## Statistics: Examples of Likert-Type Scales

Examples of Likert-type scales by Sorrel Brown [1], Wade M. Vagias [2], and W. Paul Vogt [3] are shown starting on the next page.

**Endnotes**

[1] Brown, S. (2010). *Likert scale examples for surveys*. URL:
http://www.extension.iastate.edu/ag/staff/info/likertscaleexamples.pdf

[2] Vagias, W.M. (2006). *Likert-type scale response anchors*. URL:
http://www.clemson.edu/centers-institutes/tourism/documents/sample-scales.pdf

[3] Vogt, W.P. (1999). *Dictionary of statistics and methodology*. Thousand Oaks, CA: Sage. URL: http://rpgroup.org/sites/default/files/Surveys%20Interactive%20Activity%20-%20Examples%20of%20Likert%20scales.pdf

# Likert Scale Examples for Surveys

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## AGREEMENT

| | | |
|---|---|---|
| • Strongly Agree<br>• Agree<br>• Undecided<br>• Disagree<br>• Strongly Disagree | • Agree Strongly<br>• Agree Moderately<br>• Agree Slightly<br>• Disagree Slightly<br>• Disagree Moderately<br>• Disagree Strongly | • Agree<br>• Disagree<br>or<br>• Agree<br>• Undecided<br>• Disagree |
| • Agree Very Strongly<br>• Agree Strongly<br>• Agree<br>• Disagree<br>• Disagree Strongly<br>• Disagree Very Strongly | • Completely Agree<br>• Mostly Agree<br>• Slightly Agree<br>• Slightly Disagree<br>• Mostly Disagree<br>• Completely Disagree | • Disagree Strongly<br>• Disagree<br>• Slightly Disagree<br>• Slightly Agree<br>• Agree<br>• Agree Strongly |

## VALUE

- High
- Moderate
- Low
- None

## RELEVANCE

- Excellent
- Somewhat
- Poor

## FREQUENCY

| | | | |
|---|---|---|---|
| • Very Frequently<br>• Frequently<br>• Occasionally<br>• Rarely<br>• Very Rarely<br>• Never | • Always<br>• Very Frequently<br>• Occasionally<br>• Rarely<br>• Very Rarely<br>• Never | • Always<br>• Usually<br>• About Half the Time<br>• Seldom<br>• Never | • Always<br>• Very Often<br>• Sometimes<br>• Rarely<br>• Never |
| • A Great Deal<br>• Much | • Often<br>• Sometimes | • Almost Always<br>• To a Considerable Degree | |

| | | |
|---|---|---|
| - Somewhat<br>- Little<br>- Never | - Seldom<br>- Never | - Occasionally<br>- Seldom |

## IMPORTANCE

| | | |
|---|---|---|
| - Very Important<br>- Important<br>- Moderately Important<br>- Slightly Important<br>- Not Important | - Very Important<br>- Moderately Important<br>- Not Important | 0 = Not Important At All<br>1 = Of Little Importance<br>2 = Of Average Importance<br>3 = Very Important<br>4 = Absolutely Essential |

## QUALITY

| | | |
|---|---|---|
| - Very Good<br>- Good<br>- Acceptable<br>- Poor<br>- Very Poor | - Very Poor<br>- Below Average<br>- Average<br>- Above Average<br>- Excellent | - Good<br>- Fair<br>- Poor |

## LIKELIHOOD

| | | |
|---|---|---|
| - Like Me<br>- Not Like Me | - To a Great Extent<br>- Somewhat<br>- Very Little<br>- Not at All | - True<br>- False |
| - Definitely<br>- Very Probably<br>- Probably<br>- Possibly<br>- Probably Not<br>- Definitely Not | - Almost Always True<br>- Usually True<br>- Often True<br>- Occasionally True<br>- Rarely True<br>- Usually Not True<br>- Almost Never True | Not likely<br>Somewhat likely<br>Very likely |

## Dichotomous Scales:

- Fair          - Agree          - True          - Yes
- Unfair        - Disagree       - False         - 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 | Strongly Agree | Definitely won't |
| Some of the time | Agree | Probably won't |
| Seldom | Disagree | Probably will |
| Never | Strongly Disagree | Definitely will |

