Date: March 2017

Road Safety Evaluation Question Bank

Example Likert-Type Scales (Rating Scales)

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# Using the Question Bank

This is one of a series of booklets from the online question bank. The purpose of these booklets is to provide road safety professionals with examples of questions that they can use in surveys or questionnaires when they are evaluating their road safety interventions.

This booklet is slightly different to the other question bank booklets as it does not provide examples of questions, but Likert-Type Scales. A Likert Scale is a rating scale which can be used to assess people’s attitudes to, knowledge of, or behaviour related to, a topic. This booklet is appropriate if you are writing your own questions about a topic, and want to make sure that the answers from which respondents can choose are balanced, and will not inadvertently encourage a negative or positive response.

It can be very difficult to write your own questions, as there are lots of different rules you should follow! There is more advice on our website, which can be found [here](http://roadsafetyevaluation.com/helpandguidance/doingevaluation/howtowritequestions). There will also be a webinar about questionnaires and question writing on the website from March 2017. If you do need any more advice or support to formulate your own questions, please email RoSPA’s Research and Evaluation Officer at rneedham@rospa.com.

The Likert-Type Scales contained in this booklet have been taken from Vagias’ (2006) ‘Likert-Type Scale Response Anchors’ and you should reference this document if you would like to use any of these scales.

**Example Likert Scales**

The Likert Scales contained in this booklet have been taken from Vagias’ (2006) ‘Likert-Type Scale Response Anchors’ and you should reference this document if you would like to use any of these scales.

**Level of agreement** (with a specific statement)

Strongly agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don’t know

**Level of quality**

Very Good

Good

Average

Poor

Very Poor

**Level of negativity/positivity**

Very negative

Negative

Neutral

Positive

Very positive

**Level of satisfaction**

Very Satisfied

Satisfied

Neither Satisfied nor dissatisfied

Dissatisfied

Very dissatisfied

**Level of importance**

Very important

Important

Indifferent

Not Important

Not at all important

Don’t know

**Level of interest**

Very interested

Interested

Indifferent

Not interested

Not at all interested

**Level of familiarity**

Not at all familiar

Slightly familiar

Somewhat familiar

Moderately familiar

Extremely familiar

**Level of awareness**

Not at all aware

Slightly aware

Somewhat aware

Moderately aware

Extremely aware

**Level of ease/difficulty**

Very Difficult

Difficult

Neutral

Easy

Very Easy

**Frequency**

Never

Rarely

Sometimes

Often

Always

**Frequency of behaviour**

Never

Hardly ever

Occasionally

Fairly often

Very often

**Frequency of use**

Never

Almost never

Occasionally

Almost every time

Every time

**Likelihood**

Extremely unlikely

Unlikely

Neutral

Likely

Extremely likely

Don’t know

**Level of priority**

Not a priority

Low priority

Medium priority

High priority

Essential

Don’t know

**Level of support/opposition**

Strongly oppose

Somewhat oppose

Neutral

Somewhat favour

Strongly favour

**Level of acceptability**

Totally unacceptable

Unacceptable

Neutral

Acceptable

Perfectly acceptable

**Level of appropriateness**

Totally inappropriate

Inappropriate

Neutral

Appropriate

Perfectly appropriate

**Level of influence**

Not at all influential

Slightly influential

Somewhat influential

Very influential

Extremely influential

**Level of concern**

Not at all concerned

Slightly concerned

Somewhat concerned

Moderately concerned

Extremely concerned

**Level of problem**

Not at all a problem

Minor problem

Moderate problem

Serious problem

Don’t know

**Level of responsibility**

Not at all responsible

Somewhat responsible

Mostly responsible

Completely responsible

Don’t know

**Comparison of two items**

Much worse

Somewhat worse

About the same

Somewhat better

Much better

Don’t know

**Reflection of self**

Very untrue of me

Untrue of me

Neutral

True of me

Very true of me

**My beliefs**

Very untrue of what I believe

Untrue of what I believe

Neutral

True of what I believe

Very true of what I believe

**Level of desirability**

Very undesirable

Undesirable

Neutral

Desirable

Very desirable

**Level of consideration**

Definitely would not consider

Might or might not consider

Definitely would consider

Don’t know

**Level of participation**

No, and not considered

No, but considered

Yes