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A Likert scale is a popular survey tool used to measure attitudes, opinions, and satisfaction by asking respondents how strongly they agree or disagree with a statement. Created by Rensis Likert, it typically uses 5- or 7-point response options, though scales can range from 2 to 10 points. Likert scales convert subjective opinions into structured
analyzable data and are widely used in customer satisfaction, market research, education, and psychology. They're easy to understand, quick to complete, and ideal for capturing nuanced feedback, though they provide limited detail compared to open-ended responses. When designed well, they deliver reliable insights that are simple to compare and
interpret across groups. Create your Likert-based survey, form, or poll now! Two thumbs up! Five stars! There are many types of scales designed to let the public's opinion on something? A common survey format is the Likert scale question, which is widely used to
measure attitudes, satisfaction, and preferences. Likert-type questions are frequently used in surveys to measure a wide range of opinions, perceptions, and satisfaction levels by asking respondents to rate their agreement or disagreement with specific statements. Whether you're a business surveying customers or a market researcher, a popular way
to survey people is using a Likert scale, as it provides specific answer options that help capture nuanced and actionable feedback. Create your Likert scale is named after American social scientist Rensis Likert.
Likert devised the psychometric approach in 1932 for conducting social and educational research. The Likert scale is a type of psychometric scale used to measure people's attitudes and opinions by capturing respondents' perceptions on a continuum. Today, Likert-type scales are considered some of the best survey tools for researching popular
opinions. As a result, they're often used for customer satisfaction surveys or marketing research surveys. On a Likert scale, a person selects one option among several response choices that reflects how much they agree with a statement. In other words, the scale generally consists of five or seven balanced response choices that people can choose
from, with a neutral midpoint. However, there can be as few as two responses (with no neutral response) or as many as ten. Carefully constructing Likert items is essential to ensure reliable and valid measurement of attitudes. Likert survey questions are a popular format for gathering detailed feedback and understanding customer attitudes and
experiences. Now, it's very common for companies to use these scales when they want to evaluate a customer's level of satisfaction during a recent experience. Create your Likert scales are a type of rating scale commonly used in research to measure
opinions and attitudes. However, to be sure we're on the same page, here's a typical question using 5 points: SurveyLegend provides quality support to its customers, including features like Live Analytics for real-time, visually appealing survey insights: Strongly Disagree Somewhat Disagree Nor Disagree Somewhat Agree Strongly
Agree Create your Likert-based survey, form, or poll now! A good Likert scale features clear statements and distinct respondents can accurately express their views. Hint: The correct answer is 5...at least that's what our customers* are saying!* When choosing
the number of responses, it's important to provide a full range of response choices to accurately capture the spectrum of participant opinions. Additionally, the way you present questions can significantly impact response quality and engagement. Create your Likert-based survey, form, or poll now! How Likert Scales Work Likert scales are a widely
used type of rating scale designed to measure people's opinions, attitudes, or perceptions in a structured way. When you use a Likert scale in your survey research, you present respondents with a series of statements or questions and ask them to indicate their level of agreement or disagreement. This is typically done using a scale with multiple
points, such as a 5 point Likert scale or a 7-point scale, with response options ranging from "strongly disagree" to "strongly disagree to "stron
measure opinions and customer attitudes with greater precision. For example, a 5 point Likert scale might include the following response categories: strongly disagree, neither agree nor disagree, and strongly agree. This structure makes it easy for survey respondents to express their views, while giving researchers a consistent way
to collect and compare data. Likert scale data is typically considered ordinal, meaning the responses have a clear order but the intervals between them may not be exactly equal. However, in some cases—especially when using multiple Likert scale questions—researchers may treat the data as interval data to perform more advanced statistical
analysis, such as t-tests. This flexibility is one reason why Likert scale questionnaire, it's important to carefully choose the number of scale points and the wording of your response options. Too
few points can limit the accuracy of your results, while too many can confuse respondents or lead to response bias. A 5 point Likert scale is often considered a good balance, but a 7-point scale can provide more granularity if needed. The key is to ensure that each response option is clear, concise, and relevant to the question being asked. Likert scale
surveys are especially useful for measuring different aspects of customer satisfaction, employee engagement, or public opinion. For example, organizations can use Likert scales to understand how employees feel about training opportunities, career growth, or organizations can use Likert scales to understand how employees feel about training opportunities, career growth, or organizations can use Likert scales to understand how employees feel about training opportunities.
be adapted into bipolar scales, which measure two opposite attitudes or feelings. To analyze Likert scale data, researchers often use descriptive statistics such as t-tests can help identify significant differences
between groups. Create your Likert-based survey, form, or poll now! In summary, Likert scales work by providing a simple yet powerful way to collect and analyze data on people's attitudes and opinions. By carefully designing your Likert scale questions and choosing the right response options, you can gather accurate results and gain valuable
insights for your next survey—whether you're conducting market research, evaluating customer satisfaction, or exploring trends in medical education. Are Likert Scales Ordinal or Interval? Almost everyone agrees that the Likert rating scale provides ordinal data (data that is measured along a scale, but the distances between each point are
unknown). However, many believe this scale also provides interval data (data that is measured along a scale, with each point placed at equal distances from one another). Here's what we think: Likert survey scales provide ordinal data, as the results naturally represent someone's preferences. For example, we know that a 4 is better than a 3.
However, it's not interval data because we don't know exactly what constitutes a 4 versus a 3 in someone's mind. Create your Likert-based survey, form, or poll now! That said, when a survey has enough questions, many researchers use the data to come up with reliable averages. This means Likert scales "approach" the definition of interval data
Researchers often summarize Likert scale data using measures of central tendency, such as the median or mode, to understand the distribution of responses better. We think Dr. David L. Morgan from Portland State University's Sociology Department summed up the interval nature of the scale well. He says, "The key point here is to use multiple
items, where any one of them may be too weak to provide an adequate measure, but the combination of them is much stronger." By combining responses from multiple Likert items, researchers can calculate a total score for each participant, which provides a comprehensive measure for further statistical analysis. Are Likert Scales Quantitative or
Qualitative? Likert scales give quantitative value to qualitative data. For example, it may be designed to measure how much a person agrees with a statement regarding a product's value and assign a data point to it. This is one reason why the scale is almost universally loved. Researchers appreciate that Likert rating scale questions use a universal
method of collecting data, so the results can be easily understood. Additionally, CEOs and marketers like that they can say someone thinks their product is "excellent" because they assigned a "10" to it. However, the meaning of each response can be influenced by the respondent's subjective interpretation of the scale points. Create your Likert-based
survey, form, or poll now! Why Use a Likert Scale? Advantages and Disadvantages and disadvantages and disadvantages and disadvantages and disadvantages. However, there are many more pros than cons! Likert scale advantages and disadvantages and disadvantages and disadvantages and disadvantages.
or either-or. Instead, they can choose to be neutral. All of this means that they wind up delivering better response rates! In addition, questions are easier to analyze because the answers haven't been configured in advance. Likert scales also make it easier
to interpret and compare survey responses across different groups or questions, helping you identify trends and satisfaction levels more effectively. The one drawback is that you don't always get in-depth feedback. Consider a restaurant. Sure, you may know someone is dissatisfied with your restaurant because they only gave you one star. But, you
won't know why they were dissatisfied (Was it the food quality? The service? Cleanliness?). To solve this, it's important to ask multiple questions about different aspects of the customer's visit. After that, ask for their overall satisfaction level. Difference Between a 5 Point Likert Scale and a 7 Point Scale Most researchers agree that the best Likert
scales are the 5-point and 7-point varieties. This simply refers to how many responses the person has to choose from. Five point scales are especially popular for their simplicity and effectiveness in capturing a range of opinions without overwhelming respondents. Most Likert scales you see are going to be odd-numbered. They will have an equal
number of positive and negative responses on either side of a neutral response. Poor to excellent Likert scales are popular, as you'll see in one of our 5-point and 7-point scales considered ideal? Because if you offer fewer than five options, online
survey takers may be limited in their responses; they may resort to picking the "most" applicable answer. As a result, you're deprived of their true opinion. The seven-point scale, in particular, provides a broader range of responses, allowing for more nuanced measurement of attitudes or feelings. On the other hand, if you go above seven, respondents
may feel overwhelmed or annoyed; they may just pick a random answer to move along quickly. Choosing the right survey scale is essential for collecting accurate and meaningful data from your respondents. Other Point Variations in Likert Scales While the 5-point and 7-point Likert scales are the most popular, there are other variations. The choice of
scale variation can also influence how results are visualized, such as displaying response distributions in a bar chart. 2-Point Likert Scale The simplest form, or poll now! 3-Point Likert Scale The 3-point scale is used similarly to the 2-point version, but introduces a
neutral option (yes/unsure/no). 4-Point Likert Scale This version forces respondents to make a choice. Consider this 4-point Likert Scale A 5-point Likert scale, where the faces represent: Extremely Dissatisfied, Somewhat Dissati
helps measure opinions clearly, offering a simple range from positive to negative. Example: Very Satisfied, Neutral, Dissatisfied, Very Dissatisfi
scale, there is no neutral option. Create your Likert-based survey, form, or poll now! 7-Point Likert Scale A 7-point Likert scale offers a more detailed way to measure attitudes and opinions, giving respondents greater precision. Example: Very Satisfied, Somewhat Satisfied, Neutral, Somewhat Dissatisfied, Dissatisfied, Very Dissatisfied.
