

Scales

Competence Scale

- 5 Outstanding Strength
- 4 Strength
- 3 Competent
- 2 Needs Improvement
- 1 Needs Significant Improvement

- 6 Outstanding
- 5 Very Strong
- 4 Competent
- 3 Underdeveloped
- 2 Not Developed
- 1 Does Not Apply

Performance Scale

- 5 Far Exceeds
- 4 Exceeds
- 3 Meets
- 2 Meets Some
- 1 Does not Meet

- 5 Far Above Requirements
- 4 Above requirements
- 3 Meets Requirements
- 2 Below Requirements
- 1 Far Below Requirements

Frequency Scale

- 6 Always
- 5 Very Frequently
- 4 Occasionally
- 3 Rarely
- 2 Very Rarely

- 5 A Great Deal
- 4 Quite a Bit
- 3 Somewhat
- 2 Very Little
- 1 Not at All

Agreement Scale

- 6 Strongly Agree
- 5 Agree
- 4 Somewhat Agree
- 3 Somewhat Disagree
- 2 Disagree
- 1 Strongly Disagree

- 5 Strongly Agree
- 4 Agree
- 3 Neither Agree nor Disagree
- 2 Disagree
- 1 Strongly Disagree

Extent Scale

- 5 Exactly Descriptive
- 4 Very Descriptive
- 3 Descriptive
- 2 Somewhat Descriptive
- 1 Not Descriptive

- 6 Completely True Description
- 5 Largely True
- 4 Somewhat True
- 3 Not Descriptive
- 2 Largely False
- 1 Completely False Description

Comparison Scale

4 Excellent
3 Good
2 Fair
1 Poor

5 Far Above Average
4 Above Average
3 Average
2 Below Average
1 Far Below Average

Likelihood Scale

4 Definitely Will
3 Probably Will
2 Probably Will Not
1 Definitely Will Not

4 To a Great Extent
3 Somewhat
2 Very Little
1 Not at All

Importance Scale

5 Extremely Important
4 Important
3 Moderately Important
2 Somewhat Important
1 Not Very Important

4 Critical
3 Important
2 Minor
1 Not Important

Satisfaction Scale

5 Extremely Satisfied
4 Very Satisfied
3 Moderately Satisfied
2 Slightly Satisfied
1 Not at all Satisfied

4 Satisfied
3 Somewhat
2 Somewhat Dissatisfied
1 Dissatisfied

Helpfulness Scale

4 Very Helpful
3 Fairly Helpful
2 Slightly Helpful
1 No Help At All

4 Very Helpful
3 Moderately Helpful
2 Somewhat Helpful
1 Not Very Helpful

Tips for Survey Response Options

- When creating options for survey responses, make sure they are
- Mutually exclusive – there is no overlap between the options
- Inclusive and exhaustive – the list is complete. An “other” option is helpful if you are unsure
- Easy to understand
- Easy to distinguish from the question and response directions
- Categories used should depend on the purpose of the question. Make sure your respondents have an opportunity to answer the question you intended to ask. Check other surveys and studies for meaningful categories as references and adapt accordingly.
- When your options involve some form of scales (such as the examples above), make sure your responses are also:
 - Meaningful – make sense given the question, if your question is about satisfaction, a frequency scale wouldn't make much sense.
 - Balanced – two end points should be the opposite of each other and the intervals should be about equal
- The number of points on a scale depends on the question you ask and what you need but 4-5 options are most common. Use a neutral response category only if it makes sense to do so. Place undecided (e.g. Not applicable, no opinion) options at the end to separate it from the neutral options.