

MAXIMIZATION SCALE

Please indicate your agreement or disagreement with each of the following statements by circling the appropriate number. Respond to every statement.

	Completely Disagree				Completely Agree		
1. No matter how satisfied I am with my job, it's only right for me to be on the lookout for better opportunities.	1	2	3	4	5	6	7
2. When I am in the car listening to the radio, I often check other stations to see if something better is playing, even if I am relatively satisfied with what I'm listening to.	1	2	3	4	5	6	7
3. When I watch TV, I channel surf, often scanning through the available options even while attempting to watch one program.	1	2	3	4	5	6	7
4. I treat relationships like clothing: I expect to try a lot on before finding the perfect fit.	1	2	3	4	5	6	7
5. I often find it difficult to shop for a gift for a friend	1	2	3	4	5	6	7
6. Renting videos is really difficult. I'm always struggling to pick the best one.	1	2	3	4	5	6	7
7. When shopping, I have a hard time finding clothing that I really love.	1	2	3	4	5	6	7
8. I'm a big fan of lists that attempt to rank things (the best movies, the best singers, the best athletes, the best novels, etc.).	1	2	3	4	5	6	7
9. I find that writing is very difficult, even if it's just writing a letter to a friend, because it's so hard to word things just right. I often do several drafts of even simple things.	1	2	3	4	5	6	7
10. I never settle for second best.	1	2	3	4	5	6	7
11. Whenever I'm faced with a choice, I try to imagine what all the other possibilities are, even ones that aren't present at the moment.	1	2	3	4	5	6	7
12. I often fantasize about living in ways that are quite different from my actual life.	1	2	3	4	5	6	7
13. No matter what I do, I have the highest standards for myself.	1	2	3	4	5	6	7
14. Once I make a decision, I don't look back.	7	6	5	4	3	2	1
15. Whenever I make a choice, I'm curious about what would have happened if I had chosen differently.	1	2	3	4	5	6	7
16. Whenever I make a choice, I try to get information about how the other alternatives turned out.	1	2	3	4	5	6	7
17. If I make a choice and it turns out well, I still feel like something of a failure if I find out that another choice would have turned out better.	1	2	3	4	5	6	7
18. When I think about how I'm doing in life, I often assess opportunities I have passed up.	1	2	3	4	5	6	7

Total: _____ / 18 = _____ avg

Scoring: Total your score, then divide by 18. (note: Item 14 is reverse scored)

Interpretation: We generally consider people whose average rating is higher than 4 to be maximizers. When we looked at averages from thousands of subjects, we found that about a third scored higher than 4.75 and a third lower than 3.25. Roughly 10 percent of subjects were extreme maximizers (averaging greater than 5.5), and 10 percent were extreme satisficers (averaging lower than 2.5.)