Ideal for capturing nuanced feedback in surveys. 9-Point Likert Scale This Likert Scale is used to offer respondents a wider variety of choices. Additionally, it provides a higher degree of measurement precision, with a neutral option. However, it's not commonly used as it can take respondents longer to make their selections, which can result in less
accurate responses as participants speed through the survey. Create your Likert scale Responses Likert scale responses are at the
heart of effective survey research, offering a structured way to capture how people feel about a particular topic. When you use a Likert scale—a popular type of rating scale—you present survey respondents with a statement and a set of response options that typically range from "strongly disagree" to "strongly agree." This approach allows
participants to express varying degrees of agreement, rather than being limited to a simple yes or no. The strength of Likert scale responses lies in their ability to transform subjective attitudes into measurable data. Each response option on the scale responses lies in their ability to transform subjective attitudes into measurable data.
in how people think or feel. For example, a classic 5-point Likert scale might include: strongly disagree, neither agree or disagree, neither agree, neither
survey research, the way respondents choose their answers on a Likert scale provides valuable insights into customer satisfaction, employee engagement, or public opinion. By analyzing the distribution of Likert scale provides valuable insights into customer satisfaction, employee engagement, or public opinion. By analyzing the distribution of Likert scale provides valuable insights into customer satisfaction, employee engagement, or public opinion. By analyzing the distribution of Likert scale provides valuable insights into customer satisfaction, employee engagement, or public opinion.
investigation. Ultimately, understanding Likert scale responses is essential for anyone looking to collect meaningful data and make informed decisions based on people's real opinions. Whether you're measuring customer loyalty, evaluating a new product, or tracking changes in public sentiment, a well-designed Likert scale can help you gather the
actionable insights you need. Create your Likert-based survey, form, or poll now! 5 Tips for Creating a Likert Scale 1. Ask multiple questions It's often not enough to ask one general questions remedies this, taking into consideration all of
the factors that could have contributed to this response. 2. Avoid using different scales Mixing different scales within your surveys can cause respondent confusion. Bonus: Using only one scale will also make your final analysis that much easier. Create your Likert-based survey, form, or poll now! 3. Label the numeric responses Do not simply attach a
number to possible responses. Always include wording on your scale question; otherwise, online survey takers may confuse which numbers are positive and which are negative. 4. Create unbiased responses To improve Likert scale validity, stay away from survey questions that may lead people to answer a certain way. For example, you
don't want to force them to choose between extremes, as it can skew your results. Create your Likert-based survey, form, or poll now! 5. Keep it simple Creating a Likert scale survey doesn't need to be complicated. In fact, the best survey doesn't need to be complicated. In fact, the best survey doesn't need to be complicated.
patience. Additionally, inadvertently asking two questions in one can leave respondents unsure of how to answer. Likert Scale Examples and Questions Below are a number of examples of Likert scales are commonly used to measure people's
attitudes toward various topics, helping researchers understand opinions, agreement levels, and feelings. Likert scales are also widely used in clinical psychology research to assess attitudes, symptoms, or treatment outcomes. However, please note that the numbers in the answers indicate the relative position of items, but not the magnitude of the
difference. Additionally, you do not have to include numbers in your survey questions if you prefer not to. After collecting responses, Likert scale responses can be analyzed to gain insights into group opinions and trends within your survey data. How to Analyze Likert scale responses can be analyzed to gain insights into group opinions and trends within your survey data.
data. For example, many people want to know how to calculate the mean score for Likert scale data, which would simply be the sum of all numbers divided by the count. However, as mentioned earlier, these scales provide ordinal data, and the values between points cannot be considered equal. Therefore, using a mean (the average of all the
numbers) is not appropriate for analysis. When analyzing data from Likert scales, it is important to use appropriate statistical methods, such as descriptive statistics like the mode or median for ordinal data, and consider inferential statistics like chi-square tests or Spearman's correlation when applicable. Create your Likert-based survey, form, or poll
now! Instead, it is recommended that you use a mode score for appropriate analysis of ordinal data. First, to calculate the mode score for Likert scale data, simply determine the number that appears the most. So, let's say you surveyed ten people on the quality of a product on a 5-point scale and the results were as follows: 5, 5, 4, 1, 4, 4, 4, 4, 4, 4 in
been 3, but concluding that most people think the product is average is clearly not the case, which is why a mode score is most appropriate when analysis and statistical methods, you can refer to resources like Simply Psychology, which provides accessible explanations and guidance.
Create your Likert-based survey, form, or poll now! Live Likert Scale example Want to see a Likert scale in action? Below is a Likert scale example created using SurveyLegend's opinion scale option. Go ahead and try it for yourself, it's live! Conclusion A Likert scale is a great option for businesses and researchers wanting an easy way to survey
customers or the general public. When it's time to create your survey, choose SurveyLegend for easy design and templates. So, do you want to switch languages to have your Likert scale in Spanish or another language? We let you easily create Likert
scale questions that are responsive, beautifully adjusting even to the small mobile phone screens. Have you used a Likert scale in your research? Did you find it easy to use and analyze? Let us know in the comments! Create your Likert-based survey, form, or poll now! Yes. It's named after American social scientist Rensis Likert, who created the scale.
A Likert scales measure how much a person agrees with a statement, providing five or seven balanced responses that people can choose from with a neutral midpoint. A Likert scale provides ordinal data (data that is measured along a scale, but the distances between each point are unknown). Likert scales give quantitative value to qualitative data,
assigning a data point to a statement. A mode score should be used to determine which number appears the most. A Likert scale is a psychometric response scale primarily used in questionnaires to measure attitudes, opinions, or perceptions by offering a range of answer options that reflect varying degrees of agreement or disagreement. Over 70% of
social science surveys incorporate Likert scales due to their simplicity and efficiency in capturing subjective data. The Likert scale is a standardized technique that transforms qualitative human sentiments into quantifiable, analyzable metrics. According to survey design expert Dr. Rensis Likert, who originally introduced this scale in 1932, "Attitudes
are best understood when measured through consistently structured options that reflect degrees of sentiment rather than binary choices."The efficiency of the Likert scale lies in its ability to convert subjective opinions into structured datasets, which can be measured using descriptive statistics such as mean scores, standard deviations, and
frequency distributions. Its quality is evaluated through reliability coefficients (e.g., Cronbach's alpha) and validity assessments to ensure the data reflects genuine respondent sentiment. In this guide, we will provide an in-depth overview of the Likert scale, including its definition, significance in research methodologies, various question formats, and
best practices for data interpretation. Whether you are conducting a customer satisfaction survey for brands like Amazon or Apple, market research for emerging trends, or academic psychological assessments, mastering the application of the Likert scale will enable you to derive precise, actionable, and statistically valid insights. Definition: What is a
Likert Scale?image sourceIt is a psychometric measurement tool and survey response scale entity type used in Social Science Research Psychology, and Market Research by named entities such as Rensis Likert, Gallup, and Pew Research Psychology, and Market Research by named entities such as Rensis Likert, Gallup, and Pew Research Psychology, and Market Research Psychology, and Marke
measures people's attitudes, opinions, or perceptions by asking them to indicate their level of agreement or disagreement with a series of statements. A Likert Scale is defined as "a psychometric scale commonly used in questionnaires, and is the most widely used approach to scaling responses in survey research," developed by Rensis Likert in 1932,
with over 70% of attitude surveys using Likert Scales globally. It benefits researchers by providing quantitative data for qualitative attributes such as satisfaction, agreement, or importance. The main complementary concept to Likert Scale is the Semantic Differential Scale, which also measures attitudes but with bipolar adjectives. Social scientists,
market researchers, and psychologists use it to gather structured feedback from respondents; these people are called survey researchers, data analysts, or behavioral scientists. Why Are Likert Scales Important? The Likert scale is a valuable tool for researchers, businesses, and organizations because it provides a structured approach to gathering
feedback. Unlike open-ended questions that require subjective interpretation, Likert scale responses create consistent and measurable data that can be compared across differences in opinion. Instead of forcing respondents into binary answers,
such as "yes" or "no," the scale allows for more nuanced responses. This is particularly usefulwhen measuring customer satisfaction, brand perception, or employee morale, where opinions often fall along a spectrum rather than at extreme ends. Another major advantage is that Likert scale data can be analyzed using statistical methods, making it
easier to identify trends, patterns, and correlations. Researchers can calculate average scores, identify response distributions, and compare different segments of a population to gain meaningful insights. Additionally, because Likert scales are simple to understand, they help ensure higher response rates and more reliable data in surveys. A well-
structured Likert scale surveys improve the accuracy of research findings and enhances decision-making in business and marketing. By incorporating Likert-scale questions into feedback collection efforts, organizations can make data-driven improvements to their products, services, and customer experience strategies. What Are Likert Scale
includes five or seven response options, typically ranging from one extreme to another. For example, a five-point scale might offer responses such as "Strongly Disagree," "Disagree," "Disagree," "Neutral," "Agree" and "Somewhat Agree" and "Strongly Agree." A seven-point scale can add more granularity with intermediate options like "Somewhat Agree" and "Somewhat Agree and "Somewhat Agree" and "Somewhat Agr
Disagree. "Likert scale questions are particularly useful when trying to measure subjective perceptions, attitudes, and behaviors. Businesses frequently use them in customer satisfaction surveys, academic research, and market studies to gather detailed insights into people's thoughts and experiences. They provide a structured way to quantify
subjective feedback, making it easier to analyze trends, compare responses, and draw meaningful conclusions. One key characteristic of Likert scale questions is that they focus on one specific topic per question to avoid confusion. For example, instead of asking, "How satisfied are you with our customer service and product quality?"—which would be a confusion to avoid confusion.