## Five-Point Scales:

| | | |
|---|---|---|
| Much better | Strongly Agree | Very High |
| Somewhat better | Agree | Above Average |
| Stayed the same | Undecided | Average |
| Somewhat worse | Disagree | Below Average |
| Much worse | Strongly Disagree | Very Low |

| | | |
|---|---|---|
| Excellent | Very good | Much higher |
| Above Average | Good | Higher |
| Average | Fair | About the same |
| Below Average | Poor | Lower |
| Very Poor | Very poor | Much lower |

| | | |
|---|---|---|
| Almost always | Extremely | Very satisfied |
| Often | Very | Satisfied |
| Sometimes | Moderately | Neither |
| Seldom | Slightly | Dissatisfied |
| Never | Not at all | Very dissatisfied |

Very important
Important
Fairly important
Slightly important
Not important

## Seven-Point Scales:

| | | |
|---|---|---|
| very dissatisfied | far below | very poor |
| moderately dissatisfied | moderately below | poor |
| slightly dissatisfied | slightly below | fair |
| neutral | met expectations | good |
| slightly satisfied | slightly above | very good |
| moderately satisfied | moderately above | excellent |
| very satisfied | far above | exceptional |

# Likert-Type Scale Response Anchors

**Level of Acceptability**
- 1 – Totally unacceptable
- 2 – Unacceptable
- 3 – Slightly unacceptable
- 4 – Neutral
- 5 – Slightly acceptable
- 6 – Acceptable
- 7 – Perfectly Acceptable

**Level of Appropriateness**
- 1 – Absolutely inappropriate
- 2 – Inappropriate
- 3 – Slightly inappropriate
- 4 – Neutral
- 5 – Slightly appropriate
- 6 – Appropriate
- 7 – Absolutely appropriate

**Level of Importance**
- 1 – Not at all important
- 2 – Low importance
- 3 – Slightly important
- 4 – Neutral
- 5 – Moderately important
- 6 – Very important
- 7 – Extremely important

**Level of Agreement**
- 1 – Strongly disagree
- 2 – Disagree
- 3 – Somewhat disagree
- 4 – Neither agree or disagree
- 5 – Somewhat agree
- 6 – Agree
- 7 – Strongly agree

**Knowledge of Action**
- 1 – Never true
- 2 – Rarely true
- 3 – Sometimes but infrequently true
- 4 – Neutral
- 5 – Sometimes true
- 6 – Usually true
- 7 – Always true

**Reflect Me?**
- 1 – Very untrue of me
- 2 – Untrue of me
- 3 – Somewhat untrue of me
- 4 – Neutral
- 5 – Somewhat true of me
- 6 – True of me
- 7 – Very true of me

**My beliefs**
- 1 – Very untrue of what I believe
- 2 – Untrue of what I believe
- 3 – Somewhat untrue of what I believe
- 4 – Neutral
- 5 – Somewhat true of what I believe
- 6 – True of what I believe
- 7 – Very true of what I believe

**Priority:**
- 1 – Not a priority
- 2 – Low priority
- 3 – Somewhat priority
- 4 – Neutral
- 5 – Moderate Priority
- 6 – High priority
- 7 – Essential priority

**Level of Concern**
- 1 – not at all concerned
- 2 – Slightly concerned
- 3 – Somewhat concerned
- 4 – Moderately concerned
- 5 – Extremely concerned

**Priority Level**
- 1 – Not a priority
- 2 – Low priority
- 3 – Medium priority
- 4 – High priority
- 5 – Essential

**Level of Problem**
- 1 – Not at all a problem
- 2 – Minor problem
- 3 – Moderate problem
- 4 – Serious problem

**Affect on X**
- 1 – No affect
- 2 – Minor affect
- 3 – Neutral
- 4 – Moderate affect
- 5 – Major affect

**Level of Consideration**
- 1 – Would not consider
- 2 – Might or might not consider
- 3 – Definitely consider

**Level of Support/Opposition**
- 1 – Strongly oppose
- 2 – Somewhat oppose
- 3 – neutral
- 4 – Somewhat favor
- 5 – Strongly favor

**Level of Probability**
- 1 – Not probable
- 2 – Somewhat improbable
- 3 – Neutral
- 4 – Somewhat probable
- 5 – Very probable

