

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
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Very low	Low	Moderate	High	Very high
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Little importance 1	2	3	4	Great importance 5
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Extremely dull	Very dull	Fairly dull	So-so	Fairly interesting	Very interesting
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Not at all	Very little	Fairly well	Quite well	Very well	Perfectly
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Exceptionally unfavorable	Unfavorable	Somewhat unfavorable	Somewhat favorable	Favorable	Exceptionally favorable
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Excellent	Very good	Good	Satisfactory	Poor	Very poor	Unacceptable
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Vogt, W. Paul (1999). *Dictionary of statistics and methodology*. Sage: Thousand Oaks, California.