a double-barreled question—a well-structured Likert scale survey would ask separate questions for customer service and product quality. Likert scale questions can also be designed in different formats depending on the context. Common types include: Agreement scales (e.g., "I find this website easy to use.") Satisfaction scales (e.g., "How satisfied are
you with your purchase?")Frequency scales (e.g., "How often do you use our service?")Likelihood scales (e.g., "How likely are you to recommend us to a friend?")By structuring questions carefully, researchers and businesses can ensure that the data they collect is both reliable and actionable. When to Use Likert Scale Questions Likert scale questions
are ideal for situations where you need to measure subjective experiences, opinions, or behaviors rather than objective facts. They are particularly useful in surveys that aim to assess customer satisfaction, employee engagement, or brand perception because they allow respondents to express varying degrees of sentiment. You should use when: You
need to measure attitudes or perceptions: If you want to understand how people feel about a product, service, or experience, Likert scale questions provide a standardized way to capture and compare responses. You want to track shifts in opinions and
satisfaction levels across different periods. You need detailed insights rather than simple yes/no answers: Likert scales provide a more nuanced understanding of how strongly respondents agree or disagree with a statement, rather than just confirming or rejecting it. You are conducting large-scale research: These questions are easy for respondents to
answer and simplify data analysis, making them ideal for studies with a high number of participants. However, Likert scales may not be the best choice whenabsolute facts or precise numerical data are required. If you need to collect objective information, such as exact spending amounts or specific product usage statistics, other question formats may
be more appropriate. It's also important to consider the context in which the Likert scale is used. For example, in a customer feedback survey, a five-point scale for greater precision. By selecting the right format, researchers can ensure they
collect the most useful and accurate data. Types of Likert Scale Questions & Response OptionsLikert scale questions can be adapted to measure various aspects of opinions, attitudes, behaviors, and perceptions. Depending on the research goal, different response options can be used to capture specific insights. Below are the most common types of
Likert scale questions and their response formats: Agreement Likert ScaleThis is the most widely used type, measuring how much respondents agree or disagree with a statement. It is commonly applied in customer satisfaction surveys, employee engagement studies, and brand perception research. Image source. Example: "I find the checkout process
on this website to be simple. "Response Options: Strongly AgreeLikelihood Likert ScaleThis format measures the probability of a future action, such as whether a customer is likely to recommend a product or use a service again. It is often seen in Net Promoter Score (NPS) surveys. Example: "How likely are you to
recommend our product to a friend or colleague?"Response Options: Very Unlikely Unli
which features include and which ones don't. By understanding the relevance of each feature and how important it is for the user, this will serve as a guide when crafting the pricing page. Example: "How important it is for the user, this will serve as a guide when crafting the pricing page. Example: "How important at AllSlightly Important Wery and Important it is for the user, this will serve as a guide when crafting the pricing page. Example: "How important it is for the user, this will serve as a guide when crafting the pricing page. Example: "How important it is for the user, this will serve as a guide when crafting the pricing page. Example: "How important it is for the user, this will serve as a guide when crafting the pricing page. Example: "How important it is for the user, this will serve as a guide when crafting the pricing page. Example: "How important it is for the user, this will serve as a guide when crafting the pricing page. Example: "How important it is for the user, this will serve as a guide when crafting the pricing page. Example: "How important it is for the user, this will serve as a guide when crafting the pricing page. Example: "How important it is for the user, this will serve as a guide when crafting the pricing page. Example: "How important it is for the user, this will serve as a guide when crafting the user as a guid
ImportantExtremely ImportantFrequency Likert ScaleThis measures how often respondents engage in a certain behavior or experience a specific issue. It is widely used in habit tracking, UX research, and customer behavior or experience a specific issue. It is widely used in habit tracking, UX research, and customer behavior or experience a specific issue. It is widely used in habit tracking, UX research, and customer behavior analysis. Example: "How often do you visit our website?" Response Options: NeverRarely Sometimes Often Always Satisfaction
Likert ScaleAimed at measuring customer or employee satisfied are you with the customer support you received?"Response Options: Very DissatisfiedNeutralSatisfiedVery SatisfiedSelecting the right type of Likert scale depends on the research
objective. Consistency in response options is also crucial to ensuring respondents understand the scale and provide meaningful insights. Likert Scale Examples Likert scales can use different point ranges depending on the context, audience, and level of granularity needed. The number of points in the scale impacts how much nuance a respondent can
express in their answers. Below are some of the most common Likert scale formats, along with clear examples of how each one is typically used when the survey aims to capture a basic opinion without overcomplicating the response options. This scale is
useful when you need to reduce cognitive load and encourage faster responses. Example question: How satisfied are you with our delivery time? Dissatisfied we trall are you with our delivery time? Dissatisfied are you with our delivery time? Dissa
Likert Scale Example 4-point Likert scale removes the neutral option, forcing respondents to lean toward a positive or negative opinion. This is called a forced-choice scale and is used when neutrality is not desired. Example question: How would you rate the quality of our product? This format encourages decision-making and eliminates the "middle"
answer, making it suitable for surveys that aim to measure clear preference or dissatisfaction. 5-Point Likert Scale Example The 5-point Likert scale is the most commonly used format. It provides a neutral midpoint and two degrees of positive and negative responses. This scale balances simplicity with depth, making it ideal for a wide range of
surveys. Example question: How likely are you to recommend our service to a friend? Very unlikely Unlikely Neutral Likert scale is another forced-choice scale, like
the 4-point scale, but with more degrees of intensity. It is used when survey designers want to gather more nuanced opinions without allowing statement: "The website was easy to navigate." Strongly disagreeSomewhat agreeAgreeSomewhat agreeAg
agreeThis structure offers a detailed range of opinions while encouraging respondents to express a leaning opinion.7-Point Likert Scale ExampleThe 7-point Likert scale offers more granularity than the 5-point version. It is ideal for advanced research or surveys where capturing subtle differences in sentiment is essential. Example question: How
satisfied are you with the customer support you received?Extremely dissatisfiedDissatisfiedDissatisfiedSomewhat dissatisfiedSomewhat satisfiedSomewhat satisfiedThis format allows respondents to articulate their level of satisfiedSomewhat satisfiedSomewhat satisfiedThis format allows respondents to articulate their level of satisfiedSomewhat satisfiedSo
point Likert scale provides the highest level of granularity among standard scales. It is used in detailed customer satisfaction surveys, employee feedback forms, or academic research where precision is required. Example question: On a scale from 1 to 10, how confident do you feel using our platform? 1 = Not confident at all 10 = Extremely
confidentWhile this scale allows for highly nuanced responses, it may overwhelm respondents if overused or poorly structured. How to Write Likert Scale Survey Questions Creating and the response structure. Poorly designed surveys can lead to misleading
data, response bias, and unclear insights. Below is a step-by-step guide to writing Likert scale questions, clearly define what insights you aim to collect. Are you measuring customer satisfaction, product usability, or employee engagement? These are the objective of Your SurveyBefore writing questions, clearly define what insights you aim to collect. Are you measuring customer satisfaction, product usability, or employee engagement? These are the objective of Your SurveyBefore writing questions, clearly define what insights you aim to collect. Are you measuring customer satisfaction, product usability, or employee engagement? These are the objective of Your SurveyBefore writing questions are the objective of Your SurveyBefore writing questions.
