

Net Promoter Score® Question Type

Net Promoter Score measures the loyalty between a provider and consumers.

NPS questions are typically phrased like so: "Based on your experience, how likely are you to recommend SurveyGizmo to a friend or colleague?"

Respondents respond on a scale from 0 to 10. Typically, the reporting value is numeric for analysis purposes.

When to use it

Use Net Promoter Score questions to gauge your customers' loyalty.

Setup

1. Click the **Question** link on the page where you would like to add your NPS question.
2. Select **Net Promoter Score** from the **Question Type** dropdown and enter the question you wish to ask.
3. This will add answer options 0-10. You'll notice that these options are greyed out; this is because they cannot be changed. This is so that the question can report properly.

4. Below the answer options, we recommend adding a **Far Left Label** and **Far Right Label** and click **Save Question**.

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Far Left Label
Not at all likely

Far Right Label
Extremely likely

🎓 Best Practice Tip: Adding a Follow-up Essay Question

Net Promoter Score questions should always be paired with an open text field to collect details on why the respondent choose their score. Otherwise, how are you going to improve your score?

1. Based on your most recent experiences using the platform, how likely are you to recommend this software to a friend?

0 1 2 3 4 5 6 7 8 9 10

Submit

Of course, you'll need to read and act on this feedback once you start collecting it. Check out our [Open Text Analysis](#) and [Response Tagging](#) tools to help you with this!

Survey Taking

On a desktop and most laptops the Net Promoter Score question type looks like so.

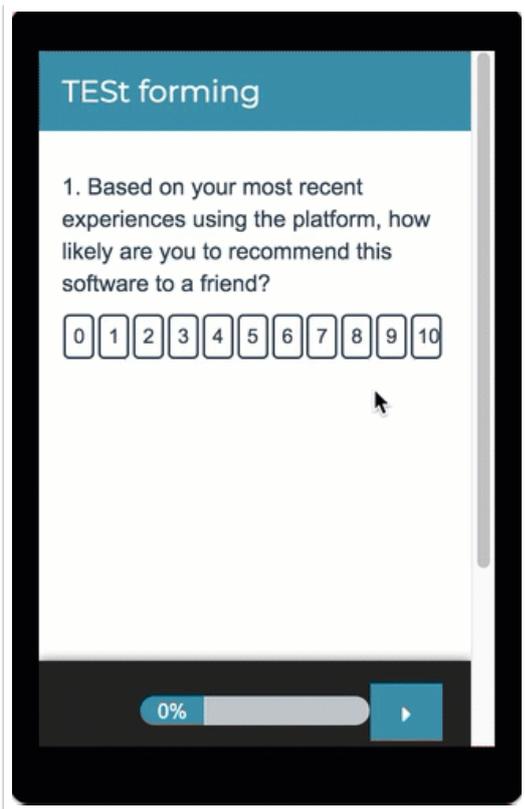
1. Based on your most recent experiences using the platform, how likely are you to recommend this software to a friend?

0 1 2 3 4 5 6 7 8 9 10

Submit

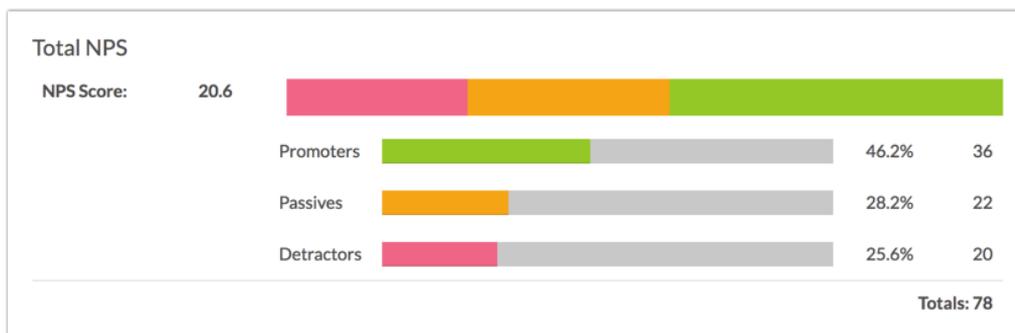
When optimized for mobile devices the Net Promoter Score question type looks very similar but with larger targets as mobile respondents will be using their finger to select answers.

