

ORDINAL SCALE

EXAMPLES for surveys

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Ordinal scales – measurement scales for data that have a logical order, but no standard distance between categories – are frequently used in surveys to measure the extent of an attitude, belief, knowledge, or behavior. Below are some examples of scales in varying lengths.

AGREEMENT

- | | | |
|---|---|--|
| <input type="radio"/> Strongly Agree | <input type="radio"/> Completely Agree | <input type="radio"/> Completely True |
| <input type="radio"/> Agree | <input type="radio"/> Mostly Agree | <input type="radio"/> Somewhat True |
| <input type="radio"/> Disagree | <input type="radio"/> Slightly Agree | <input type="radio"/> Slightly True |
| <input type="radio"/> Strongly Disagree | <input type="radio"/> Slightly Disagree | <input type="radio"/> Neither True nor False |
| | <input type="radio"/> Mostly Disagree | <input type="radio"/> Slightly False |
| | <input type="radio"/> Completely Disagree | <input type="radio"/> Somewhat False |
| | | <input type="radio"/> Completely False |

FREQUENCY

- | | | |
|----------------------------------|------------------------------------|---------------------------------------|
| <input type="radio"/> Always | <input type="radio"/> A Great Deal | <input type="radio"/> Always |
| <input type="radio"/> Very Often | <input type="radio"/> Quite a Bit | <input type="radio"/> Very Frequently |
| <input type="radio"/> Sometimes | <input type="radio"/> Somewhat | <input type="radio"/> Occasionally |
| <input type="radio"/> Rarely | <input type="radio"/> Very Little | <input type="radio"/> Rarely |
| <input type="radio"/> Never | <input type="radio"/> Not at All | <input type="radio"/> Very Rarely |
| | | <input type="radio"/> Never |

IMPORTANCE

- | | | |
|--|--|--|
| <input type="radio"/> Highly Important | <input type="radio"/> Extremely Important | <input type="radio"/> Very Important |
| <input type="radio"/> Important | <input type="radio"/> Important | <input type="radio"/> Important |
| <input type="radio"/> Slightly Important | <input type="radio"/> Moderately Important | <input type="radio"/> Somewhat Important |
| <input type="radio"/> Not Important | <input type="radio"/> Somewhat Important | <input type="radio"/> Somewhat Unimportant |
| | <input type="radio"/> Not Very Important | <input type="radio"/> Unimportant |
| | | <input type="radio"/> Very Unimportant |

QUALITY

- | | | |
|---------------------------------|---|----------------------------------|
| <input type="radio"/> Excellent | <input type="radio"/> One of the Best | <input type="radio"/> Very Good |
| <input type="radio"/> Good | <input type="radio"/> Better than Most | <input type="radio"/> Good |
| <input type="radio"/> Fair | <input type="radio"/> Better than Some | <input type="radio"/> Acceptable |
| <input type="radio"/> Poor | <input type="radio"/> Not as Good as Most | <input type="radio"/> Poor |
| | | <input type="radio"/> Very Poor |

SATISFACTION

- | | | |
|---|--|---|
| <input type="radio"/> Satisfied | <input type="radio"/> Extremely Satisfied | <input type="radio"/> Very Satisfied |
| <input type="radio"/> Somewhat Satisfied | <input type="radio"/> Very Satisfied | <input type="radio"/> Satisfied |
| <input type="radio"/> Somewhat Dissatisfied | <input type="radio"/> Moderately Satisfied | <input type="radio"/> Neither Satisfied nor
Dissatisfied |
| <input type="radio"/> Dissatisfied | <input type="radio"/> Slightly Satisfied | <input type="radio"/> Dissatisfied |
| | <input type="radio"/> Not at all Satisfied | <input type="radio"/> Very Dissatisfied |

EXTENT

- | | | |
|--|-------------------------------------|---|
| <input type="radio"/> To a Large Extent | <input type="radio"/> Significantly | <input type="radio"/> To an Extremely Large
Extent |
| <input type="radio"/> To a Moderate Extent | <input type="radio"/> Moderately | <input type="radio"/> To a Very Large Extent |
| <input type="radio"/> To a Small Extent | <input type="radio"/> Slightly | <input type="radio"/> To a Moderate Extent |
| <input type="radio"/> Not at all | <input type="radio"/> Not at all | <input type="radio"/> To a Small Extent |
| | | <input type="radio"/> To a Very Small extent |
| | | <input type="radio"/> To an Extremely Small
Extent |

OTHER SCALES

- | | | |
|---------------------------------------|-------------------------------------|--|
| <input type="radio"/> Very Likely | <input type="radio"/> Far Exceeds | <input type="radio"/> Extremely Helpful |
| <input type="radio"/> Somewhat Likely | <input type="radio"/> Exceeds | <input type="radio"/> Very Helpful |
| <input type="radio"/> Not Likely | <input type="radio"/> Meets | <input type="radio"/> Somewhat Helpful |
| | <input type="radio"/> Meets Some | <input type="radio"/> Not so Helpful |
| | <input type="radio"/> Does not Meet | <input type="radio"/> Not at all Helpful |