objective should guide the type of Likert scale questions you use. For example, if your goal is to measure how satisfied customers are with your checkout on our website?" A well-defined objective ensures clarity and relevance in survey questions. Each
question should address a single issue to avoid confusing respondents and ensure meaningful data collection. Bad Example (Double-Barreled Question): "How satisfied are you with our website and customer service?" (This asks about two different aspects, making it unclear which one the respondent is rating.) Better Example: "How satisfied are you
with our website navigation?""How satisfied are you with our customer service?"Keeping questions concise, direct, and specific leads to more accurate responses.3. Use a Consistent Response ScaleA consistent Likert scale for one question, avoid switching to a
seven-point scale later. The way survey questions are framed has a direct impact on the quality and reliability of responses. You must ensure that the question can lead to misinterpretation, biased answers, or incomplete data. For instance, the 0-10 scale is the industry standard for the main
NPS question because it allows for a clear segmentation of respondents into Promoters (9-10), Passives (7-8), and Detractors (0-6). This standardized format ensures consistency across all questions ensures respondents interpret each
question in the same way.4. Avoid Leading or Biased QuestionsThe way a question is phrased can greatly impact the accuracy of customer feedback. Leading or biased questions can unintentionally push respondents toward a particular answer, while complex wording can confuse them and lead to unreliable data. To ensure your NPS survey collects
genuine, actionable insights, focus on using neutral, clear, and direct language. Use Neutral Wording to Avoid BiasInstead of focusing on what not to ask, let's look at examples of how to phrase questions correctly for objective responses. Use this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid this: "How much do you love our newn feature?" Avoid 
 feature?" Use this:"How satisfied are you with the support you received?" Avoid this:"Was our customer service excellent?" Use this feature again, right?"By keeping questions neutral, businesses allow customers to express their true opinions, leading to more reliable
insights.Keep Language Simple and Avoid JargonCustomers engaging with your survey may have varying levels of familiarity with your product, service, or industry. Using complex terminology or insider jargon can lead to confusion and incomplete responses. Use this: "How easy was it to use our mobile app?" Avoid this: "How intuitive was our app's
user interface?" Use this: "Did you find what you were looking for?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment process smooth for you?" Avoid this: "Did our payment proc
background, can provide accurate feedback without confusion.5. Choose the Right Type of Likert Scale for measuring opinions (e.g., "I find the app easy to use.")Satisfaction scale for evaluating experiences (e.g., "However the confusion scale for measuring opinions (e.g., "I find the app easy to use.")Satisfaction scale for measuring opinions (e.g., "However the confusion scale for measuring opinions (e.g., "I find the app easy to use.")Satisfaction scale for measuring opinions (e.g., "However the confusion scale for measuring opinions (e.g., "However the confusion scale for measuring opinions (e.g., "However the confusion scale for measuring opinions (e.g., "I find the app easy to use.")Satisfaction scale for measuring opinions (e.g., "However the confusion scale for measuring opinions (e.g., "H
satisfied are you with our service?")Likelihood scale for predicting behaviors (e.g., "How likely are you to purchase again?")Matching the question type to the appropriate Likert scale format improves data accuracy and usability.6. Keep the Surveys is making
them unnecessarily long. The more questions included, the lower the response rate. Customers have limited time and are unlikely to complete survey short increases the likelihood of getting thoughtful responses. An ideal survey contains 5-10 Likert scale questions unless conducting a detailed study
Keeping it concise ensures respondents stay focused and provide thoughtful answers. For more pro tips when creating the survey, you can also check out the NPS Survey Best Practices here. How to Analyze Likert Scale Survey Best Practices here. How to Analyze Likert Scale Survey DataAnalyzing Likert scale data requires a structured approach to interpret customer sentiment, satisfaction, or behavioral
insights effectively. Unlike binary yes/no responses, Likert scale data captures degrees of opinion, making analysis more nuanced. The method used depends on whether the data is treated as ordinal (ranking-based) or interval (equally spaced responses). Cleaning and Preparing DataBefore analyzing responses, it's essential to review the dataset for
inconsistencies, missing values, and biases. Respondents who selected the same answer for all questions or skipped multiple items can distort the data. Filtering out incomplete or inconsistent responses ensures accuracy and reliability. Choosing the Right Statistical Approach Likert scale data can be analyzed using descriptive statistics, inferential
statistics, and visual representation methods. Descriptive Statisfied. However, looking at the mode (most frequent response) can highlight the most
common opinion. Frequency Distribution: Examining how responses are distributed across the scale provides insights into patterns. For example, if 70% of respondents select "Strongly Agree" on a customer support survey, it indicates high satisfaction. Cross-Tabulation and Segmentation: Comparing responses across different demographics
or customer groups helps uncover trends. For example, analyzing how first-time buyers rate their experience compared to repeat customers can highlight differences in satisfaction levels. Visualization Techniques: Using bar chart can display to repeat customers can highlight differences in satisfaction levels.
the percentage of respondents in each category, allowing for quick identification of sentiment trends. Inferential Statistical tests or ANOVA can help determine if differences in responses between groups are statistically significant. For example, testing whether user experiences in responses between groups are statistically significant.
ratings differ between mobile and desktop users can guide UX improvements. By combining these methods, businesses can derive actionable insights from Likert scale remains one of the most effective tools for measuring customer sentiment, user experience, and employee experience, and employee experience, and employee tools for measuring customer sentiment, user experience, and employee experience, and experience experience experience, and experience experience experience experience, and experience 
satisfaction. Its structured response format provides businesses with valuable insights into opinions, behaviors, and decision-making patterns. However, designing, implementing, and analyzing Likert scale surveys requires a methodical approach to avoid bias, ensure clarity, and maintain data integrity. A well-constructed survey helps organizations
make data-driven decisions, leading to improved customer satisfaction, product development, and overall business strategy. By applying best practices and leveraging proper data analysis techniques, businesses can turn Likert scale surveys into a powerful decision-making tool that enhances their understanding of customer needs and drives
continuous improvement. FAQsSemantic Differential Scale vs Likert scale and the semantic differential scale are both widely used to measure attitudes, opinions, and perceptions, but they differ in structure and purpose. A Likert scale are both widely used to measure attitudes, opinions, and perceptions, but they differ in structure and purpose. A Likert scale are both widely used to measure attitudes, opinions, and perceptions, but they differ in structure and purpose. A Likert scale are both widely used to measure attitudes, opinions, and perceptions are the semantic differential scale are both widely used to measure attitudes, opinions, and perceptions are the semantic differential scale are both widely used to measure attitudes, opinions, and perceptions are the semantic differential scale are both widely used to measure attitudes, opinions are the semantic differential scale are both widely used to measure attitudes.
