

# Likert Scale Examples for Surveys

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## AGREEMENT

<ul style="list-style-type: none"> <li>Strongly Agree</li> <li>Agree</li> <li>Undecided</li> <li>Disagree</li> <li>Strongly Disagree</li> </ul>	<ul style="list-style-type: none"> <li>Agree Strongly</li> <li>Agree Moderately</li> <li>Agree Slightly</li> <li>Disagree Slightly</li> <li>Disagree Moderately</li> <li>Disagree Strongly</li> </ul>	<ul style="list-style-type: none"> <li>Agree</li> <li>Disagree</li> <li>or</li> <li>Agree</li> <li>Undecided</li> <li>Disagree</li> </ul>
<ul style="list-style-type: none"> <li>Agree Very Strongly</li> <li>Agree Strongly</li> <li>Agree</li> <li>Disagree</li> <li>Disagree Strongly</li> <li>Disagree Very Strongly</li> </ul>	<ul style="list-style-type: none"> <li>Completely Agree</li> <li>Mostly Agree</li> <li>Slightly Agree</li> <li>Slightly Disagree</li> <li>Mostly Disagree</li> <li>Completely Disagree</li> </ul>	<ul style="list-style-type: none"> <li>Disagree Strongly</li> <li>Disagree</li> <li>Slightly Disagree</li> <li>Slightly Agree</li> <li>Agree</li> <li>Agree Strongly</li> </ul>

## VALUE

- High
- Moderate
- Low
- None

## RELEVANCE

- Excellent
- Somewhat
- Poor

## FREQUENCY

<ul style="list-style-type: none"> <li>Very Frequently</li> <li>Frequently</li> <li>Occasionally</li> <li>Rarely</li> <li>Very Rarely</li> <li>Never</li> </ul>	<ul style="list-style-type: none"> <li>Always</li> <li>Very Frequently</li> <li>Occasionally</li> <li>Rarely</li> <li>Very Rarely</li> <li>Never</li> </ul>	<ul style="list-style-type: none"> <li>Always</li> <li>Usually</li> <li>About Half the Time</li> <li>Seldom</li> <li>Never</li> </ul>	<ul style="list-style-type: none"> <li>Always</li> <li>Very Often</li> <li>Sometimes</li> <li>Rarely</li> <li>Never</li> </ul>
<ul style="list-style-type: none"> <li>A Great Deal</li> <li>Much</li> </ul>	<ul style="list-style-type: none"> <li>Often</li> <li>Sometimes</li> </ul>	<ul style="list-style-type: none"> <li>Almost Always</li> <li>To a Considerable Degree</li> </ul>	

<ul style="list-style-type: none"> <li>• Somewhat</li> <li>• Little</li> <li>• Never</li> </ul>	<ul style="list-style-type: none"> <li>• Seldom</li> <li>• Never</li> </ul>	<ul style="list-style-type: none"> <li>• Occasionally</li> <li>• Seldom</li> </ul>
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### IMPORTANCE

<ul style="list-style-type: none"> <li>• Very Important</li> <li>• Important</li> <li>• Moderately Important</li> <li>• Slightly Important</li> <li>• Not Important</li> </ul>	<ul style="list-style-type: none"> <li>• Very Important</li> <li>• Moderately Important</li> <li>• Not Important</li> </ul>	0 = Not Important At All 1 = Of Little Importance 2 = Of Average Importance 3 = Very Important 4 = Absolutely Essential
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### QUALITY

<ul style="list-style-type: none"> <li>• Very Good</li> <li>• Good</li> <li>• Acceptable</li> <li>• Poor</li> <li>• Very Poor</li> </ul>	<ul style="list-style-type: none"> <li>• Very Poor</li> <li>• Below Average</li> <li>• Average</li> <li>• Above Average</li> <li>• Excellent</li> </ul>	<ul style="list-style-type: none"> <li>• Good</li> <li>• Fair</li> <li>• Poor</li> </ul>
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### LIKELIHOOD

<ul style="list-style-type: none"> <li>• Like Me</li> <li>• Not Like Me</li> </ul>	<ul style="list-style-type: none"> <li>• To a Great Extent</li> <li>• Somewhat</li> <li>• Very Little</li> <li>• Not at All</li> </ul>	<ul style="list-style-type: none"> <li>• True</li> <li>• False</li> </ul>
<ul style="list-style-type: none"> <li>• Definitely</li> <li>• Very Probably</li> <li>• Probably</li> <li>• Possibly</li> <li>• Probably Not</li> <li>• Definitely Not</li> </ul>	<ul style="list-style-type: none"> <li>• Almost Always True</li> <li>• Usually True</li> <li>• Often True</li> <li>• Occasionally True</li> <li>• Rarely True</li> <li>• Usually Not True</li> <li>• Almost Never True</li> </ul>	Not likely Somewhat likely Very likely

### Dichotomous Scales:

- |                              |                                |                             |                           |
|------------------------------|--------------------------------|-----------------------------|---------------------------|
| <input type="radio"/> Fair   | <input type="radio"/> Agree    | <input type="radio"/> True  | <input type="radio"/> Yes |
| <input type="radio"/> Unfair | <input type="radio"/> Disagree | <input type="radio"/> False | <input type="radio"/> No  |

### Three-Point Scales:

- More than I would like
- About right
- Less than I would like

Too Harsh  
About right  
Too Lenient

Too Strict  
About right  
Too Lenient

Too heavy  
About Right  
Too light

Too much  
About right  
Too little

Extremely  
Moderately  
Not at all

### Four-Point Scales:

Most of the time  
Some of the time  
Seldom  
Never

Strongly Agree  
Agree  
Disagree  
Strongly Disagree

Definitely won't  
Probably won't  
Probably will  
Definitely will

### Five-Point Scales:

Much better  
Somewhat better  
Stayed the same  
Somewhat worse  
Much worse

Strongly Agree  
Agree  
Undecided  
Disagree  
Strongly Disagree

Very High  
Above Average  
Average  
Below Average  
Very Low

Excellent  
Above Average  
Average  
Below Average  
Very Poor

Very good  
Good  
Fair  
Poor  
Very poor

Much higher  
Higher  
About the same  
Lower  
Much lower

Almost always  
Often  
Sometimes  
Seldom  
Never

Extremely  
Very  
Moderately  
Slightly  
Not at all

Very satisfied  
Satisfied  
Neither  
Dissatisfied  
Very dissatisfied

Very important  
Important  
Fairly important  
Slightly important  
Not important

### Seven-Point Scales:

very dissatisfied  
moderately dissatisfied  
slightly dissatisfied  
neutral  
slightly satisfied  
moderately satisfied  
very satisfied

far below  
moderately below  
slightly below  
met expectations  
slightly above  
moderately above  
far above

very poor  
poor  
fair  
good  
very good  
excellent  
exceptional