



DATA SNAPSHOT

# Calibrating NPS Across 18 Countries

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May 2021

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2021

## EXECUTIVE SUMMARY

To understand the differences in how consumers around the world respond to the Net Promoter® Score (NPS®) question, we asked 17,509 consumers across 18 countries two versions of the NPS question: 1) “Think about the companies that you like, how likely would you be to recommend them to your friends and relatives?” and 2) “Think about the companies that you dislike, how likely would you be to recommend them to your friends and relatives?”

**We found a wide range in responses across countries.** When consumers like a company, the NPS ranges from 64 in India to -47 in Japan. When they dislike a company, NPS ranges from -7 in India to -88 in Japan. The range of NPS between liking and disliking a company ranges from 41 in Japan to 137 in Brazil.

Data comes from the Qualtrics XM Institute Q1 Global Consumer Study, which surveyed 1,000 consumers online in each country (except for Hong Kong and South Korea) with quotas set for gender, age, and income to represent each country’s population.

*Note: Net Promoter, Net Promoter Score, and NPS are registered trademarks of Bain & Company, Inc., Fred Reichheld, and Satmetrix Systems, Inc.*

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*Methodology*

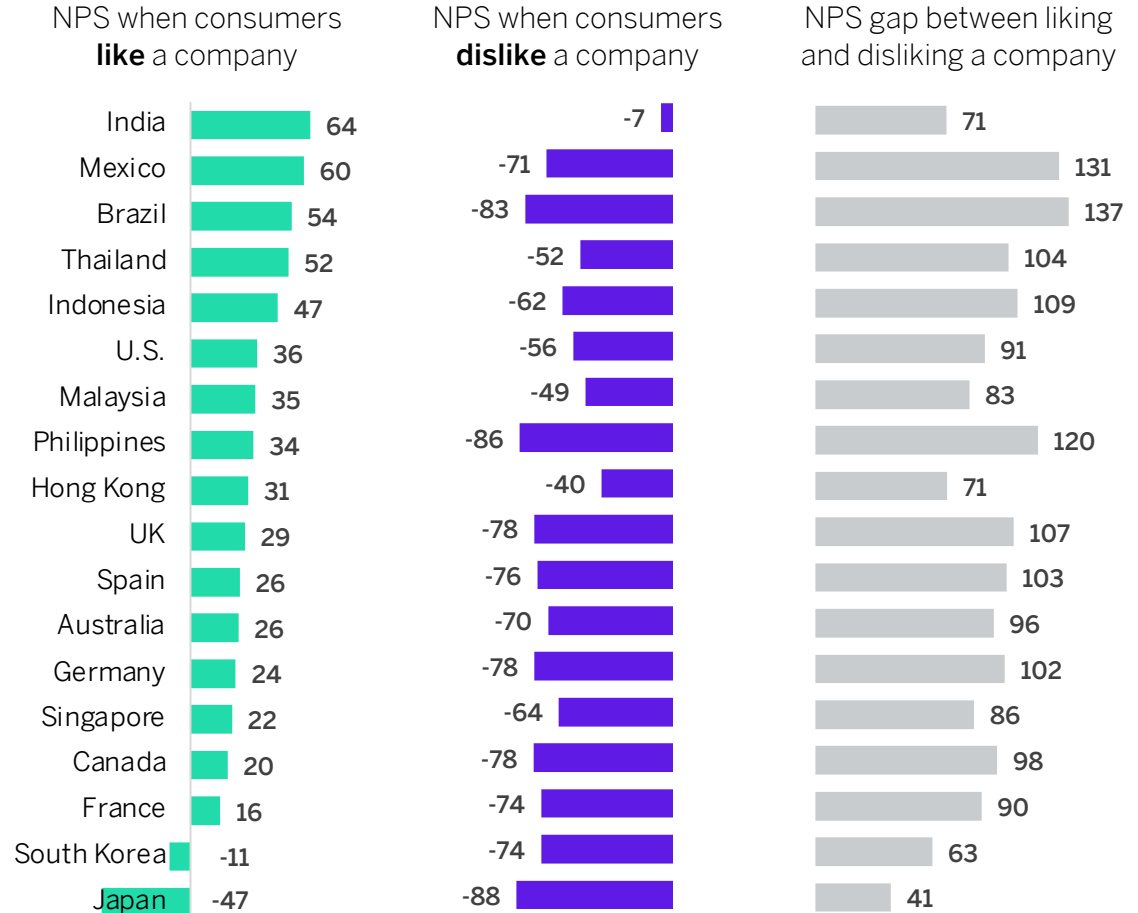
# Net Promoter Score (NPS) Analysis: Overall

