

## Format Answer Choices

Click the **blue drop-down menu** next to any selected answer choice, statement, or scale point to see a list of advanced customization options.

### Advanced Customization Options

- **Allow Text Entry:** Adds a text entry box, so respondents can type in an “other” category or specify a reason for their selection. If selected, you will also have the option to validate that text entry response.
- **Rich Text Editor:** Allows you to customize your text with color, different font sizes, and other advanced style options. See the [Rich Text Editor](#) page for more detail.
- **Insert Graphics:** Inserts an image into your answer choice. Images can be pulled from your graphics library, a file from your computer, or from the Internet.
- **Insert Piped Text:** Allows you to pipe text into your choice from another question, a panel field, an embedded data field, or even a loop and merge field. See the [Piped Text](#) page for more detail.
- **Add Display Logic:** Allows you to set a choice to be displayed only if certain conditions are met. See the [Display Logic On Answer Choices](#) page for more detail.
- **Exclude From Analysis:** Omits a choice from your reporting so that its value does not affect your mean or other statistics. This is useful for choices such as “Not Applicable,” “Don’t Know,” or “None of the Above”.
- **Make Answer Exclusive:** Prevents the respondent from having this answer choice selected at the same time as other choices. This is useful for choices such as “Not Applicable,” “Don’t Know,” or “None of the Above”.

### Additional Information

- Some of these options will vary depending on the type and format of question you are working with.
- If you’ve included both text and an image, you can indicate the position of the text in relation to the picture with the “Text Position” option.
- You can move or remove a choice from your list by using the **Move Up**, **Move Down**, and **Remove Choice** options.

