




Net Promoter[®] Survey Methodology

The Best of Accounting survey uses the Net Promoter Score methodology. A net promoter score is a simple metric based on a question that asks how likely a person is to recommend a company to a friend or colleague using a numeric scale of 0-10, ten being extremely likely and zero being not at all likely.

Responses to this question are divided into three categories:

-  **Promoters** (give a rating of 9-10)
-  **Passives** (give a rating of 7-8), and
-  **Detractors** (give a rating of 0-6)



The NPS is then calculated by subtracting the percentage of Detractors from the percentage of Promoters:

$$\begin{array}{c} 16 / 20 \text{ PROMOTERS} = 80\% \\ \text{16 green person icons} \end{array} - \begin{array}{c} 2 / 20 \text{ DETRACTORS} = 10\% \\ \text{2 red person icons} \end{array} = 70\% \text{ NPS} \quad (80\% - 10\%)$$