## KEY TAKEAWAYS

- + Consumers in India and Mexico give the highest NPS when they like a company
- + Consumers in Japan and South Korea give a negative NPS even when they like a company
- + Consumers in Brazil and Mexico have the largest gap in NPS between when they like a company and when they dislike a company
- + Consumers in Japan and South Korea have the smallest gap in NPS between when they like a company and when they dislike a company

## ABOUT

This chart compares how consumers across 18 countries respond to the NPS question when they like a company with how they respond when they dislike a company.



# Net Promoter Score (NPS) Analysis: Australia

## KEY TAKEAWAYS

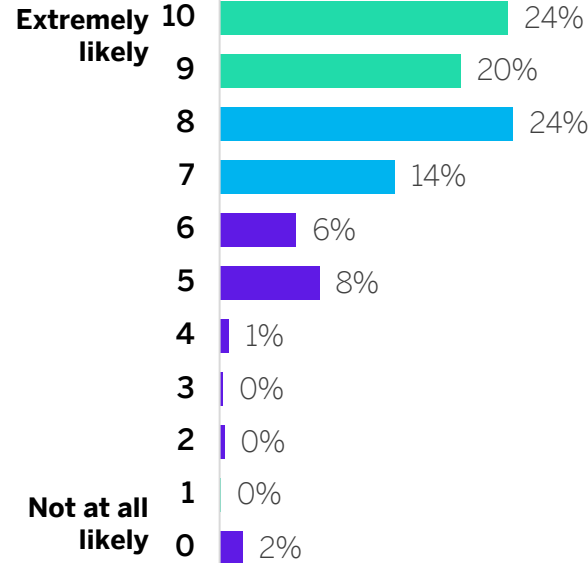
- + There's a 96-point gap in NPS between when people like a company and when they dislike a company
- + When people like a company, they are 33 %-points more likely to be a promoter and 63 %-points less likely to be a detractor
- + The median response when someone likes a company is 8, while the median response when someone dislikes a company is 2.

## ABOUT

This chart compares how consumers in Australia respond to the NPS question when they like a company with how they respond when they dislike a company.

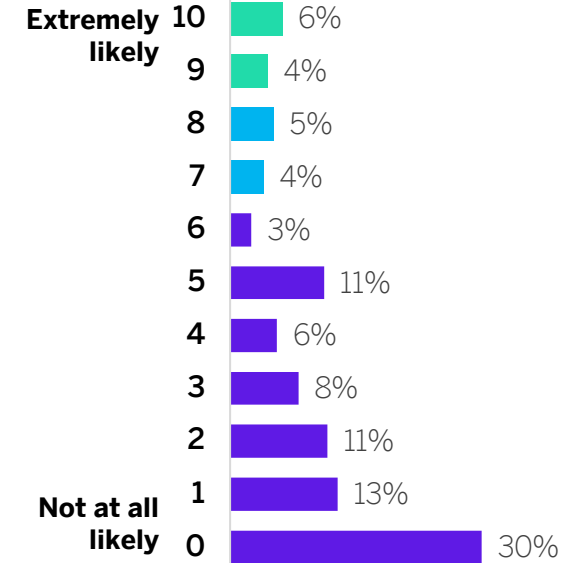
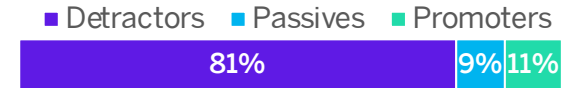
Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = 26**



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -70**



# Net Promoter Score (NPS) Analysis: Brazil

## KEY TAKEAWAYS

- + There's a 137-point gap in NPS between when people like a company and when they dislike a company.
- + When people like a company, they are 57 %-points more likely to be a promoter and 79 %-points less likely to be a detractor.
- + The median response when someone likes a company is 9, while the median response when someone dislikes a company is 1.5.

