

Likert-Type Scale Response Options

Source:

Vagias, W. M. (2006). *Likert-type scale response anchors*. Clemson International Institute for Tourism & Research Development. Department of Parks, Recreation and Tourism Management. Clemson University.

Level of Acceptability

- 1 – Totally acceptable
- 2 – Unacceptable
- 3 – Slightly unacceptable
- 4 – Neutral
- 5 – Slightly acceptable
- 6 – Acceptable
- 7 – Perfectly unacceptable

Level of Appropriateness

- 1 – Absolutely inappropriate
- 2 – Inappropriate
- 3 – Slightly Inappropriate
- 4 – Neutral
- 5 – Slightly Appropriate
- 6 – Appropriate
- 7 – Absolutely Appropriate

Level of Importance

- 1 – Not at All Important
- 2 – Low Importance
- 3 – Slightly Important
- 4 – Neutral
- 5 – Moderately Important
- 6 – Very Important
- 7 – Extremely Important

Level of Agreement

- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Somewhat Disagree
- 4 – Neither Disagree nor Agree
- 5 – Somewhat Agree
- 6 – Agree
- 7 – Strongly Agree

Knowledge of Action

- 1 – Never True
- 2 – Rarely True
- 3 – Sometimes but Infrequently True
- 4 – Neutral
- 5 – Sometimes True
- 6 – Usually True
- 7 – Always True

Reflect Me?

- 1 – Very Untrue of Me
- 2 – Untrue of Me
- 3 – Somewhat Untrue of Me
- 4 – Neutral
- 5 – Somewhat True of Me
- 6 – True of Me
- 7 – Very True of Me

My Beliefs

- 1 – Very Untrue If What I Believe
- 2 – Untrue of What I Believe
- 3 – Somewhat Untrue of What I Believe
- 4 – Neutral
- 5 – Somewhat True of What I Believe
- 6 – True of What I Believe
- 7 – Very True of What I Believe

Priority

- 1 – Not A Priority
- 2 – Low Priority
- 3 – Somewhat Priority
- 4 – Neutral
- 5 – Moderate Priority
- 6 – High Priority
- 7 – Extreme Priority

Level of Concern

- 1 – Not at all concerned
- 2 – Slightly concerned
- 3 – Somewhat concerned
- 4 – Moderately concerned
- 5 – Extremely concerned

Priority Level

- 1 – Not a priority
- 2 – Low priority
- 3 – Medium priority
- 4 – High priority
- 5 – Essential

Level of Problem

- 1 – Not at all a problem
- 2 – Minor problem
- 3 – Moderate problem
- 4 – Serious problem

Effect on X

- 1 – No Affect
- 2 – Minor Affect
- 3 – Neutral
- 4 – Moderate Affect
- 5 – Major Affect

Level of Consideration

- 1 – Would Not Consider
- 2 – Might or Might Not Consider
- 3 – Definitely Consider

Level of Support/Organization

- 1 – Strongly Oppose
- 2 – Somewhat Oppose
- 3 – Neutral
- 4 – Somewhat Favor
- 5 – Strongly Favor

Level of Probability

- 1 – Not Probable
- 2 – Somewhat Improbable
- 3 – Neutral
- 4 – Somewhat Probable
- 5 – Very Probable

Level of Agreement

- 1 – Strongly Disagree
- 2 – Disagree
- 3 – Neither Disagree nor Agree
- 4 – Agree
- 5 – Strongly Agree

Level of Desirability

- 1 – Very Undesirable
- 2 – Undesirable
- 3 – Neutral
- 4 – Desirable
- 5 – Very Desirable

Level of Participation

- 1 – No, and Not Considered
- 2 – No, but Considered
- 3 – Yes

Frequency – Five point

- 1 – Never
- 2 – Rarely
- 3 – Sometimes
- 4 – Often
- 5 – Always

Frequency

- 1 – Never
- 2 – Rarely
- 3 – Occasionally
- 4 – A Moderate Account
- 5 – A Great Deal

Frequency of Use

- 1 – Never
- 2 – Almost Never
- 3 – Occasionally/
Sometimes
- 4 – Almost Every Time
- 5 – Every Time

Frequency – 7 Point

- 1 – Never
- 2 – Rarely, in less than 10% of the chances when I could have
- 3 – Occasionally, in about 30% of the chances when I could have
- 4 – Sometimes, in about 50% of the chances when I could have
- 5 – Frequently, in about 70% of the chances when I could have
- 6 – Usually, in about 90% of the chances when I could have
- 7 – Every time

Amount of Use

- 1 – Never Sue
- 2 – Almost Never
- 3 – Occasionally/
Sometimes
- 4 – Almost Every Time
- 5 – Frequently Used

Level of Familiarity

- 1 – Not at All Familiar
- 2 – Slightly Familiar
- 3 – Somewhat Familiar
- 4 – Moderately Familiar
- 5 – Extremely Familiar

Level of Awareness

- 1 – Not at All Aware
- 2 – Slightly Aware
- 3 – Somewhat Aware
- 4 – Moderately Aware
- 5 – Extremely Aware

Level of Difficulty

- 1 – Very Difficult
- 2 – Difficult
- 3 – Neutral
- 4 – Easy
- 5 – Very Easy

Likelihood

- 1 – Extremely Unlikely
- 2 – Unlikely
- 3 – Neutral
- 4 – Likely
- 5 – Extremely Likely

Level of Detraction

- 1 – Detracted very little
- 2 –
- 3 – Neutral
- 4 –
- 5 – Detracted very much

Good/ Bad

- 1 – Very negative
- 2 – Negative
- 3 – Neutral
- 4 – Positive
- 5 – Very positive

Barriers

- 1 – Not a barrier
- 2 – Somewhat a barrier
- 3 – Moderate barrier
- 4 – Extreme barrier

Level of Satisfaction – 5 Point

- 1 – Very Dissatisfied
- 2 – Dissatisfied
- 3 – Unsure
- 4 – Satisfied
- 5 – Very Satisfied

Level of Satisfaction – 5 Point

- 1 – Not at all satisfied
- 2 – Slightly satisfied
- 3 – Moderately satisfied
- 4 – Very satisfied
- 5 – Extremely satisfied

Level of Satisfaction – 7 Point

- 1 – Completely Dissatisfied
- 2 – Mostly Dissatisfied
- 3 – Somewhat Dissatisfied
- 4 – Neither Satisfied nor Dissatisfied
- 5 – Somewhat Satisfied
- 6 – Mostly Satisfied
- 7 – Completely Satisfied

Level of Quality – 5 Point

- 1 – Poor
- 2 – Fair
- 3 – Good
- 4 – Very Good
- 5 – Excellent

Comparison of Two Items

- 1 – Much Worse
- 2 – Somewhat Worse
- 3 – About the Same
- 4 – Somewhat Better
- 5 – Much Better

Level of Responsibility

- 1 – Not at All Responsible
- 2 – Somewhat Responsible
- 3 – Mostly Responsible
- 4 – Completely Responsible

Level of Influence

- 1 – Not at all influential
- 2 – Slightly influential
- 3 – somewhat influential
- 4 – very influential
- 5 – extremely influential