



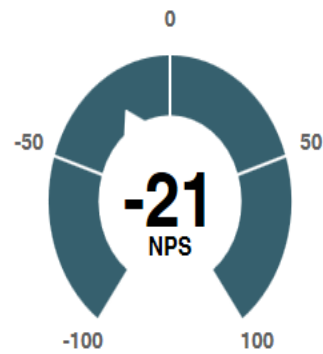
Net Promoter[®] Score (NPS)

Let us help you better
understand your
customers

- 
- Do they promote what you do?
 - Are they distractors?
 - Are they on the fence?
 - Let's find out and help enhance your brand loyalty.
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Net Promoter® Score (NPS) Template

1. How likely is it that you would recommend this company to a friend or colleague?



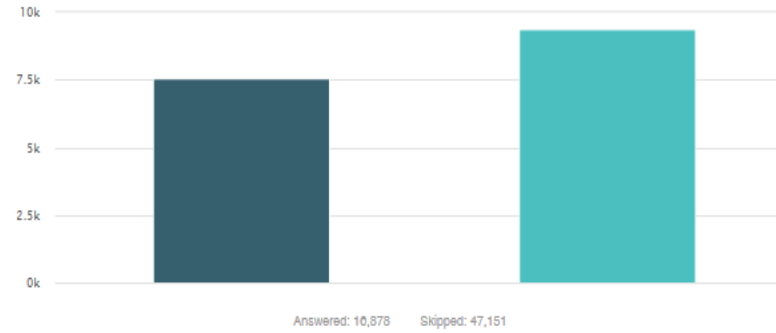
Answered: 60,578 Skipped: 3,451

Net Promoter® Score		-21
Detractors (0-6)	40%	29,519
Passives (7-8)	24%	14,530
Promoters (9-10)	27%	16,529

2. What is your gender?

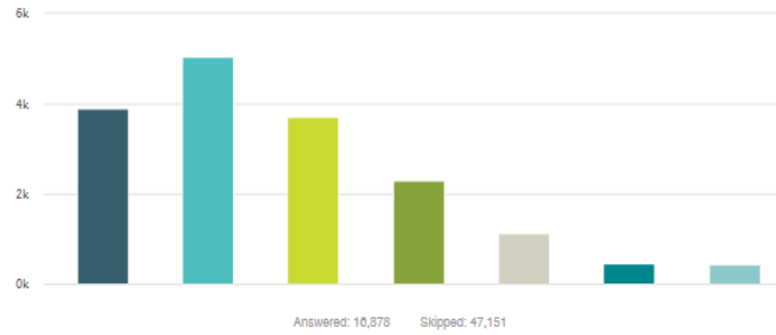
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2. What is your gender?



Female	44.74%	7,552
Male	55.48%	9,364
Total Respondents		16,878

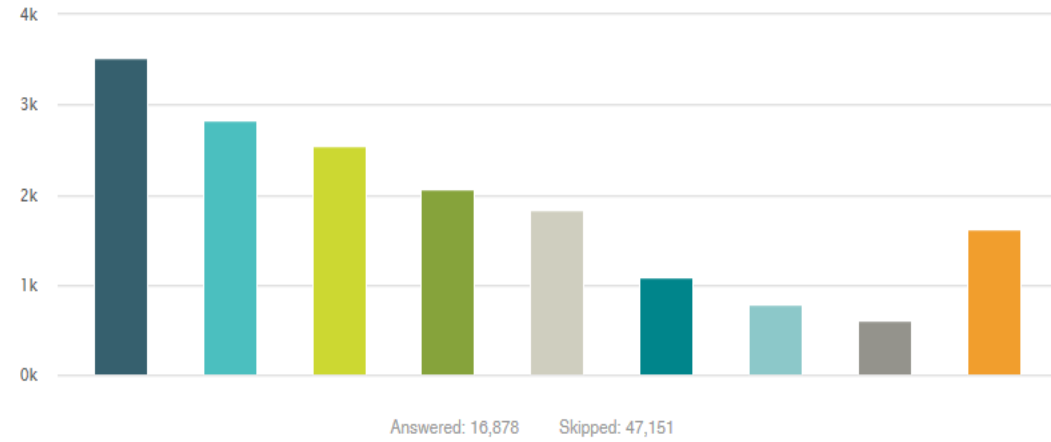
3. What is your age?



18 to 24	23.07%	3,893
25 to 34	29.87%	5,042
35 to 44	21.92%	3,699
45 to 54	13.58%	2,292
55 to 64	6.60%	1,114
65 to 74	2.74%	462

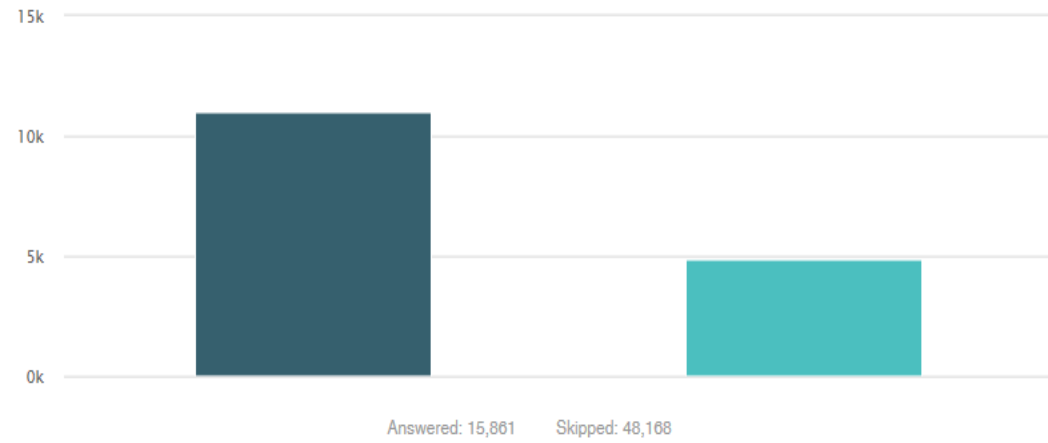
Total Respondents 10,078

4. What is your approximate average household income?



\$0-\$24,999	20.89%	3,526
\$25,000-\$49,999	16.77%	2,830
\$50,000-\$74,999	15.07%	2,543
\$75,000-\$99,999	12.25%	2,068
\$100,000-\$124,999	10.82%	1,826
\$125,000-\$149,999	6.38%	1,077
\$150,000-\$174,999	4.67%	789
\$175,000-\$199,999	3.57%	603
\$200,000 and up	9.62%	1,624
Total Respondents		16,878

5. In what country do you currently reside?



United States	69.21%	10,977
Other (please specify)	30.79%	4,884
Total Respondents		15,861

Done

Powered by  SurveyMonkey



Net Promoter Score®, or **NPS®**, evaluate customers, employees, suppliers, and so on and provides insights into how to make a business grow. This proven metric has transformed the business world and now provides the core measurement for customer experience management programs all over the world. What is your Net Promoter Score®? Let's find out!