### Likert-Type Scale Response Anchors


<table>
<thead>
<tr>
<th>Level of Acceptability</th>
<th>1 – Totally unacceptable</th>
<th>2 – Unacceptable</th>
<th>3 – Slightly unacceptable</th>
<th>4 – Neutral</th>
<th>5 – Slightly acceptable</th>
<th>6 – Acceptable</th>
<th>7 – Perfectly acceptable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level of Appropriateness</td>
<td>1 – Absolutely inappropriate</td>
<td>2 – Inappropriate</td>
<td>3 – Slightly inappropriate</td>
<td>4 – Neutral</td>
<td>5 – Slightly appropriate</td>
<td>6 – Appropriate</td>
<td>7 – Absolutely appropriate</td>
</tr>
<tr>
<td>Level of Importance</td>
<td>1 – Not at all important</td>
<td>2 – Low importance</td>
<td>3 – Slightly important</td>
<td>4 – Neutral</td>
<td>5 – Moderately important</td>
<td>6 – Very important</td>
<td>7 – Extremely important</td>
</tr>
<tr>
<td>Level of Agreement</td>
<td>1 – Strongly disagree</td>
<td>2 – Disagree</td>
<td>3 – Neither agree or disagree</td>
<td>4 – Agree</td>
<td>5 – Strongly agree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Level of Probability</td>
<td>1 – Not probable</td>
<td>2 – Somewhat improbable</td>
<td>3 – Neutral</td>
<td>4 – Somewhat probable</td>
<td>5 – Very probable</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority:</td>
<td>1 – Not a priority</td>
<td>2 – Low priority</td>
<td>3 – Somewhat priority</td>
<td>4 – Neutral</td>
<td>5 – Moderate Priority</td>
<td>6 – High priority</td>
<td>7 – Essential priority</td>
</tr>
<tr>
<td>Level of Concern</td>
<td>1 – not at all concerned</td>
<td>2 – Slightly concerned</td>
<td>3 – Somewhat concerned</td>
<td>4 – Moderately concerned</td>
<td>5 – Extremely concerned</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Priority Level</td>
<td>1 – Not a priority</td>
<td>2 – Low priority</td>
<td>3 – Medium priority</td>
<td>4 – High priority</td>
<td>5 – Essential</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Level of Problem</td>
<td>1 – Not at all a problem</td>
<td>2 – Minor problem</td>
<td>3 – Moderate problem</td>
<td>4 – Serious problem</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knowledge of Action</td>
<td>1 – Never true</td>
<td>2 – Rarely true</td>
<td>3 – Sometimes but infrequently true</td>
<td>4 – Neutral</td>
<td>5 – Sometimes true</td>
<td>6 – Usually true</td>
<td>7 – Always true</td>
</tr>
<tr>
<td>Effect on X</td>
<td>1 – No effect</td>
<td>2 – Minor effect</td>
<td>3 – Neutral</td>
<td>4 – Moderate effect</td>
<td>5 – Major effect</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Level of Consideration</td>
<td>1 – Would not consider</td>
<td>2 – Might or might not consider</td>
<td>3 – Definitely consider</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reflect Me?</td>
<td>1 – Very untrue of me</td>
<td>2 – Untrue of me</td>
<td>3 – Somewhat untrue of me</td>
<td>4 – Neutral</td>
<td>5 – Somewhat true of me</td>
<td>6 – True of me</td>
<td>7 – Very true of me</td>
</tr>
<tr>
<td>Level of Support/Opposition</td>
<td>1 – Strongly oppose</td>
<td>2 – Somewhat oppose</td>
<td>3 – neutral</td>
<td>4 – Somewhat favor</td>
<td>5 – Favor</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### 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  

### 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 – 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