























**FIGURE 5.14 Screenshot of Preset Question Types and Response Options in Qualtrics**

Static Content	 Descriptive Text	 Graphic
Standard Questions	 Multiple Choice	 Matrix Table
	 Text Entry	 Slider
	 Rank Order	 Side by Side
Specialty Questions	 Constant Sum	 Pick, Group, and Rank
	 Hot Spot	 Heat Map
	 Graphic Slider	 Gap Analysis
	 Drill Down	 Net Promoter Score®
	 Highlight	 Signature
	 Timing	 Meta Info Question
Advanced	 File Upload	 Captcha Verification