So what scales should you use for your study? There are dozens of options to pick from. In this chapter, we look at six general scale categories: agreement, evaluation, preference, intention, satisfaction, and graphic.

**A GENERAL NOTE ON SCALE FORMAT**

Many different scale formats (ways of presenting answers) have been tested and validated in the psychometric and marketing literature. Some of the most commonly used scales are known as the Likert scale (a 5 or 7 point balanced descriptive scale, named after Michigan Psychometrician Rensis Likert); the Semantic Differential Scale (a 7 point bi-polar scale developed by Illinois Psychologist Charles Osgood), and the Stapel Scale (a uni-polar -5 to +5 scale with no neutral zero point, developed by Jan Stapel of the Netherlands Institute of Public Opinion).

**LIKERT SCALE**

![Likert Scale Example](image)

**OTHER OPTIONS**

**3 POINT SCALE**

Dislike, Neither Like nor Dislike, Like

**7 POINT SCALE**

Dislike Extremely, Dislike Very Much, Dislike Somewhat, Neither Like nor Dislike, Like Somewhat, Like, Like Extremely

**SEMANTIC DIFFERENTIAL SCALE**

![Semantic Differential Scale Example](image)
OTHER OPTIONS

3 POINT SCALE

Boring, Neither Boring nor Exciting, Exciting

7 POINT SCALE

Extremely Boring, Boring, Slightly Boring, Neither Boring nor Exciting, Slightly Exciting, Exciting, Extremely Exciting

STAPEL SCALE

Stapel Scale is like a semantic differential scale, but with no middle point. The Stapel scale is often set up as a vertical scale with a single legend in the middle.

When thinking about Brand X hamburgers, how would you describe the level of food quality?

-5 -4 -3 -2 -1 +1 +2 +3 +4 +5

OTHER OPTIONS

3 POINT SCALE

Low Quality, Average Quality, High Quality

7 POINT SCALE

Extremely Low Quality, Low Quality, Somewhat Low Quality, Average Quality, Somewhat High Quality, High Quality, Extremely High Quality

The following sections show many standard answer formats.

Don’t like ours? You can quickly and easily create your own. We don’t have a monopoly on survey scales, but we do like to think we know a little bit about measurement and scaling, and we want to share part of the Qualtrics scale library with you.
SATISFACTION SCALES

OTHER OPTIONS

3 POINT SCALE
Poor, Good, Excellent

7 POINT SCALE
Extremely Poor, Poor, Fair, Neutral, Good, Very Good, Excellent

AGREEMENT SCALES

DISAGREE – AGREE

OTHER OPTIONS

3 POINT SCALE
Disagree, Neither Agree Nor Disagree, Agree

7 POINT SCALE
Strongly Disagree, Disagree, Somewhat Disagree, Neither Agree Nor Disagree, Somewhat Agree, Agree, Strongly Agree
DESCRIPTIVENESS

Descriptiveness of a concept can be measured using a single item Matrix Question with scale end-point labels and numbers.

Thinking about the [BRAND], how descriptive are each of the following items?

<table>
<thead>
<tr>
<th></th>
<th>Not at all Descriptive</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Extremely Descriptive</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exciting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

OTHER OPTIONS

3 POINT SCALE

Not at all Descriptive, Neutral, Extremely Descriptive

5 POINT SCALE

Very Undescriptive, Somewhat Undescriptive, Neither Undescriptive Nor Descriptive, Somewhat Descriptive, Very Descriptive

DESCRIBE MY FEELINGS

A single item Matrix Question can be set up with a Likert scale (each scale point labeled)

Thinking about the [BRAND], how descriptive are each of the following items?

<table>
<thead>
<tr>
<th></th>
<th>Clearly Does Not Describe my Feelings</th>
<th>Mostly Does Not Describe my Feelings</th>
<th>Somewhat Describes my Feelings</th>
<th>Mostly Describes my Feelings</th>
<th>Clearly Describes my Feelings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Exciting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

OTHER OPTIONS

3 POINT SCALE

Does Not Describe My Feelings, Somewhat Describes My Feelings, Describes My Feelings

7 POINT SCALE

### JUST LIKE ME

"Just Like Me - Not at All Like Me" scales are often used for Psychographic measures.

