How to Set up Branching in a Survey

Branching in surveys offers you a way to personalize every survey taker's experience. It lets you decide which question appears next based on an answer given for the previous question.
Benefits of branching in a survey:

- Get detailed insights with follow-up questions

- Filter out questions that are unimportant to a particular respondent

- Branching personalizes every survey taker's experience

- Improve survey completion rates by keeping surveys short, and to the point

Here's a quick example of how branching works:
Q. Are you satisfied with our service?
A. Yes
B. No
If the survey taker answers 'A,' you can present a follow-up question, such as:

Great! Would you mind sharing what you liked the most about our product/service?
However, if the user answers 'B,' you may want to ask them an open-ended follow-up question, such as:
Thank you for your feedback! What's that one thing we can improve to make your user experience delightful?
This example explains how branching helps you get detailed insights from your customers.
Branching in ProProfs Survey Maker works in two ways:

1. [Apply it to individual answers in 'Multiple Choice' and 'Choose From List' question types.](#)
2. [Apply it directly to the question.](#)

1. Apply it to individual answers in 'Multiple Choice' and 'Choose From List' question types
As shown below, when customizing a multiple-choice question, enable the option '**Branch based on answer**' under the '**Advanced**' section. Then, select a branching option against each answer. Similarly, you can apply branching to a '**Choose From List**' question as well.

If you were to provide feedback or advice to upper management, how likely would they be to take it into consideration?

○ Very likely   [Submit form ⌄]

○ Somewhat likely   [Continue to next page ⌄]

○ Unlikely   [Q4: Do you see yourself ⌄]

○ Very unlikely   [Q1: How likely are you t ⌄]

⊕ Add option   or   ADD "OTHER"

Advanced ⌃

Branch based on answer: [**ON** | OFF] ⊙

Ask for comment on answer: [ON | **OFF**]

Hidden: [ON | **OFF**] ⊙

2. Apply it directly to the question.

You can apply branching directly to the question when customizing the following question types: **Checkbox, Text Box, Name, Email, NPS Scale, Rating Scale, Button, Grid of Choices, Ranking, Date/Time, Draw, Address, Phone, Upload, Slider,** and **Selfie**.

Let's take an example of a '**Checkbox**' question as shown below. Under the '**Advanced**' section, use the '**Jump To**' dropdown menu to apply branching to the question. No matter what the user response is, the survey will proceed according to the branching option applied by you.

Would you go through a free training program if there are no incentives?

☐ Yes

☐ No

☐ Unsure of it

☐ Prefer not to answer

⊕ Add option   or   ADD "OTHER"

Advanced ⌃

Jump To: [Continue to next page ⌄]

Ask for comment on answer: [ON | **OFF**]

Related Articles:

[How to Add Welcome and Thank You Pages to My Survey](#)