



Ranking

The Ranking question is similar to rating scale, but it also helps respondents to compare a list of items and rank them in their order of preference.

In the following example, a ranking question lets you understand your customers' order of preferences on various factors that influence them while eating out at a restaurant.

Ranking question sample:

Café Customer Feedback Survey

Please rank the following items from high to low in terms of importance for you while eating out at a café.

| | | |
|-------------------------------------|---|-----------------------|
| <input type="text" value="Select"/> | ▼ | Service speed |
| <input type="text" value="Select"/> | ▼ | Food/Beverage quality |
| <input type="text" value="Select"/> | ▼ | Environment |
| <input type="text" value="Select"/> | ▼ | Internet |

To add a ranking question to your survey:

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

2. In the *Question* box, type your question.
3. If you want to mark the question mandatory, select the *Make this question mandatory* checkbox.
4. If you want to make changes to the default *Error message* text that displays, edit the content in the text box.
5. 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](#).
6. In the *Answer* box, 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.

- If you want to add choices separately, click **Individual Text Boxes 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 [Copy and Paste Labels](#)

Enter label + x

Enter label + x

Enable "Not applicable" option

- If you want to add a *Not Applicable* field for those who would not find the right answer choice in the options provided, select the *Enable 'Not Applicable' option* checkbox. You can also edit the field label. Type the label name in the text box that appears upon selecting the checkbox.
7. To learn what else you can do with the question, click **Advanced options**.
- Select **Change the order of choices**. You can perform the following actions here:
 - **Randomize for each respondent** - To change the order randomly for each respondent
 - **Flip for each respondent** - To show the choices in the opposite order for each respondent
 - **Rotate for each respondent** - To rotate the choices for each respondent
 - **Ascending sort** - To arrange the choices in the ascending order
 - Select **Don't randomize the last few choices** if you want to select the number of 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.
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**.