<table>
<thead>
<tr>
<th></th>
<th>Not at All Like Me</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Just Like Me</th>
</tr>
</thead>
<tbody>
<tr>
<td>I enjoy the excitement of shopping at my local retail stores</td>
<td>O</td>
<td></td>
<td></td>
<td></td>
<td>O</td>
</tr>
<tr>
<td>I rarely shop online</td>
<td>O</td>
<td></td>
<td></td>
<td></td>
<td>O</td>
</tr>
</tbody>
</table>

### OTHER OPTIONS

**3 POINT SCALE**

- Not Like Me, Somewhat Like Me, Just Like Me

**7 POINT SCALE**

- Not at All Like Me, Not a Lot Like Me, Somewhat Not Like Me, Neutral, Somewhat Like Me, A Lot Like Me, Just Like Me

### TRUE – FALSE

Dichotomous True - False questions can be stretched to show degree.

**True or False: Dark chocolate is very good for your health**

<table>
<thead>
<tr>
<th>Definitely False</th>
<th>Probably False</th>
<th>Neither True Nor False</th>
<th>Probably True</th>
<th>Definitely True</th>
</tr>
</thead>
<tbody>
<tr>
<td>O</td>
<td>O</td>
<td></td>
<td>O</td>
<td>O</td>
</tr>
</tbody>
</table>

### OTHER OPTIONS

**3 POINT SCALE**

- False, Neither True Nor False, True

**7 POINT SCALE**

- Definitely False, Most Likely False, Probably False, Neither True Nor False, Probably True, Most Likely True, Definitely True
NO – YES

Yes - No questions can be stretched to show degree.

The rules of society are much different today than they were years ago. Have you ever done something that might be considered to be a felony in today’s world?

- Definitely Not
- Probably Not
- Unsure
- Probably Yes
- Definitely Yes

OTHER OPTIONS

3 POINT SCALE

No, Unsure, Yes
EVALUATION SCALES

NOT IMPORTANT – IMPORTANT

12. How important are the following items in your selection of a fast food restaurant?

<table>
<thead>
<tr>
<th>Item</th>
<th>Not at all Important</th>
<th>Very Unimportant</th>
<th>Neither Important nor Unimportant</th>
<th>Very Important</th>
<th>Extremely Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has a value meal menu</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleanliness of the restaurant</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

OTHER OPTIONS

3 POINT SCALE

Not Important, Neither Important nor Unimportant, Important

7 POINT SCALE

Not at all Important, Very Unimportant, Somewhat Unimportant, Neither Important nor Unimportant, Somewhat Important, Important, Extremely Important

RELATIVE IMPORTANCE (CONSTANT SUM)

Constant sum scales are used to show relative standing. In this case 100 points are allocated to show relative importance. This type of question produces ratio data (Origin value of 0 and equal interval measurement), and is often used in conjoint analysis.

Below are your most preferred levels for the three attributes you used to select a riding lawnmower. Please allocate 100 points between the three attributes to show how you judge the importance of each. The total must sum to 100.

- Speed: 10 mph
- Engine: Kohler
- Mower Deck Size 54"
CONFIDENCE IN A DECISION

Atitudes are believed by some to have direction (favorable or unfavorable), degree (how favorable or how unfavorable), and intensity (how confident or strongly they feel about the evaluation). The following is an intensity question:

How confident are you right now that your product choice is correct?

<table>
<thead>
<tr>
<th>Very Unconfident</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>Very Confident</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

OTHER OPTIONS

3 POINT SCALE

Not At All Confident, Somewhat Confident, Very Confident

5 POINT SCALE

Not At All Confident, Only Slightly Confident, Somewhat Confident, Moderately Confident, Very Confident

DISLIKE – LIKE

The following evaluation question measures both direction (favorable or unfavorable) and degree (how favorable or how unfavorable).

How much do you like Canyon View Farms dairy products?

