### Likert Scale Examples for Surveys

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#### AGREEMENT

<table>
<thead>
<tr>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Undecided</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree Very Strongly</td>
<td>Agree Strongly</td>
<td>Agree</td>
<td>Disagree Slightly</td>
<td>Disagree Strongly</td>
</tr>
<tr>
<td>Agree Strongly</td>
<td>Agree Slightly</td>
<td>Disagree</td>
<td>Disagree Moderately</td>
<td>Disagree Strongly</td>
</tr>
<tr>
<td>Agree</td>
<td>Disagree or</td>
<td>Agree</td>
<td>Undecided</td>
<td>Disagree</td>
</tr>
<tr>
<td>Agree Very Strongly</td>
<td>Agree Strongly</td>
<td>Agree</td>
<td>Disagree</td>
<td>Disagree Strongly</td>
</tr>
<tr>
<td>Agree</td>
<td>Disagree Strongly</td>
<td>Agree Strongly</td>
<td></td>
<td></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>
</tr>
</thead>
<tbody>
<tr>
<td>A Great Deal</td>
<td>Often</td>
<td>Almost Always</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Much</td>
<td>Sometimes</td>
<td>To a Considerable Degree</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Always</td>
<td>Usually</td>
<td>About Half the Time</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very Frequently</td>
<td>Occasionally</td>
<td>Seldom</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Occasionally</td>
<td>Rarely</td>
<td>Never</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very Rarely</td>
<td>Very Rarely</td>
<td>Never</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td></td>
<td></td>
<td>Always</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Always</td>
<td>Very Often</td>
<td>Sometimes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very Often</td>
<td>Rarely</td>
<td>Never</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sometimes</td>
<td></td>
<td></td>
<td>Always</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Occasionally</td>
<td>Rarely</td>
<td>Never</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Rarely</td>
<td></td>
<td></td>
<td>Always</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td></td>
<td></td>
<td>Always</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Importance

- Very Important
- Important
- Moderately Important
- Slightly Important
- Not Important

### Quality

- Very Good
- Good
- Acceptable
- Poor
- Very Poor

- Very Poor
- Below Average
- Average
- Above Average
- Excellent

### Likelihood

- Like Me
- Not Like Me

- To a Great Extent
- Somewhat
- Very Little
- Not at All

- Almost Always True
- Usually True
- Often True
- Occasionally True
- Rarely True
- Usually Not True
- Almost Never True

### Dichotomous Scales:

- Fairy
- Agree
- True
- Yes

- Unfair
- Disagree
- False
- No

### Three-Point Scales:
<table>
<thead>
<tr>
<th>Description</th>
<th>Four-Point Scales</th>
<th>Five-Point Scales</th>
<th>Seven-Point Scales</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than I would like</td>
<td>Strongly Agree</td>
<td>Strongly Agree</td>
<td>Extremely</td>
</tr>
<tr>
<td>About right</td>
<td>Agree</td>
<td>Agree</td>
<td>Satisfied</td>
</tr>
<tr>
<td>Less than I would like</td>
<td>Disagree</td>
<td>Disagree</td>
<td>Not at all</td>
</tr>
<tr>
<td>Too heavy</td>
<td>Strongly Disagree</td>
<td>Strongly Disagree</td>
<td>Very poor</td>
</tr>
<tr>
<td>About Right</td>
<td>Undecided</td>
<td>Undecided</td>
<td>Very dissatisfied</td>
</tr>
<tr>
<td>Too light</td>
<td>Strongly Agree</td>
<td>Strongly Agree</td>
<td>Very satisfied</td>
</tr>
<tr>
<td>Too heavy</td>
<td>Strongly Agree</td>
<td>Strongly Agree</td>
<td>Satisfied</td>
</tr>
<tr>
<td>About right</td>
<td>Strongly Agree</td>
<td>Strongly Agree</td>
<td>Not at all</td>
</tr>
<tr>
<td>Too light</td>
<td>Strongly Agree</td>
<td>Strongly Agree</td>
<td>Very poor</td>
</tr>
</tbody>
</table>

**Four-Point Scales:**

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

**Five-Point Scales:**

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

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

**Seven-Point Scales:**

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

- Very important: Extremely
- Important: Very
- Fairly important: Moderately
- Slightly important: Slightly
- Not important: Not at all

- Very high: Extremely
- Above average: Very
- Average: Slightly
- Below average: Not at all
- Very low: Not at all

- Very satisfied: Extremely
- Satisfied: Very
- Neither: Slightly
- Dissatisfied: Not at all
- Very dissatisfied: Not at all
<table>
<thead>
<tr>
<th>Satisfied/Dissatisfied Level</th>
<th>Below/Evaluation Level</th>
<th>Exceptional Level</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>