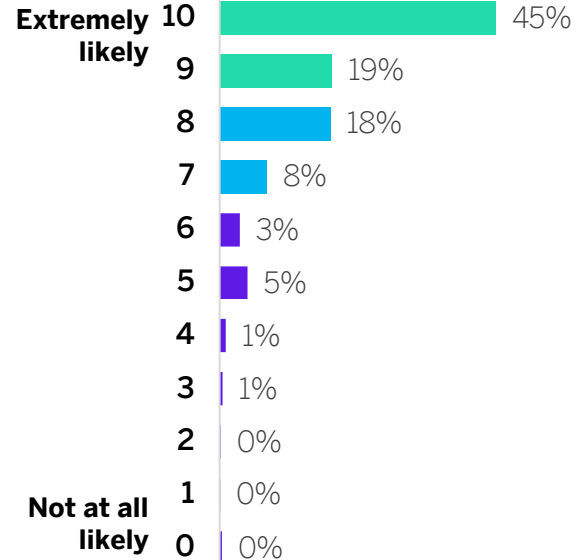
## ABOUT

This chart compares how consumers in Brazil respond to the NPS question when they like a company with how they respond when they dislike a company.

Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = 54**

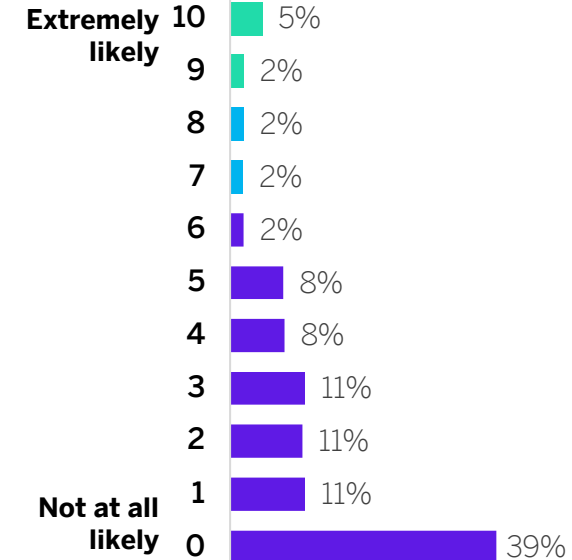
■ Detractors ■ Passives ■ Promoters



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -83**

■ Detractors ■ Passives ■ Promoters



# Net Promoter Score (NPS) Analysis: Canada

## KEY TAKEAWAYS

- + There's a 98-point gap in NPS between when people like a company and when they dislike a company
- + When people like a company, they are 32 %-points more likely to be a promoter and 66 %-points less likely to be a detractor
- + The median response when someone likes a company is 8, while the median response when someone dislikes a company is 2.

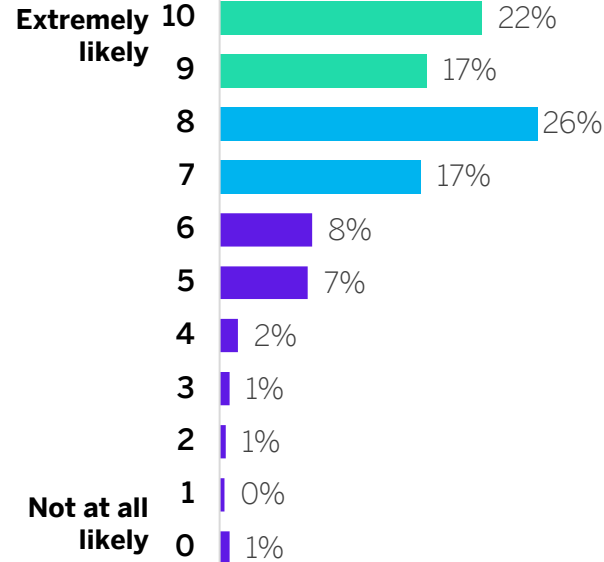
## ABOUT

This chart compares how consumers in Canada respond to the NPS question when they like a company with how they respond when they dislike a company.

Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = 20**

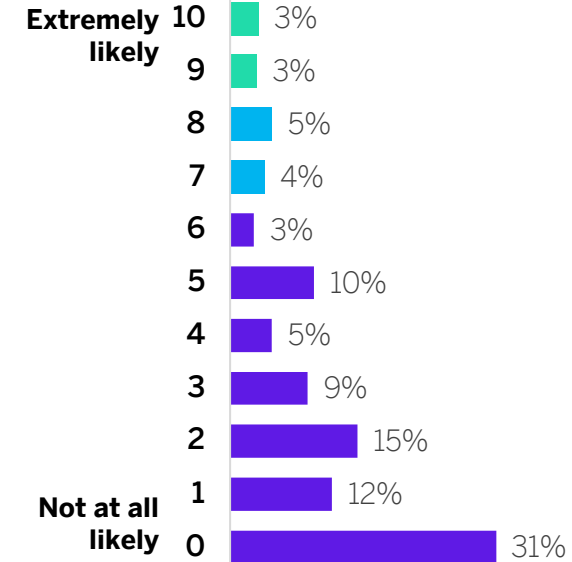
■ Detractors ■ Passives ■ Promoters



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -78**

■ Detractors ■ Passives ■ Promoters



# Net Promoter Score (NPS) Analysis: France

## KEY TAKEAWAYS

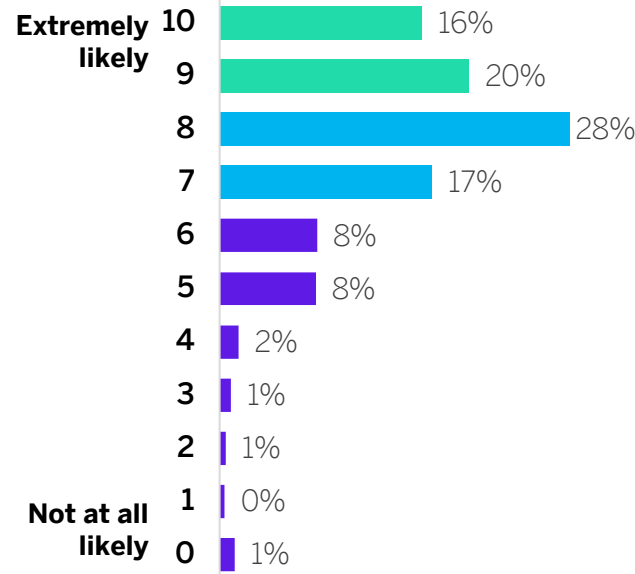
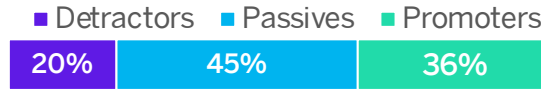
- + There's a 90-point gap in NPS between when people like a company and when they dislike a company
- + When people like a company, they are 28 %-points more likely to be a promoter and 61 %-points less likely to be a detractor
- + The median response when someone likes a company is 8, while the median response when someone dislikes a company is 2.

## ABOUT

This chart compares how consumers in France respond to the NPS question when they like a company with how they respond when they dislike a company.

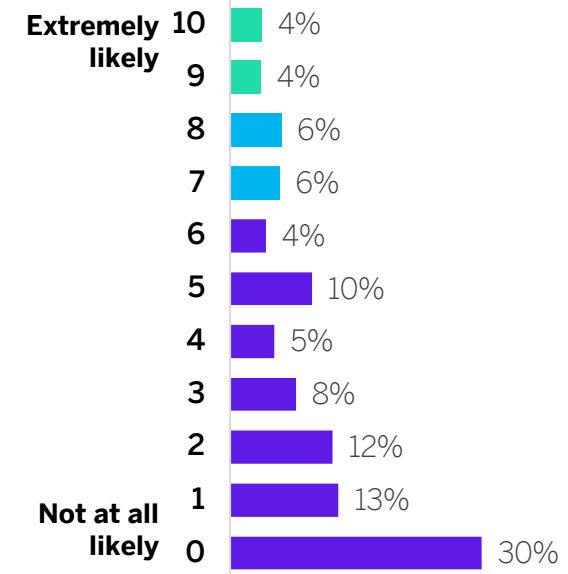
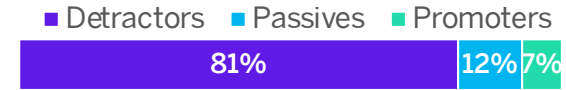
Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = 16**