<table>
<thead>
<tr>
<th>Dislike Extremely</th>
<th>Dislike Very Much</th>
<th>Neither Like nor Dislike</th>
<th>Like Very Much</th>
<th>Like Extremely</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

OTHER OPTIONS

3 POINT SCALE

Dislike, Neither Like nor Dislike, Like

7 POINT SCALE

Dislike Extremely, Dislike Very Much, Dislike Somewhat, Neither Like nor Dislike, Like Somewhat, Like, Like Extremely
POOR – EXCELLENT

How would you rate the quality of care you received at Mt. Sinai Hospital?

- Very Poor
- Poor
- Fair
- Good
- Very Good

OTHER OPTIONS

3 POINT SCALE

Poor, Good, Excellent

7 POINT SCALE

Extremely Poor, Poor, Fair, Neutral, Good, Very Good, Excellent

MEETS YOUR EXPECTATIONS

Please tell us about the cleanliness of the waiting area

- Far Short of Your Expectations
- Short of Your Expectations
- Met Your Expectations
- Exceeded Your Expectations
- Far Exceeded Your Expectations

OTHER OPTIONS

3 POINT SCALE

Fell Short of Your Expectations, Met Your Expectations, Far Exceeded Your Expectations

7 POINT SCALE

Far Short of Your Expectations, Short of Your Expectations, Somewhat Short of Your Expectations, Neither Fell Short nor Met Your Expectations, Somewhat Met Your Expectations, Met Your Expectations, Far Exceeded Your Expectations

BETTER – WORSE

How well does the TASTE of "5 Guys" french fries compare with those of the competition?

- Much Worse
- Worse
- About the Same
- Better
- Much Better
OTHER OPTIONS

3 POINT SCALE
Worse, About the Same, Better

7 POINT SCALE
Much Worse, Worse, Somewhat Worse, About the Same, Somewhat Better, Better, Much Better

LIKE MY IDEAL

OTHER OPTIONS

3 POINT SCALE
Not Like My Ideal, Neutral, Like my Ideal

7 POINT SCALE
Not at all Like My Ideal, Not Like My Ideal, Somewhat Not Like My Ideal, Neutral, Somewhat Like My Ideal, Like My Ideal, Just Like My Ideal

INAPPROPRIATE – APPROPRIATE

OTHER OPTIONS

3 POINT SCALE
Inappropriate, Neutral, Appropriate

7 POINT SCALE
Very Inappropriate, Inappropriate, Somewhat Inappropriate, Neutral, Somewhat Appropriate, Appropriate, Very Appropriate
**BELOW AVERAGE - ABOVE AVERAGE**

Based on your recent experience, how would you rate the performance of the returns department at Mountainland Supply?

3 POINT SCALE

- Far Below Average
- Below Average
- Average
- Above Average
- Far Above Average

**OTHER OPTIONS**

3 POINT SCALE

- Far Below Average, Below Average, Above Average

7 POINT SCALE

- Far Below Average, Below Average, Slightly Below Average, Average, Slightly Above Average, Above Average, Far Above Average

**DIFFICULT – EASY**

Would you consider the returns process to be...

3 POINT SCALE

- Very Difficult
- Difficult
- Normal
- Easy
- Very Easy

**OTHER OPTIONS**

3 POINT SCALE

- Difficult, Normal, Easy

7 POINT SCALE

- Very Difficult, Difficult, Somewhat Difficult, Normal, Somewhat Easy, Easy, Very Easy

**MUCH WORSE – MUCH BETTER**

How well does the TASTE of "5 Guys" french fries compare with those of the competition?

- Much Worse
- Worse
- About the Same
- Better
- Much Better
OTHER OPTIONS

3 POINT SCALE

Worse, About the Same, Better

7 POINT SCALE

Much Worse, Worse, Slightly Worse, About the Same, Slightly Better, Better, Much Better

INEFFECTIVE – EFFECTIVE

OTHER OPTIONS

3 POINT SCALE

Ineffective, Neither Effective nor Ineffective, Effective

7 POINT SCALE

Very Ineffective, Ineffective, Somewhat Ineffective, Neither Effective nor Ineffective, Somewhat Effective, Effective, Very Effective

BAD – GOOD

OTHER OPTIONS

3 POINT SCALE

Bad, Neither Good nor Bad, Good

7 POINT SCALE

Very Bad, Bad, Somewhat Bad, Neither Good nor Bad, Somewhat Good, Good, Very Good
SLOW - FAST