**Level of Agreement**
- 1 – Strongly disagree
- 2 – Disagree
- 3 – Neither agree or disagree
- 4 – Agree
- 5 – Strongly agree

**Level of Desirability**
- 1 – Very undesirable
- 2 – Undesirable
- 3 – neutral
- 4 – Desirable
- 5 – Very desirable

**Level of Participation**
- 1 – No, and not considered
- 2 – No, but considered
- 3 – Yes

**Frequency – 5 point**
- 1 – Never
- 2 – Rarely
- 3 – Sometimes
- 4 – Often
- 5 – Always

**Frequency**
- 1 – Never
- 2 – Rarely
- 3 – Occasionally
- 4 – A moderate amount
- 5 – A great deal

**Frequency of Use**
- 1 – Never
- 2 – Almost never
- 3 – Occasionally/Sometimes
- 4 – Almost every time
- 5 – Every time

**Frequency – 7 point**
- 1 – Never
- 2 – Rarely, in less than 10% of the chances when I could have
- 3 – Occasionally, in about 30% of the chances when I could have
- 4 – Sometimes, in about 50% of the chances when I could have
- 5 – Frequently, in about 70% of the chances when I could have
- 6 – Usually, in about 90% of the chances I could have.
- 7 – Every time

**Amount of Use**
- 1 – Never use
- 2 – Almost never
- 3 – Occasionally/Sometimes
- 4 – Almost every time
- 5 – Frequently use

**Level of Familiarity**
- 1 – not at all familiar
- 2 – Slightly familiar
- 3 – Somewhat familiar
- 4 – Moderately familiar
- 5 – Extremely familiar

**Level of Awareness**
- 1 – not at all aware
- 2 – Slightly aware
- 3 – Somewhat aware
- 4 – Moderately aware
- 5 – Extremely aware

**Level of Difficulty**
- 1 – Very difficult
- 2 – Difficult
- 3 – Neutral
- 4 – Easy
- 5 – Very easy

**Likelihood**
- 1 – Extremely unlikely
- 2 – unlikely
- 3 – Neutral
- 4 – likely
- 5 – Extremely likely

**Level of Detraction**
- 1 – detracted very little
- 2 –
- 3 – Neutral
- 4 –
- 5 – Detracted very much

**Good / Bad**
- 1 – Very negative
- 2 –
- 3 – Neutral
- 4 –
- 5 – Very positive

**Barriers**
- 1 – Not a barrier
- 2 – Somewhat of a barrier
- 3 – Moderate barrier
- 4 – Extreme barrier

**Level of Satisfaction – 5 point**
- 1 – Very dissatisfied
- 2 – dissatisfied
- 3 – unsure
- 4 – satisfied
- 5 – Very satisfied

**Level of Satisfaction – 5 point**
- 1 – Not at all satisfied
- 2 – slightly satisfied
- 3 – moderately satisfied
- 4 – Very satisfied
- 5 – Extremely satisfied

**Level of Satisfaction – 7 point**
- 1 – Completely dissatisfied
- 2 – Mostly dissatisfied
- 3 – Somewhat dissatisfied
- 4 – neither satisfied or dissatisfied
- 5 – Somewhat satisfied
- 6 – Mostly satisfied
- 7 – Completely satisfied

**Level of Quality – 5 point**
- 1 – Poor
- 2 – Fair
- 3 – Good
- 4 – Very good
- 5 – Excellent

**Comparison of Two Products**
- 1 – much worse
- 2 – somewhat worse
- 3 – about the same
- 4 – somewhat better
- 5 – much better

**Level of Responsibility**
- 1 – Not at all responsible
- 2 – somewhat responsible
- 3 – mostly responsible
- 4 – completely responsible

**Level of Influence**
- 1 – not at all influential
- 2 – slightly influential
- 3 – somewhat influential
- 4 – very influential
- 5 – extremely influential

# Examples of Likert Scaled Responses Used in Data-Gathering

A variety of methods are available to assist evaluators in gathering data. One of those methods involves the use of a scale.  One of the most common scale types is a Likert scale.
A Likert scale is commonly used to measure attitudes, knowledge, perceptions, values, and behavioral changes.  A Likert-type scale involves a series of statements that respondents may choose from in order to rate their responses to evaluative questions (Vogt, 1999).

