

5-Point Likert Scale: Sample Response Scales

RESPONSE SET	1	2	3	4	5
Agreement	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
Approval	Strongly Disapprove	Disapprove	Neutral	Approve	Strongly Approve
Awareness	Not At All Aware	Slightly Aware	Moderately Aware	Very Aware	Extremely Aware
Familiarity	Not At All Familiar	Slightly Familiar	Moderately Familiar	Very Familiar	Extremely Familiar
Frequency	Never	Rarely	Sometimes	Often	Always
Importance	Not At All Important	Slightly Important	Moderately Important	Very Important	Extremely Important
Intensity	None	Very Mild	Mild	Moderate	Severe
Likelihood	Definitely Not	Probably Note	Possibly	Very Probably	Definitely
Performance	Far Below Standards	Below Standards	Meets Standards	Above Standards	Far Above Standards
Quality	Very Poor	Poor	Fair	Good	Excellent
Satisfaction	Not At All Satisfied	Slightly Satisfied	Moderately Satisfied	Very Satisfied	Completely Satisfied