### Competence Scales
- 5: Outstanding Strength
- 4: Strength
- 3: Competent
- 2: Needs Improvement
- 1: Needs Significant Improvement

### Performance Scales
- 5: Far Exceeds
- 4: Exceeds
- 3: Meets
- 2: Meets Some
- 1: Does not Meet

### Frequency Scales
- 6: Always
- 5: Very Frequently
- 4: Occasionally
- 3: Rarely
- 2: Very Rarely
- 1: Never

### Agreement Scales
- 6: Strongly Agree
- 5: Agree
- 4: Somewhat Agree
- 3: Neither Agree nor Disagree
- 2: Disagree
- 1: Strongly Disagree

### Extent Scales
- 5: Exactly Descriptive
- 4: Very Descriptive
- 3: Descriptive
- 2: Somewhat Descriptive
- 1: Not Descriptive

### Importance Scales
- 5: Extremely Important
- 4: Important
- 3: Moderately Important
- 2: Somewhat Important
- 1: Not Very Important

### Comparison Scales
- 4: Excellent
- 3: Good
- 2: Fair
- 1: Poor

### Satisfaction Scales
- 5: Far Above Average
- 4: Above Average
- 3: Average
- 2: Below Average
- 1: Far Below Average

### Helpfulness Scale
- 4: Very Helpful
- 3: Moderately Helpful
- 2: Somewhat Helpful
- 1: No Help At All

### Likelihood
- 4: Definitely Will
- 3: Probably Will
- 2: Probably Will Not
- 1: Definitely Will Not

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**Tips for Survey Response Options**

When creating options for survey responses, make sure they are

- Mutual 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.