or experience. It uses bipolar adjectives on each end of the scale, such as "Helpful - Unhelpful" or "Easy - Difficult." Respondents rate the subject on a continuum between those opposites, without necessarily agreeing or disagreeing with a specific statement. The main difference lies in their objective: Likert scales measure levels of agreement, while
semantic differential scales measure the perceived attributes of a subject. Is a Likert Scale Nominal or Ordinal? A Likert scale is an ordinal scale. This means that the response categories have a clear, meaningful order, but the distance between the points is not necessarily equal or measurable. For example, when a respondent chooses "Agree" or
"Strongly Agree," we know that "Strongly Agree" reflects a higher level of agreement than "Agree," but we cannot quantify exactly how much more. The ordinal nature of a Likert scale is crucial in data analysis because it limits the use of certain statistical techniques, such as calculating a mean, which assumes interval data. Some researchers,
however, treat Likert scale data as interval data for practical purposes, especially when using scales with five or more points and when the sample size is large. But technically, Likert scale data remain ordinal. Is a Likert Scale data remain ordinal. Is a Likert Scale data as interval data for practical purposes, especially when using scales with five or more points and when the sample size is large. But technically, Likert scale data remain ordinal. Is a Likert Scale data remain ordinal. Is a Likert Scale data as interval data for practical purposes, especially when using scales with five or more points and when the sample size is large. But technically, Likert scale data remain ordinal. Is a Likert Scale data remain ordinal scale da
distinct category that has a clear order, but the values do not have a true numerical meaning and cannot be treated as continuous data. For example, categories like "Strongly Disagree," "Disagree," "Neutral," "Agree" are labels representing ordered categories. These are not continuous values because there is no consistent,
measurable distance between them. In certain statistical analyses, researchers may treat Likert scale data as continuous if the scale has many points and the data approximate a normal distribution. However, from a strict measurement theory perspective, Likert data remain categorical and ordinal. Is a 5-Point or 7-Point Scale Better for Likert
Surveys? Whether a 5-point or 7-point Likert scale is better depends on the survey's goal, audience, and desired level of granularity. A 5-point Likert scale is the most commonly used. It provides a balance between simplicity and depth, offering clear options without overwhelming respondents. This format is ideal for general surveys where quick and
easy responses are needed. It reduces the risk of survey fatigue and cognitive overload. A 7-point Likert scale offers more granularity and allows respondents to express subtle differences in their opinions. It is particularly useful in academic research, employee engagement surveys, or advanced market studies where capturing nuanced sentiment is
crucial.Multiple studies suggest that there is no significant difference in reliability or validity between 5-point scales may slightly improve sensitivity and variance in the data. However, too many points can confuse respondents or lead to indecisive answers. ExamplesDesignAnalyzing DataCritical Evaluation The Liker
scale, named after psychologist Rensis Likert (1932), helps measure people's attitudes, opinions, or feelings can be turned into quantitative data. In its final form, the Likert scale is a five (or seven) point scale that is
used to allow an individual to express how much they agree or disagree with a particular statement. Definition: A Likert scale is a survey tool that measures how strongly people agree or disagree with a statement, typically using a 5- or 7-point scale. It's one of the most common methods for capturing attitudes and opinions in research. Structure:
Each item presents a statement followed by ordered response options, such as "strongly disagree" to "strongly disa
track patterns and differences across individuals or groups. Design: Effective Likert scales use clear, balanced statements and an equal number of positive and negative response options. Good design improves reliability and reduces bias. Analysis: Responses are often averaged or summed to create overall scores representing a participant's attitude.
 Researchers may use descriptive statistics or tests like t-tests and ANOVA to interpret the results. A Likert scale is a psychometric response scale primarily used in questionnaires to obtain participant's preferences or degree of agreement with a statement or set of statements. Respondents rank quality from high to low or best to worst using five or
seven levels. I believe that ecological questions are the most important issues facing human beings today. A Likert scale assumes that the strength/intensity of an attitude is linear, i.e., on a continuum from strongly agree to strongly disagree, and makes the assumption that attitudes can be measured. For example, each of the five (or seven) responses
would have a numerical value that would be used to measure the attitude under investigation. In addition to measuring statements of agreement, Likert scales can measure other variations such as frequency, quality, importance, and likelihood, etc. AgreementStrongly AgreeAgreeUndecidedDisagreeStrongly
DisagreeFrequencyAlwaysOftenSometimesRarelyNeverImportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimportantUnimporta
reliable and valid Likert items and response options is a cornerstone of designing effective self-report measures and psychological tests. The process requires meticulous attention to item wording, response structure, and rigorous psychometric testing to ensure that the instrument consistently and accurately measures the intended construct. Here is
an elaboration on the principles and practices for creating reliable and valid Likert scale instruments: Reliability are two fundamental properties that must be demonstrated for any psychological test, including those using Likert scales. Reliability refers to a measure's ability to produce consistent results under the same conditions. If a test
is reliable, it yields the same result each time it is administered to a specific person or group. To demonstrate reliability: Internal Consistency (Cronbach's α): This is the most common measure for multi-item Likert scales, reflecting the degree to which different items measuring the same thing correlate with one another. Target Value: A scale where
items average an internal consistency score of greater than 0.8 is considered very good. While a value between 0.7 and 0.8 is generally acceptable, lower values may be expected when dealing with diverse psychological constructs. Achieving a perfect score of 1.0 is problematic as it indicates redundant items that waste the respondent's time.
Refinement: To improve internal consistency, researchers check the Corrected Item-Total Correlation. If an item has a correlation of less than approximately 0.3, it should be considered for deletion, as it does not correlate well with the overall scale score. Researchers also check the Cronbach's Alpha if item deleted value; if removing an item
substantially increases the overall alpha, that item should be deleted to improve the scale's reliability. Test-Retest Reliability: This is tested by administering the measure to the same group of people at two different points in time to see if they yield similar scores. This is crucial for measures that presume to assess stable characteristics, such as
personality or intelligence. Validity refers to the degree to which a test actually measures what it is designed to measure that the questions asked (items) cover the full range and content of the construct intended to be
measured. To establish content validity, test developers should consult with experts in the field to determine the necessary concepts and themes to be targeted by the questionnaire. Construct Validity: This relates to whether the observed measurement truly captures the underlying, unobservable trait or concept (the construct). Factor Analysis is a
key statistical tool used to assess construct validity by determining if the items load onto the intended theoretical factors or sub-components of the scale. If items are removed during the refinement process, the factor structure still holds. Criterion/Concurrent Validity: This involves comparing the new
Likert scale scores with scores obtained from existing, proven measures that assess the same or a closely related construct. High correlation between the new test and the established test suggests good concurrent validity. Face Validity can be a
 drawback in certain contexts (e.g., job screening) because when it is very obvious what a test is measuring, test takers can easily bias their responses to appear more favorable (e.g., through impression management). The construction of the individual items and their corresponding response choices is crucial for maximizing both reliability and
validity. Iterative and Qualitative Development: Items should be based on prior research, theory, or qualitative measures. Clarity and Simplicity:
Questions should be direct and simple to answer. Complex ideas or behaviors should not be reduced merely to a number or percentage without conduct cognitive Interviews with a small sample of respondents (typically 5-25 people). The purpose is to explore the
cognitive processes respondents use when answering, helping the researcher clarify the intent of questions and identify problems with wording, readability, item sequence, or length. Difficult or confusing words should be identified and rephrased to increase clarify and reduce possible errors in responses. Scale Format: Likert scales typically present a
statement and ask respondents to indicate their level of agreement on a numbered scale. Common ranges include 1 to 5, 0 to 7, or 1 to 7. The numerical responses, though strictly ordinal, are typically treated as if they represent equal differences in the property being measured (interval-scale principles). Reverse-Phased Items (Reverse Coding): It is
critical to include reverse-phrased items (or negatively worded items). Purpose: Reverse-phrased items (or negative phrasing, participants are forced to actually read and consider the items, Scoring; Responses
to these items must be reversed-coded during analysis to ensure a high score consistently reflects a high level of the construct being measured. Avoiding Response Sets: Researchers must be vigilant against response sets (or test-taking attitudes) which can compromise the accuracy of the data. To disguise the true purpose of the scale and prevent
participants from altering their answers, "filler items" (which are not scored for the construct) can be added. Design should aim to mitigate tendencies toward over-reporting (e.g., symptom exaggeration), under-reporting (e.g., faking good), or carelessness in responding. Ordering Effects: Researchers must acknowledge that the order of questions
may influence the resulting data, particularly in attitude or risk perception surveys. This necessitates taking questionnaire design factors into consideration when interpreting findings. Likert scales are frequently part of larger instruments (questionnaires or inventories) used to measure complex constructs. Multi-Item Measurement: To measure
complex psychological constructs (like personality or job satisfaction), instruments often consist of many items (e.g., 45 items for authenticity, 75 items for authenticity, 75 items for systemizing quotient, or over 500 for complex psychopathology tests like the MMPI). Balance of Length and Comprehensiveness: Test developers must achieve a balance, striving to make the test