**Would you rate the speed of access to the knowledge base?**

- Very Slow
- Slow
- OK
- Fast
- Very Fast

**OTHER OPTIONS**

**3 POINT SCALE**

- Slow, OK, Fast

**7 POINT SCALE**

- Very Slow, Slow, Somewhat Slow, OK, Somewhat Fast, Fast, Very Fast

USELESS - USEFUL

**How useful was our online knowledge base in solving your problem?**

- Very Useless
- Useful
- Neutral
- Useful
- Very Useful

**OTHER OPTIONS**

**3 POINT SCALE**

- Useless, Neutral, Useful

**7 POINT SCALE**

- Totally Useless, Useless, Somewhat Useless, Neutral, Somewhat Useful, Useful, Extremely Useful
PREFERENCE SCALES

Preference scales are frequently used in brand positioning, market share, and conjoint analysis studies. You can measure preference as an overall construct, for brands, or for attributes. Questions can be worded to evaluate degree of preference for single objects or for multiple objects.

NO PREFERENCE – STRONGLY PREFER

In thinking about your purchases of Ice Cream Brands, how strongly do you prefer any single brand?

No Preference, Slightly Prefer, Prefer, Strongly Prefer, Very Strongly Prefer

OTHER OPTIONS

3 POINT SCALE
No Preference, Prefer, Very Strongly Prefer

PREFER A – PREFER B

Considering brands "Alpha" and "Beta", which do you prefer?

Strongly Prefer Alpha, Slightly Prefer Alpha, No Preference, Slightly Prefer Beta, Moderately Prefer Beta, Strongly Prefer Beta

OTHER OPTIONS

3 POINT SCALE
Prefer Alpha, No Preference, Prefer Beta

7 POINT SCALE
Strongly Prefer Alpha, Moderately Prefer Alpha, Slightly Prefer Alpha, No Preference, Slightly Prefer Beta, Moderately Prefer Beta, Strongly Prefer Beta
### 3 POINT SCALE

- Prefer Alpha, No Preference, Prefer Beta

### 7 POINT SCALE

- Strongly Prefer Alpha, Prefer Alpha, Slightly Prefer Alpha, No Preference, Slightly Prefer Beta, Prefer Beta, Strongly Prefer Beta

---

### AVOID – PREFER

### 3 POINT SCALE

- Avoid Red Meat, Indifferent, Prefer Red Meat

### 7 POINT SCALE

INTENTION SCALES

Intentions refer to future action, and are most often used to measure likelihood of future purchases or to measure customer loyalty (Net Promoter Score).

DEFINITELY WILL NOT – DEFINITELY WILL

OTHER OPTIONS

3 POINT SCALE
Will Not, Might or Might Not, Will

7 POINT SCALE
Definitely Will Not, Will Not, Probably Will Not, Might or Might Not, Probably Will, Will, Definitely Will

VERY UNLIKELY – VERY LIKELY

OTHER OPTIONS

3 POINT SCALE
Unlikely, Undecided, Likely

7 POINT SCALE
Very Unlikely, Unlikely, Somewhat Unlikely, Undecided, Somewhat Likely, Likely, Very Likely
MUCH LESS – MUCH MORE

Intention Quantity
How will your FUTURE USE of [BRAND] compare to your use today?

Much Less
Less
The Same
More
Much More

OTHER OPTIONS

3 POINT SCALE

Less, The Same, More

7 POINT SCALE

Much Less, Less, Slightly Less, The Same, Slightly More, More, Much More

NOT AT ALL CERTAIN – COMPLETELY CERTAIN

Certainty of Ability to Perform
I am knowledgeable enough to fix minor problems with my computer

Not at All Certain
Somewhat Certain
Moderately Certain
Very Certain
Completely Certain

OTHER OPTIONS

3 POINT SCALE

Not Certain, Moderately Certain, Certain

7 POINT SCALE

Not at All Certain, Not Certain, Somewhat Certain, Moderately Certain, Somewhat Certain, Certain,
Completely Certain
NEVER REGRETTED – OFTEN REGRETTED

Regret is related to intention to repurchase, as well as satisfaction.

