Visualizing Likert Scales

Oliver Zingg

2024-11-21

Diverging Bar Plot

Everyone likes chocolates, but Bounty and Snickers get the most extreme opinions
Likert scale is a type of rating scale commonly used in surveys. When responding to a Likert type question, respondents simply state their level of agreement or disagreement on a symmetric agree-disagree scale.
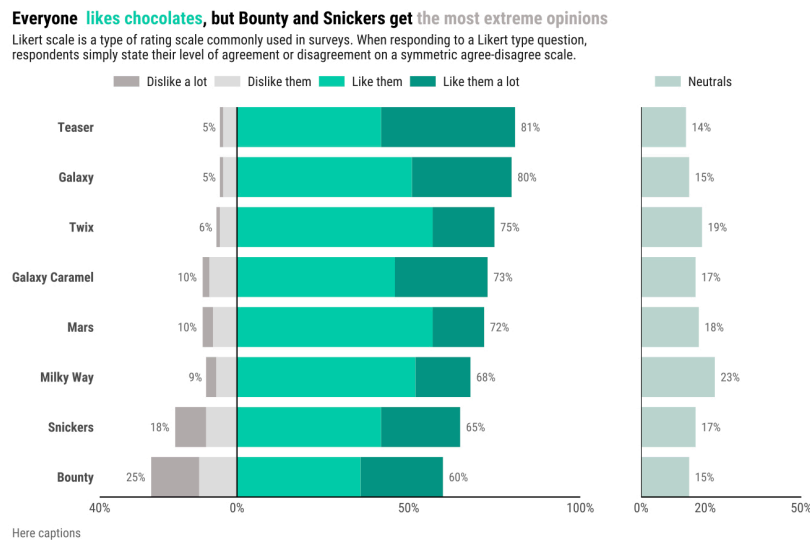
Figure 1: Diverging Bar plot

Of course the magic happens in ggplot2.

Likert scales are a very typical way of gathering the opinion of a sample of customers or population. One way of visualizing the results of such survey in a fast way are: **diverging bar plots**