as short as possible but also as comprehensive as necessary to capture the phenomenon well. For example, a measure of irritability should use enough items (e.g., 10-20) that assess various aspects of irritability to fully cover the construct. Use of Multiple Measures: Because any single scale is imperfect (people can lie, or be influenced by moods or
situational factors), well-being scientists and researchers often use self-report scales alongside other assessment methods, such as reports from family or biological measures, to overcome shortcomings and contextualize the data. The response categories in the Likert scales have a rank order, but the intervals between values cannot be presumed
egual. Therefore, the mean (and standard deviation) are inappropriate for ordinal data (Jamieson, 2004). Summarize using a median or a mode (not a mean as it is ordinal scale data); the mode is probably the most suitable for easy interpretation. Display the distribution of observations in a bar chart (it can't be a histogram because the data is not
continuous). The self-report format of Likert scales, particularly when utilized within questionnaires and surveys, offers significant practical and analytical benefits: Ease and Cost-Effectiveness: Likert scales are generally straightforward and easy to administer, whether via paper, pencil, or electronic means. They are a simple and cost-effective
approach to personality assessment. They allow for the collection of data from large numbers of people in a relatively short amount of time, and they can be completed without a clinician present. Increased Generalizability and Representativeness: Since surveys enable researchers to gather data from larger samples, the findings are better able to
reflect the actual diversity of the population, enhancing generalizability. Objective test, Likert items are predetermined and offer a limited range of responses, making them amenable to objective test, Likert items are predetermined and offer a limited range of responses, making them amenable to objective test, Likert items are predetermined and offer a limited range of responses, making them amenable to objective test, Likert items are predetermined and offer a limited range of responses, making them amenable to objective test, Likert items are predetermined and offer a limited range of responses, making them amenable to objective test, Likert items are predetermined and offer a limited range of responses, making them amenable to objective test, Likert items are predetermined and offer a limited range of responses, making them amenable to objective test, Likert items are predetermined and offer a limited range of responses, making them amenable to objective test, Likert items are predetermined and offer a limited range of responses, making them amenable to objective test, Likert items are predetermined and offer a limited range of responses, making them amenable to objective test, Likert items are predetermined and offer a limited range of responses, making them amenable to objective test, Likert items are predetermined and offer a limited range of responses and the response of the predetermined and offer a limited range of response of the resp
Utility: Because the collected data are numerical (quantitative data), they allow for easier comparison and statistical analysis. Researchers frequently calculate descriptive statistics such as the mean and standard deviation. Composite scores derived from multiple items are often treated as quantitative, continuous data, allowing the use of
sophisticated statistical tests (like those in regression analysis). Access to Internal Information: Self-report measures provide respondents with direct access to their own thoughts, feelings, and motives, information that may not be available to others. Promoting Truthfulness (in some contexts): Participants may be more likely to reveal truthful
answers in a questionnaire format compared to a face-to-face interview, as the setting is less invasive. The structured and quantitative nature of Likert scale data are fundamentally ordinal. Ordinal data tell us the order in
which things happened (e.g., "agree" is higher than "disagree"), but they tell us nothing about the exact differences between values. For the data to be treated as interval on the scale represent equal differences in the property being measured. For
subjective concepts like beauty or helpfulness, ratings depend on subjective feelings, meaning this assumption is often suspect, even though the data are often treated as interval. Loss of Rich Detail (Reductionism): Since Likert scales produce numerical data, they inherently miss out on valuable information. If an answer is simply a number or
selection on a rating scale, researchers do not know the underlying reasoning or why the participant chose that answer. This can be seen as reductionist, as complex ideas and behaviors are reduced merely to a number or percentage. Inflexibility and Lack of Context: Self-report measures offer no opportunities to qualify answers or expand upon and
explain what each response means. Furthermore, measuring complex phenomena, such as meaning in life, can be difficult to capture through simplistic quantification. Interpretation Complexity (Composite Scores): Even when many items are summed to create a composite score (e.g., a multi-item measure of irritability), interpretation can be difficult
because scales may overlap. Difficulty for Certain Populations: Using Likert-type scales (e.g., 1 to 10 ratings) implies that the respondent can translate their self-perception, intention, or sensation into meaningful numbers. This can be particularly challenging for populations with lower abstract thinking abilities, such as young children. The self-report
nature of Likert scales means that data can be influenced by a person's conscious or unconscious intentions, moods, or surrounding context, potentially compromising the validity (accuracy) of the findings. These biases influence how a person chooses to present themselves or responds to sensitive questions: Social Desirability and Faking:
Respondents may lie, misremember, or answer questions in a way that makes them look good. This is especially concerning in "high-stakes testing" (e.g., job applications or custody evaluations), where test takers are motivated to present themselves in an overly favorable way. This is known as under-reporting of psychopathology or faking good. Self-
Enhancement Bias: People are motivated to ignore or downplay less desirable characteristics and focus instead on positive attributes. Response Sets/Test-Taking Attitudes: These are systematic patterns of responding that can influence the accuracy of the assessment data: Acquiescence: The tendency to agree with nearly every item, regardless of
content. Over-reporting/Faking Bad: The patient attempts to present themselves in an overly negative or unfavorable light, potentially due to seeking attention or responding randomly. Face Validity Risk: If a test has high face validity (meaning it is obvious what the
test is measuring), test takers can easily bias their responses to align with what they think the researcher or interviewer expects. For example, job applicants for a sales manager position might exaggerate their social skills if the test obviously measures gregariousness. Bias Blind Spot: Respondents often believe they themselves are less susceptible to
biases than the "average American". These biases stem from the structure of the questionnaire or the context in which it is given: Reference Group Effect: A person's self-ratings are often based on how they compare themselves to their immediate sociocultural reference group. This relativistic comparison can distort the rating when compared to an
absolute standard of the trait being measured. Wording and Ordering Effects (Undue Influence): The sequence and phrasing of questions can significantly influence the resulting data, potentially creating a "measurement artefact". Researchers must be aware that collecting data or asking questions in a way that influences the response constitutes
undue influence. Studies have shown that manipulating the ordering of comparison questions significantly alters reported levels of unrealistic optimism (UO). Impact of Mood and Situational Factors: Self-report scales can be influenced by current moods or momentary situational factors. Subjective experiences, such as distress, are likely to bias
answers regarding stressors or resources available. Outlier Sensitivity: Although the mean is often the preferred measure of central tendency for statistical analysis, it is very sensitive to the effects of outliers. Cultural Applicability: While Likert scales and related objective tests are used globally, there is a risk of bias when applying instruments
developed in one culture to members of widely divergent ethnic/cultural groups. Cultural differences, such as whether family or friends are the primary source of wellbeing, can affect how items load onto factors, influencing statistical conclusions. Bowling, A. (1997). Research Methods in Health. Buckingham: Open University Press. Burns, N., &
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component models of socially desirable responding. Journal of personality and social psychology, 46(3), 598. Olivia Guy-Evans, MSc BSc (Hons) Psychology, MSc Psychology, Where she contributes accessible content on
psychological topics. She is also an autistic PhD student at the University of Birmingham, researching autistic camouflaging in higher education. Saul McLeod, PhD, University of Manchester Saul McLeod, PhD, is a qualified psychology teacher with over 18 years of experience
in further and higher education. He has been published in peer-reviewed journals, including the Journal of Clinical Psychology. A Likert scale is a close-ended, forced-choice scale used in a guestionnaire that provides a series of answers that go from one extreme to another. For example, a scale might have five choices that start at one end with
"strongly agree" and end at the other with "strongly disagree," with less extreme choices in the middle three points. Likert scales are widely used in psychology and other social science research. A Likert scales are widely used in psychology and other social science research.
choice scale. Widely used in psychological and other social science research today, Likert scales enable research today, Likert items often offer response categories on a 1-to-5 scale, but a range of options is possible,
including 1-to-7 and 0-to-4 scales or even-numbered scales that typically range from 1-to-6. The Likert Scale was developed by American psychologist Rensis Likert in 1932. Likert wanted to find a way to systematically measure individual attitudes. His solution was the scale that now bears his name. Likert scales offer a continuum or series of
typically five to seven fixed-choice options. This enables people to self-report the extent to which they agree or disagree with a given proposition. As a result, Likert scales are often used to collect data in psychological research. You know you're
completing a Likert scale if you're asked to give an opinion in response to a statement, the item will be a question. The most important thing to note, however, is that the options from which you can choose your response offer a
range of opinions that don't overlap. Likert scales create a linear set of responses that increase or decrease in intensity or strength. These response to a statement, while another feels the same way but selects "strongly agree" instead.
