

Menu of Common Response Options for Outcome Evaluation Surveys

<i>In many cases, you will get more useful information if you replace a “yes/no” with one of the following.....</i>	Outcome Type					
	Awareness	Knowledge	Attitude, Belief, Value	Skill, Ability, Competence	Behavior Intention	Behavior, Action
Very likely, Likely, Unlikely, Very unlikely					X	
Definitely yes, Probably yes, Probably no, Definitely no	X		X	X	X	
Very confident, Somewhat confident, Unsure, Not very confident, Not at all confident				X		
Not at all, Very little, Somewhat, Very Much	X		X	X		
Never, Seldom, Sometimes, Always						X
Never, Seldom, Sometimes, Often, A lot						X
Never, 1 or 2 times, 3 or more times [or other frequency intervals]						X
No harm, Some harm, Harmful, Very harmful	X	X	X			
No risk, Slight risk, Moderate risk, Great risk	X	X	X			
Not wrong at all, A little bit wrong, Wrong, Very wrong	X		X			
True, False		X				
Poor, Fair, Good, Excellent				X		
Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree	X		X	X	X	
Strongly agree, Agree, Neither agree nor disagree, Disagree, Strongly disagree	X		X	X	X	
Strongly agree, Agree, Disagree, Strongly disagree	X		X	X	X	
Agree, Somewhat agree, Somewhat disagree, Disagree	X		X	X	X	
Don't agree, Agree a little, Agree a lot, Completely agree	X		X	X	X	
To what extent has this [program] helped you to do X?: No difference, Somewhat better prepared, Much better prepared, More confused		X		X		X

References: University of Wisconsin-Extension, Program Evaluation Publications, and standardized surveys