



Rating Scale

The Rating Scale question type lets you rate a set of possible choices using a rating scale. It is useful to determine the measure of an opinion, attitude, knowledge, or behavioural pattern.

There are two types of rating scales:

- **[Likert Scale](#)** - The Likert scale allows the respondent to give a rating on a scale from 0 to 10. This is ideal for questions that require a scale that shows two extreme ranges.
- **[Weighted Choice](#)** - The weighted choice allows the respondent to select single ratings for each of your answer choices. Each choice will have a label with a rating weightage assigned to it. This is also ideal for questions that require a scale that shows two extreme ranges.

For example, in a cafe customer feedback survey, while a Likert scale rating question works best to measure the quality of your beverages and meals, a weighted scale would be ideal to find out your customers' order of preferences based on the value they assigned to each choice.

Likert scale rating question sample:

Café Customer Feedback Survey

Rate your level of satisfaction with our food and beverage quality.

Highly dissatisfied 2 3 4 Highly satisfied

(1) (2) (3) (4) (5)

[Submit](#)

The information collected through this survey will be used in accordance with our [Privacy Policy](#)

Weighted choice rating scale question sample:

Café Customer Feedback Survey

What factors are important to you when choosing a café?

- 5 Variety of coffee flavours
 - 4 Price
 - 3 Speed and quality of the services
 - 2 Enjoyable atmosphere
 - 1 Spacious drinking environment
-

Submit

To add a rating scale question in your survey:

1. Click **Rating Scale** in the question types listed on the left pane. You can also drag and drop the question type to the builder. Also, you can change the question type by clicking the dropdown next to the question type in the question editor. However, the choices for change are related to the question type you have selected. For example, if you selected a rating scale question type, you can only change it to its variants available in the list. You can select an option from the dropdown.
2. In the *Question* box, type your question.
 - If you want to mark the question mandatory, select the *Make this question mandatory* checkbox.
 - If you want to make changes to the default *Error message* text that displays, edit the content in the text box.
 - If you want to pipe in custom variables or variables from previous questions and customize the follow-up questions, click the arrow next to *Insert Variable* right above the *Question* box and select the variable you want to use from the list. Read more on [Piping](#).
3. In the *Answer* section, in the *Type* dropdown, select the scale you want to use.
 - If you click the **Likert scale**:
 - In the *Representation* dropdown, select **Numbers, Smileys or Custom Images**.
 - If you select **Smileys**, click the smiley to choose a colour scheme. You can either use a standard colour theme or change the colour of the smileys by choosing a colour from the palette.
 - If you select **Custom Images**, click the type of representation you want from the **Custom Set** or **Range Set**.
 - Custom Set:
 - Click <upload> and select the representation image of your choice.
 - Click **Confirm**.
 - Range Set:

- Type the representation values in the corresponding text boxes.
- Click <upload> and select the image of your choice.
- Click <+> to add a new representation range and click <x> to remove an existing representation range.
- Click **Confirm**.

Note

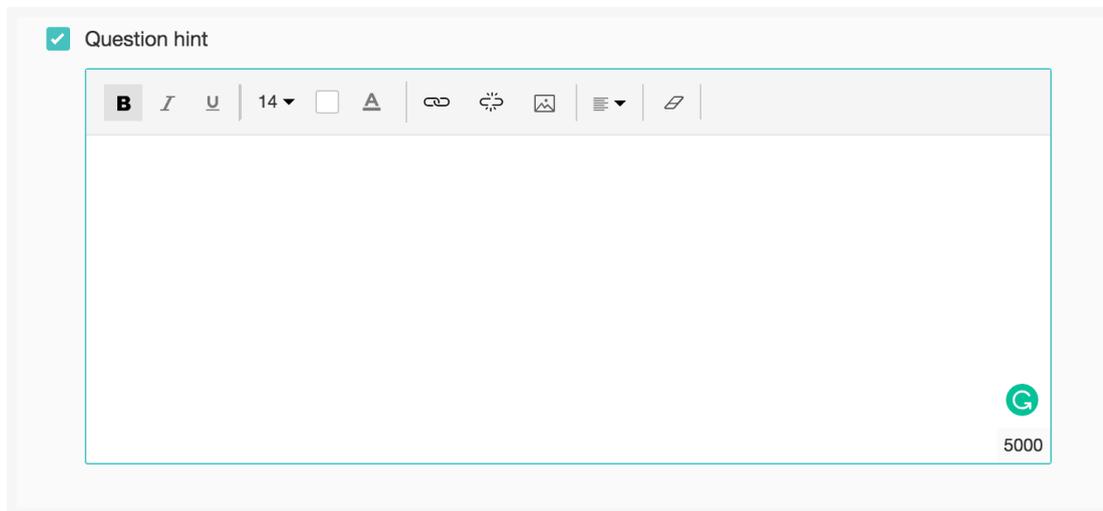
- Valid numeric values should be given for all range sets, falling within the scale range and covering it entirely.
- Range sets must not overlap and they should be in an ascending order based on their 'start' value which in turn should be less than or equal to the 'end' value

