




How To Compute a Net Promoter Score

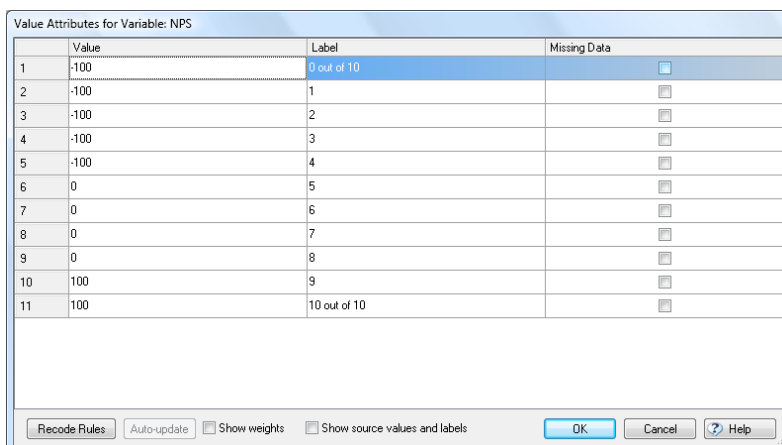
Problem

An 11 point rating scale is used to collect likelihood of recommending a brand or organization, where a 0 indicates no likelihood and a 10 is the highest possible rating. There is a desire to compute a Net Promoter Score (NPS) using the following formula:

$$NPS = \% Promoters - \% Detractors$$

Steps to solve

1. In the **Variables and Questions** tab, take a copy of the variable(s) containing the original ratings (i.e., on the 11 point scale).
2. Select the variable(s), right click and select **Set Question....**
3. Enter a question name (e.g., NPS)
4. If you have one variable, select the **Question Type** as **Single Response – Numeric**; otherwise, as **Multiple Response – Numeric**.
5. Press the  button to see the *Value Attributes*.
6. In the **Value** column, enter a value of -100 for each *Detractor* category, 100 for each *Promoter* category and 0 for the remaining categories. Your screen should look like this (note: different companies use different cut-offs for the *Promoter* and *Detractor* categories):



	Value	Label	Missing Data
1	-100	0 out of 10	<input type="checkbox"/>
2	-100	1	<input type="checkbox"/>
3	-100	2	<input type="checkbox"/>
4	-100	3	<input type="checkbox"/>
5	-100	4	<input type="checkbox"/>
6	0	5	<input type="checkbox"/>
7	0	6	<input type="checkbox"/>
8	0	7	<input type="checkbox"/>
9	0	8	<input type="checkbox"/>
10	100	9	<input type="checkbox"/>
11	100	10 out of 10	<input type="checkbox"/>

At the bottom of the dialog box, there are buttons for 'Recode Rules', 'Auto-update', 'Show weights', 'Show source values and labels', 'OK', 'Cancel', and 'Help'.

7. Press **OK**.
8. When you use this question in any further analyses, it will automatically display the Net Promoter Score.

Additional reading

Terms shown in italics and bold can be found in the index of the *Q Reference Manual*, the *Q Quick Start Manual* and via the **Help** menu within Q.

What to do if the problem is not solved

If these instructions are insufficient, please email us (**Help | Email Support...**) with a detailed description of what in the instructions is not working for you and we will either provide you with more comprehensive instructions, or, upon your request, we can do the analysis for you in your file (fees apply) .