# **Likert-Type Scale Response Anchors**

#### Citation:

Vagias, Wade 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 unacceptable
- 2 Unacceptable
- 3 Slightly unacceptable
- 4 Neutral
- 5 Slightly acceptable
- 6 Acceptable
- 7 Perfectly Acceptable

## **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 agree or disagree
- 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 of 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 Essential 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

### Affect 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/Opposition

- 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 agree or disagree
- 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 - 5 point

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

# Frequency

- 1 Never
- 2 Rarely3 Occasionally
- 4 A moderate amount
- 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 I could have.
- 7 Every time

### **Amount of Use**

- 1 Never use
- 2 Almost never
- 3 Occasionally/Sometimes
- 4 Almost every time
- 5 Frequently use

## **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 –
- 3 Neutral
- 4 –
- 5 Very positive

#### **Barriers**

- 1 Not a barrier
- 2 Somewhat of 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 or dissatisfied
- 5 Somewhat satisfied
- 6 Mostly satisfied
- 7 Completely satisfied

## Level of Quality - 5 point

- 1 Poor
- 2 Fair
- 3 Good
- 3 G000
- 4 Very good
- 5 Excellent

## **Comparison of Two Products**

- 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