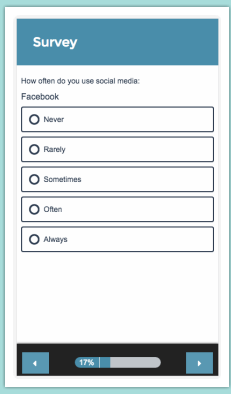
Best Practice Tip: Grid Questions on Mobile Devices

Grid questions are often used to allow your survey respondents to make comparisons. For example, in the below question, survey respondents are implicitly making a comparison across the various ice cream brands listed in the rows.

1. Indicate your level of satisfaction with the ice cream brands you purchase:

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Dairy Cream	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tasty Treat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wholesome	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sugar Cow	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ice Dream	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jill's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mike and Sammy's	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cold Cream	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Homemade	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Because this is the most common and best use of grid question types it is important to note how grid question types display on mobile. Grid questions will be displayed one grid row per page. This will reduce horizontal scrolling trouble as well as problems survey respondents typically experience trying to select the correct option.



Net Promoter®, *NPS®*, *NPS Prism®*, and the *NPS-related emoticons* are registered trademarks of *Bain & Company, Inc.*, *Satmetrix Systems, Inc.*, and *Fred Reichheld*. *Net Promoter ScoreSM* and *Net Promoter SystemSM* are service marks of *Bain & Company, Inc.*, *Satmetrix Systems, Inc.*, and *Fred Reichheld*.

Related Articles