Ordered Response Options for Rating Scales

If you include a closed-ended question that asks respondents to rate agreement, frequency, importance, likelihood, quality, or satisfaction, you also need to choose ordered response options for the rating scale. The following tables, arranged by type of rating, include examples of ordered response options from which you can choose. Each cell in a table has one possible set of ordered response options for the type of rating.

Agreement		
- Strongly agree - Agree - Undecided/neither agree nor disagree - Disagree - Strongly disagree	- Agree strongly - Agree moderately - Agree slightly - Disagree slightly - Disagree moderately - Disagree strongly	- Agree - Disagree OR - Agree - Undecided - Disagree
- Agree very strongly - Agree strongly - Agree - Disagree - Disagree strongly - Disagree very strongly	- Completely agree - Mostly agree - Slightly agree - Slightly disagree - Mostly disagree - Completely disagree	- Agree strongly - Agree - Slightly agree - Slightly disagree - Disagree - Disagree strongly

Frequency				
- Very frequently - Frequently - Occasionally - Rarely - Very rarely - Never	- Always - Very frequently - Occasionally - Rarely - Very rarely - Never	- Always - Usually - About half of the time - Seldom - Never	- Always - Very often - Sometimes - Rarely - Never	- Almost always - Often - Sometimes - Seldom - Never
- A great deal - Much - Somewhat - Little - Never	- Often - Sometimes - Seldom - Never	- Almost always - To a considerable degree - Occasionally - Seldom	- Most of the time - Some of the time - Seldom - Never	

Importance

• Very important • Important • Moderately important • Slightly important • Not important	• Very important • Moderately important • Not important	0 = Not important at all 1 = Of little importance 2 = Of average importance 3 = Very important 4 = Absolutely essential	• Critical • Very important • Important • Slightly important • Not important

Likelihood

• Like me • Not like me	• To a great extent • Somewhat • Very little • Not at all	• Definitely won't • Probably won't • Probably will • Definitely will
• Definitely • Very probably • Probably • Possibly • Probably not • Definitely not	• Almost always true • Usually true • Often true • Occasionally true • Rarely true • Usually not true • Almost never true	• Not likely • Somewhat likely • Very likely

Quality

• Very good • Good • Acceptable/fair • Poor • Very poor	• Very poor • Below average • Average • Above average • Excellent	• Good • Fair • Poor	• Excellent • Above average • Average • Below average • Very poor	• Very poor • Poor • Fair • Good • Very good • Excellent • Exceptional

Satisfaction		
• Very dissatisfied • Moderately dissatisfied • Slightly dissatisfied • Neutral/neither satisfied nor dissatisfied • Slightly satisfied • Moderately satisfied • Very satisfied	• Very dissatisfied • Dissatisfied • Neutral/neither satisfied nor dissatisfied • Satisfied • Very satisfied	• Not at all satisfied • Somewhat satisfied • Moderately satisfied • Very satisfied • Completely satisfied

Note. Adapted from *Program Evaluation Resources*, by Emory Prevention Research Center, n.d., Emory University, Rollins School of Public Health (http://web1.sph.emory.edu/eprc/docs/ProgramEvaluationresources.pdf).

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