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -74**



# Net Promoter Score (NPS) Analysis: Germany

## KEY TAKEAWAYS

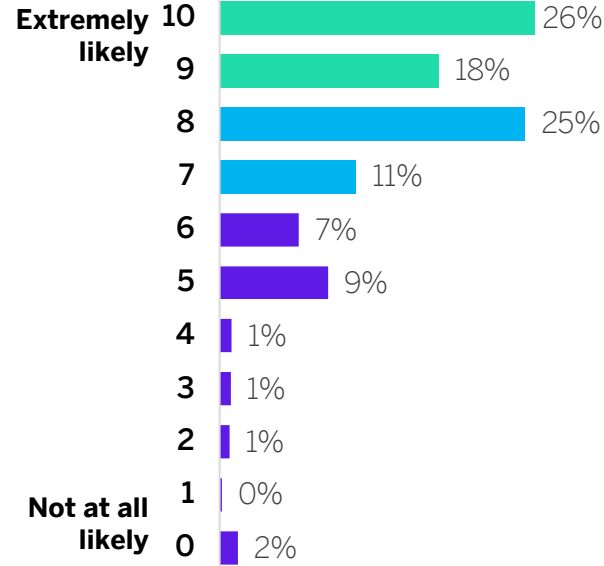
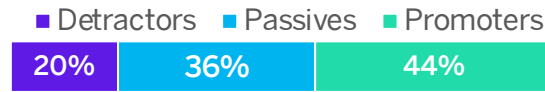
- + There's a 102-point gap in NPS between when people like a company and when they dislike a company
- + When people like a company, they are 37 %-points more likely to be a promoter and 65 %-points less likely to be a detractor
- + The median response when someone likes a company is 8, while the median response when someone dislikes a company is 2.

## ABOUT

This chart compares how consumers in Germany respond to the NPS question when they like a company with how they respond when they dislike a company.

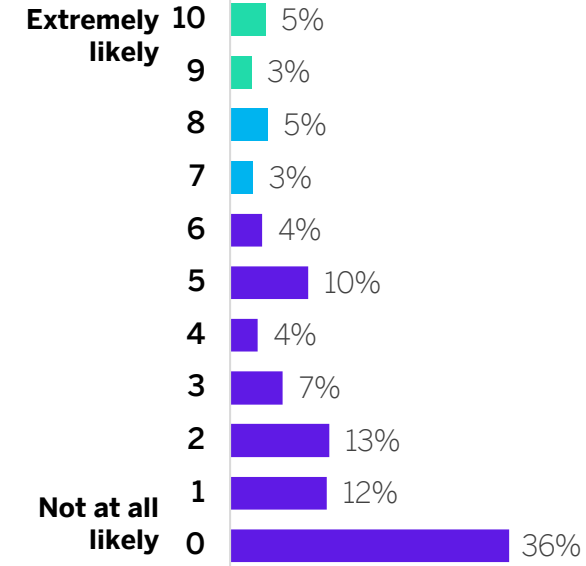
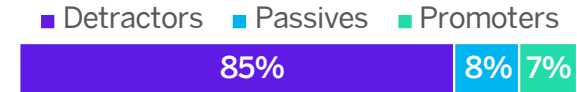
Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = 24**



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -78**





# Net Promoter Score (NPS) Analysis: Hong Kong

## KEY TAKEAWAYS

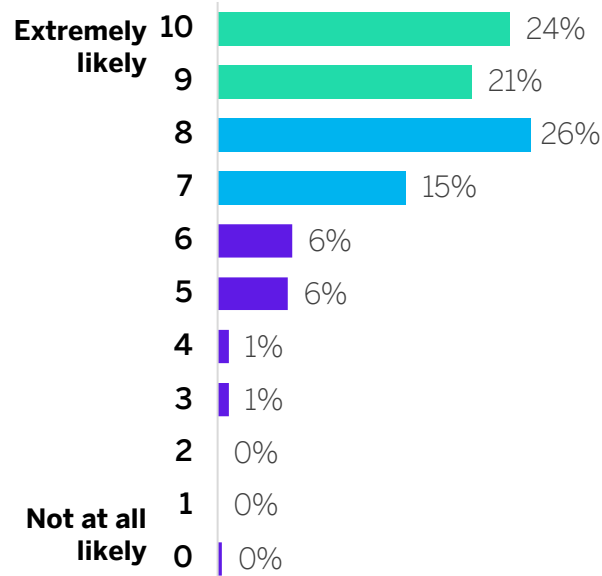
- + There's a 71-point gap in NPS between when people like a company and when they dislike a company
- + When people like a company, they are 21 %-points more likely to be a promoter and 50 %-points less likely to be a detractor
- + The median response when someone likes a company is 8, while the median response when someone dislikes a company is 4.

