

## Likert response options

Property	5-point scale	7-point scale
Agreement	<ol style="list-style-type: none"> <li>1. Strongly disagree</li> <li>2. Disagree</li> <li>3. Neither agree nor disagree</li> <li>4. Agree</li> <li>5. Strongly agree</li> </ol>	<ol style="list-style-type: none"> <li>1. Strongly disagree</li> <li>2. Disagree</li> <li>3. Somewhat disagree</li> <li>4. Neither agree nor disagree</li> <li>5. Somewhat agree</li> <li>6. Agree</li> <li>7. Strongly agree</li> </ol>
Awareness	<ol style="list-style-type: none"> <li>1. Not at all aware</li> <li>2. Slightly aware</li> <li>3. Neutral</li> <li>4. Aware</li> <li>5. Very aware</li> </ol>	<ol style="list-style-type: none"> <li>1. Not at all aware</li> <li>2. Slightly aware</li> <li>3. Somewhat aware</li> <li>4. Neutral</li> <li>5. Moderately aware</li> <li>6. Very aware</li> <li>7. Extremely aware</li> </ol>
Familiarity	<ol style="list-style-type: none"> <li>1. Very unfamiliar</li> <li>2. Unfamiliar</li> <li>3. Neutral</li> <li>4. Familiar</li> <li>5. Very familiar</li> </ol>	<ol style="list-style-type: none"> <li>1. Very unfamiliar</li> <li>2. Unfamiliar</li> <li>3. Slightly unfamiliar</li> <li>4. Neutral</li> <li>5. Slightly familiar</li> <li>6. Familiar</li> <li>7. Very familiar</li> </ol>
Frequency	<ol style="list-style-type: none"> <li>1. Never</li> <li>2. Rarely</li> <li>3. Sometimes</li> <li>4. Often</li> <li>5. Always</li> </ol>	<ol style="list-style-type: none"> <li>1. Never</li> <li>2. Rarely (less than 10% of the time)</li> <li>3. Occasionally (about 30% of the time)</li> <li>4. Sometimes (about 50% of the time)</li> <li>5. Frequently (about 70% of the time)</li> <li>6. Usually (about 90% of the time)</li> <li>7. Always</li> </ol>

Importance	<ol style="list-style-type: none"> <li>1. Very unimportant</li> <li>2. Unimportant</li> <li>3. Neutral</li> <li>4. Important</li> <li>5. Very important</li> </ol>	<ol style="list-style-type: none"> <li>1. Very unimportant</li> <li>2. Unimportant</li> <li>3. Somewhat unimportant</li> <li>4. Neutral</li> <li>5. Somewhat important</li> <li>6. Important</li> <li>7. Very important</li> </ol>
Level of concern	<ol style="list-style-type: none"> <li>1. Very unconcerned</li> <li>2. Unconcerned</li> <li>3. Neutral</li> <li>4. Concerned</li> <li>5. Very concerned</li> </ol>	<ol style="list-style-type: none"> <li>1. Very unconcerned</li> <li>2. Unconcerned</li> <li>3. Somewhat unconcerned</li> <li>4. Neutral</li> <li>5. Somewhat concerned</li> <li>6. Concerned</li> <li>7. Very concerned</li> </ol>
Likelihood	<ol style="list-style-type: none"> <li>1. Extremely unlikely</li> <li>2. Unlikely</li> <li>3. Neutral</li> <li>4. Likely</li> <li>5. Extremely likely</li> </ol>	<ol style="list-style-type: none"> <li>1. Extremely unlikely</li> <li>2. Unlikely</li> <li>3. Somewhat unlikely</li> <li>4. Neutral</li> <li>5. Somewhat likely</li> <li>6. Likely</li> <li>7. Extremely likely</li> </ol>
Quality	<ol style="list-style-type: none"> <li>1. Very poor</li> <li>2. Poor</li> <li>3. Average</li> <li>4. Good</li> <li>5. Very good</li> </ol>	<ol style="list-style-type: none"> <li>1. Very poor</li> <li>2. Poor</li> <li>3. Fair</li> <li>4. Neutral</li> <li>5. Good</li> <li>6. Very good</li> <li>7. Excellent</li> </ol>
Satisfaction	<ol style="list-style-type: none"> <li>1. Very dissatisfied</li> <li>2. Dissatisfied</li> <li>3. Neutral</li> <li>4. Satisfied</li> <li>5. Very satisfied</li> </ol>	<ol style="list-style-type: none"> <li>1. Very dissatisfied</li> <li>2. Dissatisfied</li> <li>3. Somewhat dissatisfied</li> <li>4. Neutral</li> <li>5. Somewhat satisfied</li> <li>6. Satisfied</li> <li>7. Very satisfied</li> </ol>