

NPS margin of error table

How far a score can move by chance, by number of responses, and the calculation for your own numbers.

95% margin of error, in NPS points

For a typical split of about 50% promoters, 30% passives and 20% detractors (NPS around +30). Scores near 0 with many detractors have slightly wider margins.

Responses	20	50	100	200	400	1,000
Margin $\pm$ points	32	21	15	11	8	5

Need about ± 15 ? Around 105 responses. About ± 10 ? Around 230.

Your own round, by hand (adjusted-Wald)

n = responses

$n' = n + 3$

$p = (\text{promoters} + 0.75) \div n'$

$d = (\text{detractors} + 0.75) \div n'$

$\text{variance} = p + d - (p - d)^2$

$\text{standard error} = \sqrt{(\text{variance} \div n')}$

margin = $1.96 \times \text{standard error} \times 100$

$\pm$ points

Is the change real?

- ☐ The change is bigger than both rounds' margins: likely real
- ☐ The change is smaller than either margin: keep asking before acting on it
- ☐ Same question, same moment, same kind of customer both rounds