By default, survey questions show one at a time on mobile devices to prevent the need for scrolling on smaller screens. For single-select questions, like the Net Promoter Score question, the screen will automatically advance after an option is selected. You can turn off this [one-at-a-time interaction](#) if you wish.



Reporting

In reports responses are categorized as either promoters (9-10), neutrals (7-8) or detractors (0-6). A Net Promoter Score is calculated as the percent of promoters minus the percent of detractors.



Additional Reporting Options

There are a couple of other options for reporting on your NPS question:

- If you prefer to see a detailed breakdown of the selected answer options (how many 0's, 1's, 2's, etc. were selected), the [Standard Report Table Element](#) is a great option for this.
- If you want to see the specific value selected (0-10) for each individual respondent, use the [DIY Response Grid/Cards](#) reporting element.

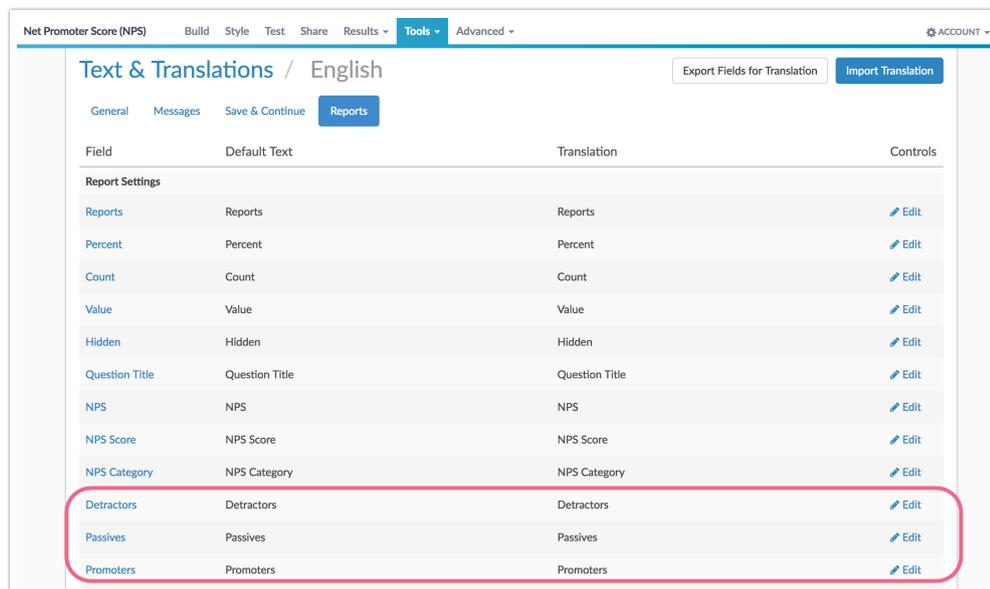
Change Colors and Categories in Reports

Within a Standard Report your NPS questions will use the [Group Answer Options](#) feature to group Detractors, Passives, and Promoters.

Using this feature, you can update the colors for your NPS reporting element, should you prefer something other than SurveyGizmo's defaults. To do so, click on each category's color selector to choose a different color for representing that category in your report.



If you wish to change the category name this can be done using the Text and Translations tool. Go to **Tools > Text and Translations** and click the language for which you wish to change the NPS categories. Go to the **Reports** tab and scroll to the **Detractors, Passives, and Promoters**. Click **Edit** to change the category name.



+ [See additional compatible chart types](#)

+ [See what other report types are compatible](#)

Exporting

In the [CSV/Excel export](#), the data is displayed in a single column.

Using NPS in Publication

If you plan on publishing your NPS data, take a moment to make sure that you give [appropriate attribution](#).

FAQ

- [+ Can I change the number of options in the NPS question?](#)
- [+ Can I change the colors of the NPS in Reports?](#)
- [+ How reliable is Net Promoter Score?](#)

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