## Likert Scale Examples for Surveys

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### AGREEMENT

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree Strongly</th>
<th>Agree</th>
<th>Disagree</th>
<th>Agree Very Strongly</th>
<th>Agree Strongly</th>
<th>Agree Slightly</th>
<th>Disagree Slightly</th>
<th>Disagree Moderately</th>
<th>Disagree Strongly</th>
<th>Disagree Strongly</th>
<th>Agree</th>
<th>Disagree or</th>
<th>Agree</th>
<th>Undecided</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>Agree Moderately</td>
<td>Agree</td>
<td>Undecided</td>
<td>Disagree</td>
<td>Agree</td>
<td>Agree Slightly</td>
<td>Disagree Slightly</td>
<td>Disagree Moderately</td>
<td>Disagree Strongly</td>
<td>Disagree Strongly</td>
<td>Agree</td>
<td>Disagree or</td>
<td>Agree</td>
<td>Undecided</td>
<td>Disagree</td>
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<tr>
<td>Undecided</td>
<td>Disagree</td>
<td>Undecided</td>
<td>Disagree</td>
<td>Disagree Slightly</td>
<td>Disagree</td>
<td>Disagree Slightly</td>
<td>Disagree Moderate</td>
<td>Disagree Strongly</td>
<td>Disagree Strongly</td>
<td>Disagree Strongly</td>
<td>Agree</td>
<td>Disagree or</td>
<td>Agree</td>
<td>Undecided</td>
<td>Disagree</td>
</tr>
<tr>
<td>Disagree</td>
<td>Strongly Disagree</td>
<td>Strongly Disagree</td>
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<td>Strongly Disagree</td>
<td>Agree</td>
<td>Disagree or</td>
<td>Agree</td>
<td>Undecided</td>
<td>Disagree</td>
</tr>
</tbody>
</table>

### VALUE

- High
- Moderate
- Low
- None

### RELEVANCE

- Excellent
- Somewhat
- Poor

### FREQUENCY

<table>
<thead>
<tr>
<th>Very Frequently</th>
<th>Frequently</th>
<th>Occasionally</th>
<th>Rarely</th>
<th>Very Rarely</th>
<th>Never</th>
<th>Always</th>
<th>Very Frequently</th>
<th>Occasionally</th>
<th>Rarely</th>
<th>Very Rarely</th>
<th>Never</th>
<th>Always</th>
<th>Usually</th>
<th>About Half the Time</th>
<th>Seldom</th>
<th>Never</th>
<th>Always</th>
<th>Very Often</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Great Deal</td>
<td>Much</td>
<td>Often</td>
<td>Sometimes</td>
<td>Almost Always</td>
<td>To a Considerable Degree</td>
<td>Always</td>
<td>Usually</td>
<td>About Half the Time</td>
<td>Seldom</td>
<td>Never</td>
<td>Always</td>
<td>Very Often</td>
<td>Sometimes</td>
<td>Rarely</td>
<td>Never</td>
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<tr>
<td>Importance</td>
<td>Quality</td>
<td>Likelihood</td>
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</tr>
<tr>
<td>• Somewhat • Little • Never</td>
<td>• Seldom • Never</td>
<td>• Occasionally • Seldom</td>
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</tr>
<tr>
<td>• Very Important • Important • Moderately Important • Slightly Important • Not Important</td>
<td>• Very Important • Moderately Important • Not Important</td>
<td>0 = Not Important At All 1 = Of Little Importance 2 = Of Average Importance 3 = Very Important 4 = Absolutely Essential</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Importance</th>
<th>Quality</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Very Good • Good • Acceptable • Poor • Very Poor</td>
<td>• Very Poor • Below Average • Average • Above Average • Excellent</td>
<td>• Good • Fair • Poor</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Importance</th>
<th>Quality</th>
<th>Likelihood</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Like Me • Not Like Me</td>
<td>• To a Great Extent • Somewhat • Very Little • Not at All</td>
<td>• True • False</td>
</tr>
<tr>
<td>• Definitely • Very Probably • Probably • Possibly • Probably Not • Definitely Not</td>
<td>• Almost Always True • Usually True • Often True • Occasionally True • Rarely True • Usually Not True • Almost Never True</td>
<td>Not likely Somewhat likely Very likely</td>
</tr>
</tbody>
</table>

**Dichotomous Scales:**
- Fair
- Unfair
- Agree
- Disagree
- True
- False
- Yes
- No

**Three-Point Scales:**
- More than I would like: Too Harsh
- About right: About right
- Less than I would like: Too Lenient

- Too heavy: Too much
- About Right: About right
- Too light: Too little

**Four-Point Scales:**

- Most of the time: Strongly Agree
- Some of the time: Agree
- Seldom: Disagree
- Never: Strongly Disagree

- Definitely won’t
- Probably won’t
- Probably will
- Definitely will

**Five-Point Scales:**

- Much better: Strongly Agree
- Somewhat better: Agree
- Stayed the same: Undecided
- Somewhat worse: Disagree
- Much worse: Strongly Disagree

- Very High
- Above Average
- Average
- Below Average
- Very Low

- Excellent: Very good
- Above Average: Good
- Average: Fair
- Below Average: Poor
- Very Poor: Very poor

- Much higher
- Higher
- About the same
- Lower
- Much lower

- Almost always: Extremely
- Often: Very
- Sometimes: Moderately
- Seldom: Slightly
- Never: Not at all

- Very satisfied
- Satisfied
- Neither
- Dissatisfied
- Very dissatisfied

**Seven-Point Scales:**

- Very important
- Important
- Fairly important
- Slightly important
- Not important
<table>
<thead>
<tr>
<th>Rating</th>
<th>Rating</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>very dissatisfied</td>
<td>far below</td>
<td>very poor</td>
</tr>
<tr>
<td>moderately dissatisfied</td>
<td>moderately below</td>
<td>poor</td>
</tr>
<tr>
<td>slightly dissatisfied</td>
<td>slightly below</td>
<td>fair</td>
</tr>
<tr>
<td>neutral</td>
<td>met expectations</td>
<td>good</td>
</tr>
<tr>
<td>slightly satisfied</td>
<td>slightly above</td>
<td>very good</td>
</tr>
<tr>
<td>moderately satisfied</td>
<td>moderately above</td>
<td>excellent</td>
</tr>
<tr>
<td>very satisfied</td>
<td>far above</td>
<td>exceptional</td>
</tr>
</tbody>
</table>