## Likert-Type Scale Response Anchors

### Level of Acceptability
- 1  – Totally unacceptable
- 2  – Unacceptable
- 3  – Slightly unacceptable
- 4  – Neutral
- 5  – Slightly acceptable
- 6  – Acceptable
- 7  – Perfectly acceptable

### 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

### Level of Support/Opposition
- 1  – Strongly oppose
- 2  – Somewhat oppose
- 3  – neutral
- 4  – Somewhat favor
- 5  – Strongly favor

### Level of Appropriateness
- 1  – Absolutely inappropriate
- 2  – Inappropriate
- 3  – Slightly inappropriate
- 4  – Neutral
- 5  – Slightly appropriate
- 6  – Appropriate
- 7  – Absolutely appropriate

### Priority:
- 1  – Not a priority
- 2  – Low priority
- 3  – Somewhat priority
- 4  – Neutral
- 5  – Moderate Priority
- 6  – High priority
- 7  – Essential priority

### Level of Importance
- 1  – Not at all important
- 2  – Low importance
- 3  – Slightly important
- 4  – Neutral
- 5  – Moderately important
- 6  – Very important
- 7  – Absolutely important

### Level of Concern
- 1  – Not at all concerned
- 2  – Slightly concerned
- 3  – Somewhat concerned
- 4  – Moderately concerned
- 5  – Extremely concerned

### Level of Agreement
- 1  – Strongly disagree
- 2  – Disagree
- 3  – Somewhat disagree
- 4  – Neither agree or disagree
- 5  – Somewhat agree
- 6  – Agree
- 7  – Strongly agree

### Priority Level
- 1  – Not a priority
- 2  – Low priority
- 3  – Medium priority
- 4  – High priority
- 5  – Essential

### 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

### 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

### 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

### Level of Consideration
- 1  – Would not consider
- 2  – Might or might not consider
- 3  – Definitely consider

### 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

---

**Citation:**
**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 – 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