

Likert-Type Scale Response Anchors

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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 – Rarely
- 3 – 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
- 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