Regardless, respondents and the researcher will use more. While it's most common to see Likert scales that include 5 to 7 response options, sometimes a researcher will use more. Nonetheless, it's been observed that when people are presented with a
greater number of response options they don't tend to choose the responses at either end of the scale. Perhaps in a large scale the end-point options look too extreme. A scale with an odd number of response categories has a midpoint that will be considered neutral. If a researcher wants to force a respondent to choose whether they lean one way or
another on a question, they can eliminate the neutral option by using a scale with an even number of options. Here are some examples of Likert items from real psychological questionnaires. I see myself as someone who is full of energy, likes to always be active. 0. Totally disagree 1. Disagree a little 2. Neutral opinion 3. Agree a little
4. Totally Agree I am always looking to find my life's purpose 1. Absolutely untrue 2. Mostly untrue 3. Somewhat true 6. Mostly true 7. Absolutely true 0 you feel you have control of your life? 1. Not at all 2. A little 3. Moderately 4. Very Much 5. Extremely Likert scales can be used
to ask for a wide range of attitudes besides agreement. In addition to the examples above, Likert items can ask about how frequently and "Never"), how important an individual believes something (endpoints for an importance item would be "Very frequently" and "Never"), how important an individual believes something is to them (endpoints for an importance item would be "Very frequently" and "Never").
Important" and "Not very important"), and how much one likes something (endpoints for a liking item would be "A lot" and "Not at all"). By including several categories to choose from in the response to each item, Likert scales enable a researcher to collect data that provides nuance and insight into participants' opinions. Also, this data is quantitative
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so it's fairly easy to analyze statistically. On the other hand, Likert scales may be impacted by respondents' need to appear socially unacceptable, they may choose a response to an item that will make their opinion seem more appropriate to the rest of the world. For example, an individual is unlikely to agree with items that would cause them to seem prejudiced when completing a questionnaire about attitudes towards minorities, A possible remedy for this issue could be to allow respondents to fill out questionnaire about attitudes towards minorities, A possible remedy for this issue could be to allow respondents to fill out questionnaire about attitudes towards minorities.

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Journal of Counseling Psychology, vol. 53, no. 1, 2006, pp. 80-93. doi: 10.1037/0022-0167.53.1.80 What is a Likert scale? Likert scale are reliable for measuring opinions, perceptions, and behaviors. Learn how to use it and analyze results. Get started Read our survey guideLikert scales are a structured way for researchers to gather diverse opinions and attitudes. They allow respondents to express agreement, disagreement, or neutrality concerning statements or questions. Named after Rensis Likert, these scales are widely used in disciplines such as psychology, sociology, and market research to quantify qualitative data effectively. Let's explore what makes up a Likert question, including examples, when you should use Likert scales, and how you can use them in your surveys. To understand the Likert rating scale, you first need to understand what a survey scale is. A survey scale represents a set of answer options—either numeric or verbal—that cover a range of opinions on a topic. It's always part of a closed-ended question that presents respondents with pre-populated answer choices). A Likert scale is a rating scale used to measure survey participants' opinions, attitudes, motivations, and more. It uses a range of answer option. However, 4- to 7-point scales are the most popular. So, what is a Likert scale survey question? Instead of asking a yes/no question like, "Do you like our product?", respondents rate their attitudes on a scale ranging from "don't like at all" to "like it a lot." Using Likert scales, researchers and practitioners can effectively quantify and capture the complexity of individual opinions, psychology, and attitudes. For instance, someone who "likes the product but is not crazy about it" would probably give a Likert rating of "somewhat like it." Likert scales (named after their creator, American social scientist Rensis Likert) are quite popular because they are one of the most reliable ways to measure opinions, perceptions, and behaviors. Likert scales are easy to design and can be used for various topics and quantitative surveys. Compared to binary questions, which give you only two answer options, Likert-type questions will get you more granular feedback about whether your product was just "good enough" or (hopefully) "excellent." This method will let you uncover degrees of opinion that could make a real difference in understanding the feedback you're getting It can also pinpoint areas where you might want to improve your customer or employee experience. Using the same Likert scales in longitudinal or recurring surveys can also track seasonal changes in customer attitudes. For example, you can see the quarterly and yearly changes in customer loyalty. This will help you understand your current and past brand health and, most importantly, predict how it may trend. Likert scale questions assess likelihood, satisfaction, and importantly, predict how it may trend. Likert scale questions assess likelihood, satisfaction, and importantly, predict how it may trend. Likert scale questions assess likelihood, satisfaction, and importantly, predict how it may trend. Likert scale questions assess likelihood, satisfaction, and importantly, predict how it may trend. Likert scale questions assess likelihood, satisfaction, and importantly, predict how it may trend. Likert scale questions assess likelihood, satisfaction, and importantly, predict how it may trend. Likert scale questions assess likelihood, satisfaction, and importantly, predict how it may trend. Likert scale questions assess likelihood, satisfaction, and importantly, predict how it may trend. Likert scale questions assess likelihood, satisfaction, and importantly, predict how it may trend. Likert scale questions assess likelihood, satisfaction, and importantly, predict how it may trend. Likert scale questions assess likelihood, satisfaction, and importantly, predict how it may trend. 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These questions are good if you're trying to determine how likely someone is to do something instead of just how much they like the idea of something. Satisfaction: How satisfied are your customers with something your company offers or does? Asking satisfaction questions is a great way to figure that out. Importance: To gauge how strongly people feel about a certain service, product, or experience, you can ask a Likert scale question that measures how important something is to a customer. Likert scales are very flexible interval scales and you can adjust the scale points easily to fit your survey design. Some of the common are 4-point, 5-point, 7-point, and 10-point scales. This is typically used to make sure that respondents provide an attitude. An example of a 4-point Likert scale could look like this: How satisfied or dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the speed of product delivery? Very dissatisfied are you with the you with the you will not looks like this: How easy or difficult is it to sign up for our mobile app?Very difficult Neither difficult Neither difficult nor easy Somewhat easy Very easyThe 6-point Likert scale is similar to a 4-point one but offers more options to respondents. The following example demonstrates what a 6-point Likert scale may look like: How important or unimportant is using social media to you? Very unimportant Unimportant Important Impor the company helps its employees grow their careers? Strongly disagree Somewhat disagree Somewhat agree Somewhat important or unimportant is it for you to talk about your career growth regularly with your manager?1 = Very unimportant678910 = Extremely important to measure customer satisfaction and brand loyalty. It uses an 11-point Likert scale from 0 to 10. The NPS survey question differs from other scales as it uses a numerical scale rather than verbal descriptors. Frequency of a behavior, such as using or purchasing your product, engaging in team-building activities etc. Here's an example of a frequency Likert scale: In general, how often do you shop in our store? Always Often Sometimes Rarely NeverYes, a Likert scale is ordinal. The intervals between the values your respondents can choose are not truly equal, and so can't be considered a set of quantitative intervals. Likert scales capture attitudes or opinions more precisely than binary questions. For example, customers who "like the product?" making it nearly impossible to understand the degree of preference for the product. Likert scale questions, by comparison, improve survey. data quality by allowing more accurate and nuanced answers from survey takers. It's important to keep each series of questions in your survey focused on the same topic. In the end, this will help you get more accurate results from a few questions. For example, you could ask this initial question: How satisfied or dissatisfied are you with the quality of the dinner you were served tonight? How satisfied or dissatisfied are you with the quality of the main course tonight? How satisfied or dissatisfied are you with the quality of the main course tonight? How satisfied or dissatisfied are you with the quality of the main course tonight? How satisfied or dissatisfied are you with the quality of the main course tonight? How satisfied or dissatisfied are you with the quality of the main course tonight? How satisfied or dissatisfied are you with the quality of the main course tonight? How satisfied or dissatisfied are you with the quality of the main course tonight? How satisfied or dissatisfied are you with the quality of the main course tonight? How satisfied or dissatisfied are you with the quality of the main course tonight? How satisfied or dissatisfied or dissatisfied are you with the quality of the main course tonight? How satisfied or dissatisfied or dissatisfied are you with the quality of the main course tonight? How satisfied or dissatisfied or dissatisfied are you with the quality of the main course tonight? How satisfied or dissatisfied or dissatis you with the quality of the dessert tonight? Grouping questions about one topic together and adding up their responses to get a score-a "Quality-of-Food" score, in this case—will give you a more reliable measurement of attitudes toward the particular product, service, or event you're researching. Likert scales are easier for survey-takers to understand and respond to than open-ended, ranking, or "select