| | | |
|---|---|---|
| Too little | OK as is | Too much |

| | | |
|---|---|---|
| Ineffective | Uncertain | Effective |

| | | |
|---|---|---|
| Not useful | Some impact | Useful |

| | | |
|---|---|---|
| Will not do it | Undecided | Will do it |

| | | |
|---|---|---|
| Definitely not | Undecided | Definitely will |

| | | |
|---|---|---|
| Not essential | Makes no difference | Imperative |

| | | |
|---|---|---|
| No | Maybe | Yes |

| | | |
|---|---|---|
| Not at all | Very little | Some |

| | | |
|---|---|---|
| Very hard | Hard | Neither hard nor easy |

| | | |
|---|---|---|
| Yes | Somewhat | No |

| | | |
|---|---|---|
| None | Slight | Considerable | Great |

| | | |
|---|---|---|
| Poor | Fair | Good | Very good |

| | | |
|---|---|---|
| Not important | Somewhat important | Important | Very important |

| | | |
|---|---|---|
| None | A little | Quite a bit | Completely |

| | | |
|---|---|---|
| Not aware | Somewhat aware | Usually aware | Very much aware |

| | | |
|---|---|---|
| Not knowledgeable about | Somewhat knowledgeable about | Knowledgeable about | Very knowledgeable about |

| Strongly disagree | Disagree | No opinion or uncertain | Agree | Strongly agree |
|---|---|---|---|---|

| Very poor | Poor | Average | Good | Excellent |
|---|---|---|---|---|

| No value | Limited value | Average value | Much value | Extreme value |
|---|---|---|---|---|

| Very poorly | Poorly | Adequately | Well | Very well |
|---|---|---|---|---|

| Not valuable | Limited value | Average value | Valuable | Very valuable |
|---|---|---|---|---|

| Very much below average | Below average | Average | Above average | Very much above average |
|---|---|---|---|---|

| Inferior | Not good | Acceptable | Good | Superior |
|---|---|---|---|---|

| Very inferior | Inferior | Average | Superior | Very superior |
|---|---|---|---|---|

| Would not try | Poorly | Acceptably | Well | Very well |
|---|---|---|---|---|

| Very unhappy | Unhappy | Can take it or leave it | Satisfied | Highly satisfied |
|---|---|---|---|---|

| Very poor | Poor | Fair | Good | Very good |
|---|---|---|---|---|

| Not competent | Somewhat competent | Uncertain | Competent | Highly competent |
|---|---|---|---|---|

| False | More false than true | In between | More true than false | True |
|---|---|---|---|---|

| Hardly ever | Occasionally | Sometimes | Frequently | Almost always |
|---|---|---|---|---|

| Much less than most | Less than most | Above average | More than most | Much more than most |
|---|---|---|---|---|

| Poor | Fair | No opinion | Good | Excellent |
|---|---|---|---|---|

| Very bad | Bad | Average | Good | Very good |
|---|---|---|---|---|

| Very ineffective | Ineffective | Average | Effective | Very effective |
|---|---|---|---|---|

| Very slow | Slow | Average | Fast | Very fast |
|---|---|---|---|---|

| Poor | Unremarkable | Meets expectations | Better than expected | Outstanding |
|---|---|---|---|---|

| Excellent | Very good | Satisfactory | Very poor | Unacceptable |
|---|---|---|---|---|

| Decrease greatly | Decrease slightly | Stay the same | Increase slightly | Increase greatly |
|---|---|---|---|---|

| Very low | Low | Moderate | High | Very high |
|---|---|---|---|---|

| Little importance 1 | 2 | 3 | 4 | Great importance 5 |
|---|---|---|---|---|

| Extremely dull | Very dull | Fairly dull | So-so | Fairly interesting | Very interesting |
|---|---|---|---|---|---|

| Not at all | Very little | Fairly well | Quite well | Very well | Perfectly |
|---|---|---|---|---|---|

| Exceptionally unfavorable | Unfavorable | Somewhat unfavorable | Somewhat favorable | Favorable | Exceptionally favorable |
|---|---|---|---|---|---|

| Excellent | Very good | Good | Satisfactory | Poor | Very poor | Unacceptable |
|---|---|---|---|---|---|---|

Vogt, W. Paul (1999). *Dictionary of statistics and methodology*. Sage: Thousand Oaks, California.