- In the *Scale* dropdown, select the lowest and the highest ranges.
- In the *Labels* field, name the lowest and the highest ranges. This is not a mandatory field.
- If you click **Weighted choice**:
 - In the *Representation* dropdown, select **Numbers, Smileys or Custom Images**.
 - If you select Smileys, click the smiley to choose a colour scheme. You can either use a standard colour theme or change the colour of the smileys by choosing a colour from the palette.
 - If you select **Custom Images**,
 - Click <upload> and select the representation image of your choice.
 - Click **Confirm**.
 - In the weighted choice text boxes, type the choices that you want to use. You can also insert predefined choices here. Click **Predefined Choices** and select the choice you want to use in the survey.



- In the *Weight* boxes, assign numbers.
 - To add more choices, click +.
 - To delete a row, click X.
4. Select **Add 'Not applicable' option**, if required. When a respondent chooses this option it will be excluded while calculating the data statistics for that particular question. For example, it will not be taken into consideration while calculating the mean, frequency, standard deviation etc.
 5. Select the appropriate option in the *Choice display format* to set the display format for your answer choices.
 6. To learn what else you can do with the question, click **Advanced options**. You can perform the following actions:
 - Select *Flip order of ratings for each respondent* to show the ratings in the opposite order for each respondent.
 - To add a comments box, select *Add 'Comments' field*. If you want to change the name of the field, in the *Comments field label* box, type in the new field name.

- If you selected **Weighted choice**, select *Show weightage* to display the value assigned to each choice.
- The [autofill or prepopulate answer](#) feature allows you to prepopulate single-variable survey responses automatically before sending it to respondents. To prepopulate answers for a known respondent, select **Prepopulate answer**.
- **Question hint** is used to add hints to your question and help your respondents get a clear idea of what your questions are all about. This feature is optional and is available only for certain types of questions.



7. Switch to the [Display Logic](#) and [Answer Display Logic](#) tabs to add a logic condition to the question and answer choices respectively.
8. Click **Save**.
9. To discard the changes, click **Cancel**.

Likert Scale

The Likert scale allows the respondent to give a rating on a scale from 0 to 10. It is ideal for questions that require a scale that shows two extreme ranges.

To add a weighted choice scale to your question:

1. Select **Rating Scale** from the list of question types on the left pane.
2. In the Answer section, from the **Type** dropdown, select **Weighted Choice**.
3. From the **Representation** dropdown, select one of the two options:
 1. Numbers:
 1. In the label text boxes, type the choices you want to make available to respondents. You can also insert predefined choices based on your survey questions. To do this, click **Predefined Choices** and select the choice you want to present on the survey.
 2. In the **Weight** boxes, assign numbers.
 3. To add more choices, click +.
 4. To delete a row, click **X**.
 5. Select **Add 'Not applicable'** Option, if needed.
 6. Click **Vertical** or **Horizontal** to select the choice display format.
 2. Smileys:
 1. Choose smileys from the available standard and custom smiley themes. When you choose a custom smiley theme, click on the <color picker> to choose a color.
 2. In the label text boxes, type the choices you want to use. You can also insert predefined choices based on the survey questions. To do this, click **Predefined Choices** and select the choice you want to present on the survey.
 3. In the **Weight** boxes, assign numbers.
 4. To add more choices, click +.
Note
Users cannot have more than 11 smiley answer choices.
 5. To delete a row, click **X**.
 6. Select **Add 'Not applicable'** Option, if needed.
 7. Click **Vertical** or **Horizontal** to select the choice display format.
4. Click **Save**.

Answer

Type

Weighted choice

Weighted choice

Predefined Choices ▾

1	+ ×	Weight	1
2	+ ×	Weight	2
3	+ ×	Weight	3
4	+ ×	Weight	4
5	+ ×	Weight	5

Add 'Not applicable' option

Choice display format

Vertical	Horizontal
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