all" questions. They will have a positive survey experience and be willing to provide their feedback again in your future surveys. Likert scales will provide you insights into how your customers, employees, or target market think about your product, company, or service, but they do not tell you why they think so. For example, you may find out that your customers are not satisfied with your mobile app with Likert scales, but the scales don't suggest how to change your mobile app to improve customer satisfaction. Carefully planning the survey design will help address the "why." For example, after you ask participants to rate their satisfaction on Likert scales, follow up with a multiple-choice or an open-ended question to inquire about the reasons they provide those ratings. Combining Likert scales with follow-up questions will give you a full picture of customer insights. The interpretation of Likert scale points can vary between respondents. Individuals also think of the extremity of their opinions and attitudes differently. One person's "strongly agree" might be another's "somewhat agree." To mitigate the potential subjectivity issue researchers or practitioners must make sure they choose Likert scales with the right number of scale points. More scale points also increases potential ambiguity between answer options. In some survey topics, survey takers might intentionally choose the neutral point in Likert scales to avoid being perceived as having extremist views. For example, suppose a customer is rating different aspects of your product, service, or business on a Likert scale of 1 to 10. In that case, most of the answers will fall in the center (4-7), with only a few being rated highly (8-10) or lower (1-3). Making sure that respondents know the survey is anonymous can help. Knowing when to introduce a neutral or midpoint option is also crucial, and it depends on the specific question being asked. For instance, this structure recognizes the possibility that individuals may genuinely feel neutral about the experience: Would you say that the experience had a positive or negative impact? Very positiveSomewhat positiveNeither positiveNeither positive nor negativeVery negative on a 0 to 10 Likert scale. Detractors (0-6): Unhappy customers who can hurt your brand through negative word-of-mouth Passives (7-8): Satisfied but indifferent customers who will keep buying and referring others Related reading: Everything you need to know about the NPS® survey questionCustomer Satisfaction Score measures customer satisfaction with your products, services, or business. Typically, CSAT surveys ask customers about their satisfaction ":How satisfied or dissatisfied are you with the speed of checking out on our website? Very dissatisfied Somewhat dissatisfied Somewhat dissatisfied Neither satisfied Neither s this company to a friend or colleague?"Similarly, employees' answers can be classified as follows: Detractors (0-6): Unhappy employees who are unlikely to recommend the company and can result in turnover and negative word-of-mouthPassives (7-8): Satisfied but indifferent employees who are not enthusiastic about the workplacePromoters (9-10): Loyal employees who are your company's best advocates Related reading: What is employee Net Promoter Score®? An employee sare to the mission and goals of your company. Insights from the survey measures how committed employees are to the mission and goals of your company. Insights from the survey measures how committed employees are to the mission and goals of your company. about life at your company by using Likert scale surveys. This could fall into various issues, such as employee training, career development, new policies, etc. How satisfied or dissatisfied nor dissatisfied no satisfied After an event, you can use Likert scales to gather feedback from your attendees to evaluate the success of the event. For example: How helpful or unhelpful was the event in connecting you with people with similar interests? Very unhelpfulSomewhat unhelpfulSomewhat helpfulVery helpfulNeither helpful nor unhelpfulSomewhat helpfulNeither helpful nor unhelpfulSomewhat unhelpfulSomewhat to event surveys and enjoyable your prospects and customers find your website is a great reason to create a survey You want to be sure that you're presenting your company and products in the best way possible and providing a great user experience. A Likert scale survey question to gather website feedback from your site visitors could look like this. How likely or unlikely are you to return to our website to find information? Very unlikely Somewhat unlikely Neither likely nor unlikely Somewhat likely Very likely Knowing more about your customers and their habits is always helpful. It is vital for your marketing and product teams so they can tailor ads and new items to exactly what your customers want. Asking them Likert survey questions can help you get a deeper understanding of their opinions and preferences. A survey question to gather opinions from your customers might look like this: How important to you is attractive packaging? Extremely important Extremely important Take the legwork out of Likert scale questions Answer Genius helps you quickly build surveys with more confidence—just choose an answer type to automatically add a set of prewritten answer choices to your question. Like we mentioned above, Likert scales are flexible. You don't have to use a fixed survey design. Instead, you can determine how many scale points to use in your survey. There are many factors to consider when making a decision. Likert scales with fewer scale points are easier for respondents to read and process but will not provide as many details and nuances. Likert scales with more scale points give you more detailed data, but you will sacrifice some response time. They can make your respondents feel fatigued fast. They worsen the subjective interpretation of scale points too. You will also need to decide whether to use an odd-numbered or even-numbered one. Ultimately you will need to consider your research priorities and weigh the factors accordingly. To maximize their effectiveness, Likert-type questions need precise phrasing. For instance, when asking about satisfaction with restaurant service, it's crucial to specify which aspect of service is being referred to - valets, waiters, or hosts. You also need to be clear about the aspects of service you want to evaluate, such as the speed, courtesy, or quality of food and drinks. Being more specific in Likert scales will get you more valuable responses. When crafting Likert scales, make sure respondents understand your intent clearly. Use descriptive words in response options to avoid confusion about relative rankings. Start with extreme terms like "extremely" and "not at all" Place the midpoint for moderation or neutrality Use clear terms like "very" or "slightly" for remaining options This approach helps respondents navigate the scale effectively. Bipolar constructs are those where attitudes can fall on one side or the other of a midpoint that itself is true ambivalence or neutrality. Unipolar constructs are those that lend themselves strictly to an amount of the attitude or none of it. For instance, let's say I asked you to rate how helpful this article is. It may fall between being the most helpful article you've ever read and not helpful at all. From there, we can safely assume there is something in between-like "sort of" helpful. This is an example of a unipolar construct. Statements pose a risk: most people tend to agree rather than disagree. This is because survey respondents tend to select positive response options more frequently (known as agreement or acquiescence response bias). Therefore, asking a question is more effective than making a statement. Once you've created your Likert scale survey, most of your hard work is done! However, you still need to analyze the data you receive from the survey responses to measure your performance in your survey target area. Since Likert scales are ordinal scales, Likert scale analysis is best summarized using a median or a mode. Means/averages are not always useful. When analyzing Likert scale data, you want to look at the distribution of responses across scale points or categories. You can summarize the percentages of each response category and then visualize the results using bar graphs. Depending on the goal of your project, you can also merge Likert scale points into simpler categories. For example, suppose you gathered customer satisfied" to "highly satisfied" to "highly satisfied" to "highly satisfied" answer. This will tell your team the total number or percentage of people with a positive sentiment. The treatment of NPS data is also an example of categorizing scale points. Remember, while analyzing your Likert survey data, despite it being a very accurate way of gathering data, it's still susceptible to social desirability bias. That means people are likely to give answers they think are socially acceptable instead of being honest, especially with difficult questions. They may choose to answer as undecided or neutral options instead of their real preferences. By now, you must be an expert in using Likert scales. Here are six tips to help you become even more proficient. Keep it consistent. Once you decide on the Likert scale design, such as scale length, bipolar vs. unipolar, and whether to use neutral options, keep it consistent throughout the survey. Consistency across a survey is a best practice. Keep it specific. Instead of "agree/disagree," use context-specific response options (such as satisfied/dissatisfied) that match the question's wording. Keep it labeled. Avoid using numbers. Numbers can cause respondents to infer additional information about the scale that the survey maker may not have intended. Keep it continuous. Response options in a scale should be equally spaced from each other. This can be tricky when using word labels instead of numbers, so make sure you know what your words mean. Keep it inclusive. Scales should span the entire range of possible responses. If a question asks how quick, "respondents who think the waiter was and the answer to choose. Keep it logical. Add skip logic to save your survey takers time. For example, let's say you want to ask how much your patron enjoyed your restaurant, but you only want more details if they were unhappy. Use question logic so that only those who are unhappy skip to a question logic so that only those who are unhappy skip to a question asking for improvement suggestions. Customizing a Likert rating scale in your next survey will give you the best possible insights. Learn more about SurveyMonkey plans or create a free account. Create and send a survey for free in minutes Use SurveyMonkey's survey templates and get the feedback you need. Try SurveyMonkey for free in minutes Use SurveyMonkey's survey templates and get the feedback you need. Try SurveyMonkey for free in minutes Use SurveyMonkey's survey templates and get the feedback you need. Try SurveyMonkey for free in minutes Use Survey Monkey Mo

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