Scoring for the Breakfast Attitudes Questionnaire  
(Tapper, Murphy, Lynch, Clark, Moore & Moore, 2008)

Score each item as follows:
   Agree a lot = 1
   Agree a bit = 2
   Don’t agree or disagree = 3
   Disagree a bit = 4
   Disagree a lot = 5

Reverse score items 1, 12 and 13.
Compute a mean score across all 13 items.
High scores represent a more positive attitude toward breakfast, low scores a more negative attitude.