

5-point scales

Satisfaction	Likelihood	Level of concern
<ol style="list-style-type: none"> 1. Very dissatisfied 2. Dissatisfied 3. Neither dissatisfied or satisfied 4. Satisfied 5. Very satisfied 	<ol style="list-style-type: none"> 1. Very unlikely 2. Unlikely 3. Neutral 4. Likely 5. Very likely 	<ol style="list-style-type: none"> 1. Very unconcerned 2. Unconcerned 3. Neutral 4. Concerned 5. Very concerned

Agreement	Frequency	Awareness
<ol style="list-style-type: none"> 1. Strongly disagree 2. Disagree 3. Neither agree or disagree 4. Agree 5. Strongly agree 	<ol style="list-style-type: none"> 1. Never 2. Rarely 3. Sometimes 4. Often 5. Always 	<ol style="list-style-type: none"> 1. Very unaware 2. Unaware 3. Neither aware or unaware 4. aware 5. Very aware

Familiarity	Quality	Importance
<ol style="list-style-type: none"> 1. Very unfamiliar 2. Unfamiliar 3. Somewhat familiar 4. Familiar 5. Very familiar 	<ol style="list-style-type: none"> 1. Very poor 2. Poor 3. Acceptable 4. Good 5. Very good 	<ol style="list-style-type: none"> 1. Very unimportant 2. Unimportant 3. Neutral 4. Important 5. Very important

7-point scales

Agreement	Frequency	Appropriateness
<ol style="list-style-type: none"> 1. Strongly disagree 2. Disagree 3. Somewhat disagree 4. Neither agree or disagree 5. Somewhat agree 6. Agree 7. Strongly agree 	<ol style="list-style-type: none"> 1. Never 2. Rarely (less than 10% of the time) 3. Occasionally (about 30% of the time) 4. Sometimes (about 50% of the time) 5. Frequently (about 70% of time) 6. Usually (about 90% of the time) 7. Every time 	<ol style="list-style-type: none"> 1. Absolutely inappropriate 2. Inappropriate 3. Slightly inappropriate 4. Neutral 5. Slightly appropriate 6. Appropriate 7. Absolutely appropriate

Satisfaction	Reflective of me	Level of difficulty
<ol style="list-style-type: none"> 1. Very dissatisfied 2. Dissatisfied 3. Slightly dissatisfied 4. Neutral 5. Slightly satisfied 6. Satisfied 7. Very satisfied 	<ol style="list-style-type: none"> 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 	<ol style="list-style-type: none"> 1. Very easy 2. Easy 3. Somewhat easy 4. Neutral 5. Somewhat hard 6. Hard 7. Very hard

Priority	Quality	Importance
<ol style="list-style-type: none"> 1. Not a priority 2. Low priority 3. Somewhat a priority 4. Neutral 5. Moderate priority 6. High priority 7. Essential priority 	<ol style="list-style-type: none"> 1. Very poor 2. Poor 3. Below average 4. Average 5. Above Average 6. Good 7. Excellent 	<ol style="list-style-type: none"> 1. Very unimportant 2. Unimportant 3. Slightly unimportant 4. Neutral 5. Slightly important 6. Important 7. Very important