How often have you had REGRETS about your decision to [DESCRIBE ACTION, PRODUCT PURCHASE OR DECISION]?

3 POINT SCALE
- Never Regretted, Sometimes Regretted, Very Often Regretted

7 POINT SCALE
- Never Regretted, Rarely Regretted, Sometimes Regretted, Often Regretted, Regretted, Very Often Regretted, Always Regretted

UNBELIEVABLE – BELIEVABLE

Believable is an important part of intention to purchase a new concept. Four dimensions are typically measured in these concept tests: Believable, Personal Relevance, Perceived Uniqueness and Perceived Value.

How believable is the following new product claim:

This new Anti-Aging cream modifies your skin’s genetic markers to change how you appear to age. With continued use, you will actually appear younger

3 POINT SCALE
- Unbelievable, Not Sure, Believable

7 POINT SCALE
- Extremely Unbelievable, Unbelievable, Somewhat Unbelievable, Not Sure, Somewhat Believable, Believable, Extremely Believable
NEVER – VERY OFTEN (FREQUENCY)

**Intention as an Expectation**

In the future, how often do you expect to use this product?

<table>
<thead>
<tr>
<th>Never</th>
<th>Rarely</th>
<th>Sometimes</th>
<th>Quite Often</th>
<th>Very Often</th>
</tr>
</thead>
</table>

**OTHER OPTIONS**

3 POINT SCALE

Never, Sometimes, Often

7 POINT SCALE

Absolutely Never, Almost Never, Rarely, Sometimes, Often, Very Often, All the Time

NEVER – ALWAYS (FREQUENCY)

**Intention as an Expectation (alternate scaling)**

In the future, how often do you expect to use this product?

<table>
<thead>
<tr>
<th>Never</th>
<th>Occasionally</th>
<th>Frequently</th>
<th>Usually</th>
<th>Always</th>
</tr>
</thead>
</table>

**OTHER OPTIONS**

3 POINT SCALE

Never, Frequently, Always

7 POINT SCALE

Never, Almost Never, Occasionally, Frequently, Usually, Almost Always, Always
NEVER – EVERY DAY (CALENDAR)

Intention as an Expectation (alternate scaling)
In the future, how often do you expect to use this product?

Never 
Less than Once a Month 
Once a Month 
Once a Week 
Every Day 

OTHER OPTIONS

3 POINT SCALE

Never, Once a Month, Every Day

7 POINT SCALE

Never, Less than Once a Month, Once a Month, More Than Once a Month, Once a Week, More Than Once a Week, Every Day
SATISFACTION SCALES

Customer satisfaction is the most common of all market research studies. You can measure satisfaction using a number of different scale types, including satisfaction, pleasure, happiness, and confirmation of expectations.

VERY DISSATISFIED - VERY SATISFIED

3 POINT SCALE
Dissatisfied, Neutral, Satisfied

5 POINT SCALE
Very Dissatisfied, Dissatisfied, Neutral, Satisfied, Very Satisfied

DISPLEASED – PLEASED

3 POINT SCALE
Displeased, Neutral, Pleased

7 POINT SCALE
Very Displeased, Displeased, Somewhat Displeased, Neutral, Somewhat Pleased, Pleased, Very Pleased
UNHAPPY – HAPPY

Overall, how happy are you with the treatment you received from the XYZ service department?

3 POINT SCALE
- Unhappy, Neither Happy nor Unhappy

7 POINT SCALE
- Very Unhappy, Unhappy, Somewhat Unhappy, Neither Happy nor Unhappy, Somewhat Happy, Happy, Very Happy

OTHER OPTIONS

SHORT OF EXPECTATIONS – EXCEEDED EXPECTATIONS

How well have the BC Lions met your expectations this year?

3 POINT SCALE
- Short of My Expectations, Met My Expectations, Exceeded My Expectations

7 POINT SCALE
- Far Short of My Expectations, Short of My Expectations, Slightly Short of My Expectations, Met My Expectations, Slightly Exceeded My Expectations, Exceeded My Expectations, Far Exceeded My Expectations
WORSE – BETTER

Expectations can be measured relative to another product or brand (usually the market leader).

