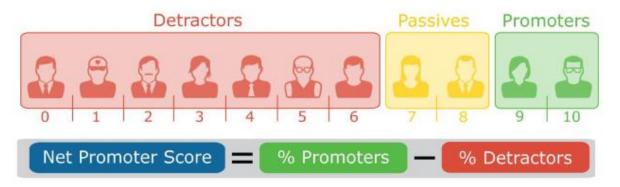# TOOL | SCALES FOR EVALUATING ENGAGEMENT SATISFACTION

NET PROMOTER SCORE (NPS)

Source: Changes: SATMETRIX. Accessed at http://www.satmetrix.com/nps-score-model/

1. Ask your target audience "How likely is it that you would recommend [Organization/Group/Place/Initiative] to a friend, colleague or family?"

2. The question uses a 0-10 rating scale for respondents to answer with, 10 being extremely likely to recommend and 0 being not likely at all.

3. The Net Promoter Scores are then broken down into three categories:

- **"Promoters"** are considered loyal. They would return or commit to the organization/group/place/initiative you are asking about and urge others to do the same (scores of 9 and 10)
- **"Passives"** are satisfied but unenthusiastic. They can be easily detached and influenced elsewhere (scores of 7 and 8)
- **"Detractors"** are unhappy and at risk of spreading negative word of mouth (scores 6 and below)

4. Calculate your Net Promoter Score by finding the percentage of "Promoters" then subtracting the percentage of "Detractors". The final percentage is your NPS.

LIKERT SCALE

A Likert Scale is "a scale measuring the degree to which people agree or disagree with a statement, usually on a 3-, 5-, or 7-point scale" Most common is a 5-point scale. The scale offers a balance of responses, with the middle response representing a "neutral" position.

EXAMPLE

How likely are you to recommend to your friends that they participate in the development of a neighbour plan?

○	○	○	○	○
1 = Very Unlikely	2 = Unlikely	3 = Unsure or Neutral	4 = Likely	5= Very Likely

Add up all the scores and divide by the number of respondents to get an average score, such as 4.25 which would be positive or 2.6 which would be on the negative side.

SEMANTIC DIFFERENTIAL SCALE

The semantic differential is one of the most widely recommended techniques to measure the perception of concepts, opinions and attitudes. Whereas an alternative such as Likert-scaling demands from respondents to indicate the extent to which they disagree or agree with declarative statements, the semantic differential makes use of a set of bipolar scales. (Source: Wikipedia)

EXAMPLE:

The development of a Community Hub is a:

bad idea	○ ○ ○ ○ ○ ○ ○	good idea
foolish idea	○ ○ ○ ○ ○ ○ ○	wise idea
unpleasant idea	○ ○ ○ ○ ○ ○ ○	pleasant idea
negative idea	○ ○ ○ ○ ○ ○ ○	positive idea

VISUAL SCALES

EXAMPLE:

How does <insert issue or problem> affect you?

PROS AND CONS

Type	Pros	Cons
Net Promoter Score	Identifies Champions	Scores of 7 and 8 are discounted
Likert Scale	Identifies Extent of Agreement	Could Promote Fence Sitting. Open to bias about what is a good or bad score.
Semantic Differential Scale	Connects responder to clear words to use as their guide to assessment	Unclear what all the rankings really mean when analyzed collectively
Visual Scale	Helps user connect emotionally	People may not wish to share their emotional state or not share honestly.

In all cases, the assessments made by individuals are subjective. As well, the checking off of a box or radial button is not enough. Understanding the ranking should include opportunities for people to add their comments about why they ranked your question the way they did.

ADDITIONAL RESOURCES

- Overview of Net Promoter Score: https://en.wikipedia.org/wiki/Net_Promoter
- About Likert Scales: https://www.surveygizmo.com/survey-blog/likert-scale-what-is-it-how-to-analyze-it-and-when-to-use-it/
- Types of Measurement Scales: http://www.mymarketresearchmethods.com/types-of-data-nominal-ordinal-interval-ratio/

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