

ATTITUDE MEASUREMENT

--semantic differential evaluative scales

Second National Bank

good _____ bad
desirable _____ undesirable
valuable _____ worthless
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--single-item attitude measures

To what extent do you consider yourself to be favorable or unfavorable toward Second National Bank?

extremely favorable _____ extremely unfavorable

ATTITUDE MEASUREMENT

--quasi-explicit belief-based attitude measures (Thurstone, Likert)

Second National Bank has convenient locations

agree _____ disagree

Second National Bank has unfriendly personnel

agree _____ disagree

Second National Bank is trustworthy

agree _____ disagree

Second National Bank charges too much for its services

agree _____ disagree

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