How well does the taste of "5 Guys" french fries compare with those from McDonalds? Would you say that 5 Guys is...

Much Worse 〇  Worse 〇  About the Same 〇  Better 〇  Much Better 〇

OTHER OPTIONS

3 POINT SCALE

Worse, About the Same, Better

7 POINT SCALE

Much Worse, Worse, Slightly Worse, About the Same, Slightly Better, Better, Much Better

POOR – GOOD

44. Expectations can be measured relative to an "ideal point"

Ideal point comparisons and measurements are an important part of measurement and scaling. The comparison to an ideal can be part of the question, or part of the actual scale.

Compared with the ideal, how would you rate 5 Guys french fries?

Very Poor 〇  Poor 〇  Fair 〇  Good 〇  Very Good 〇

OTHER OPTIONS

3 POINT SCALE

Poor, Fair, Good

7 POINT SCALE

Very Poor, Poor, Somewhat Poor, Fair, Somewhat Good, Good, Very Good
**NOT LIKE MY IDEAL – LIKE MY IDEAL**

Compared with the ideal, how would you rate 5 Guys french fries?

- Not at all like my ideal
- Not like my ideal
- Neutral
- Like my ideal
- Just like my ideal

**OTHER OPTIONS**

**3 POINT SCALE**

Not Like My Ideal, Neutral, Like My Ideal

**7 POINT SCALE**

Not at All Like My Ideal, Not Like My Ideal, Somewhat Unlike My Ideal, Neutral, Somewhat Like My Ideal, Like MyIdeal, Just Like My Ideal

**TERRIBLE – DELIGHTFUL**

The terrible - delightful scale is used to stretch the ends of the scale beyond the commonly used endpoints of unsatisfactory and excellent.

How would you rate your last service experience with Mister B’s Bargain Basement?

- Terrible
- Unsatisfactory
- Satisfactory
- Excellent
- Delightful

**OTHER OPTIONS**

**3 POINT SCALE**

Terrible, Satisfactory, Delightful

**7 POINT SCALE**

Terrible, Very Unsatisfactory Unsatisfactory, Satisfactory, Very Satisfactory, Excellent, Delightful
DIFFERENT – SIMILAR

Thinking of the various types and brands of this product available in the market today, are they more alike or different?

They Are All Different

They Are All the Same

OTHER OPTIONS

3 POINT SCALE

They Are All Different, Neither Different Nor the Same, They Are All the Same

7 POINT SCALE

They Are All Extremely Different, They Are All Different, They Are All Slightly Different, Neither Different Nor the Same, They Are All Slightly the Same, They Are All the Same, They Are All Very the Same
GRAPHIC SCALES

There are more than 750 graphic scale images in the Qualtrics graphics library that include ladder, thermometer, pizza, stars, and numeric graphic images in a variety of colors. You can also upload your own scale graphics into your personal graphics library.

For those who cannot read, a graphic may be sufficient. Text interpretations of the smiley face are supplied below only as an interpretive note to researchers.

DON’T LIKE AT ALL – LIKE A LOT
OTHER OPTIONS

3 POINT SCALE

*Don’t Like, Like a Little, Like a Lot*

7 POINT SCALE

*Don’t Like At All, Don’t Like Much, Don’t Like a Little, Neutral, Like Some, Like, Like a Lot*

TERrible – GREAT

*How was our service today?*

<table>
<thead>
<tr>
<th>Terrible</th>
<th>Poor</th>
<th>So-So</th>
<th>Good</th>
<th>Great</th>
</tr>
</thead>
<tbody>
<tr>
<td>★</td>
<td>★</td>
<td>★★</td>
<td>★★★</td>
<td>★★★★★</td>
</tr>
</tbody>
</table>

OTHER OPTIONS

3 POINT SCALE

*Terrible, So-So, Great*

7 POINT SCALE

*Extremely Terrible, Terrible, A Little Bit Terrible, So-So, A Little Bit Great, Great, Extremely Great*

Summary

With Qualtrics, you can create custom scales that are exciting and just right for what you are measuring. For more common scales, the automatic scaling option will greatly speed question building.