

## 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<br>1 | 2 | 3 | 4 | Great importance<br>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.