

Likert Scale Response Options

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).

Citation:

Vagias, Wade M. (2006). *Likert-type scale response anchors*. Clemson International Institute for Tourism & Research Development, Department of Parks, Recreation and Tourism Management. Clemson University.

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 – 7 point scale:

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

Priority – 5 point scale

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

Level of Concern

- 1 – not at all concerned
- 2 – Slightly concerned
- 3 – Somewhat concerned
- 4 – Moderately concerned
- 5 – Extremely concerned

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

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

FREQUENCY

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

IMPORTANCE

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

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

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

Dichotomous Scales

Fair Unfair	Agree Disagree	True False	Yes No
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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
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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