## ABOUT

This chart compares how consumers in Hong Kong respond to the NPS question when they like a company with how they respond when they dislike a company.

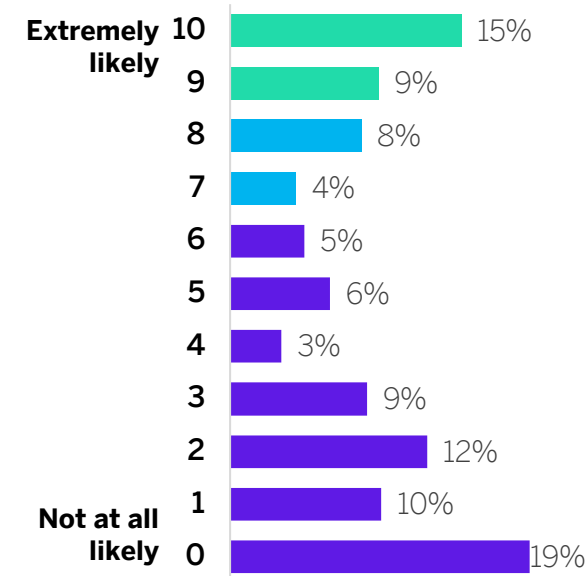
Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = 31**



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -40**



# Net Promoter Score (NPS) Analysis: India

## KEY TAKEAWAYS

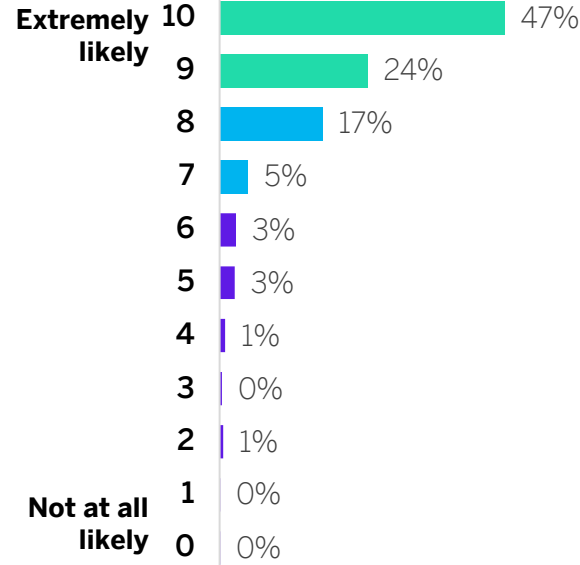
- + There's a 71-point gap in NPS between when people like a company and when they dislike a company
- + When people like a company, they are 32 %-points more likely to be a promoter and 39 %-points less likely to be a detractor
- + The median response when someone likes a company is 9, while the median response when someone dislikes a company is 7.

## ABOUT

This chart compares how consumers in India respond to the NPS question when they like a company with how they respond when they dislike a company.

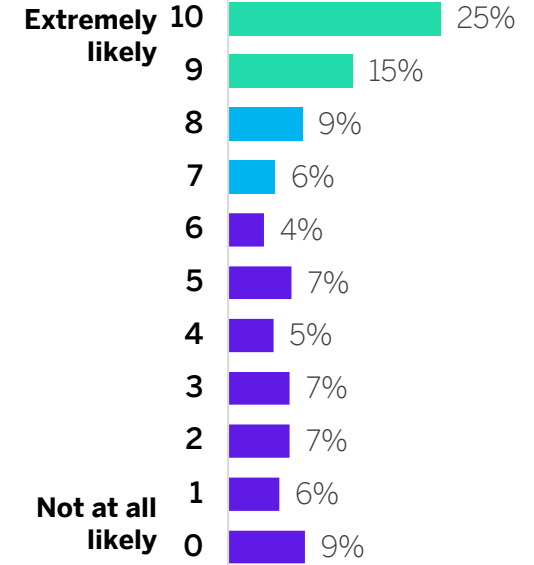
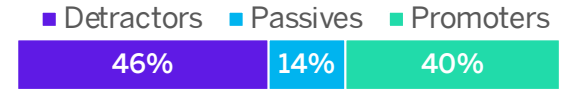
Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = 64**



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -7**



# Net Promoter Score (NPS) Analysis: Indonesia

## KEY TAKEAWAYS

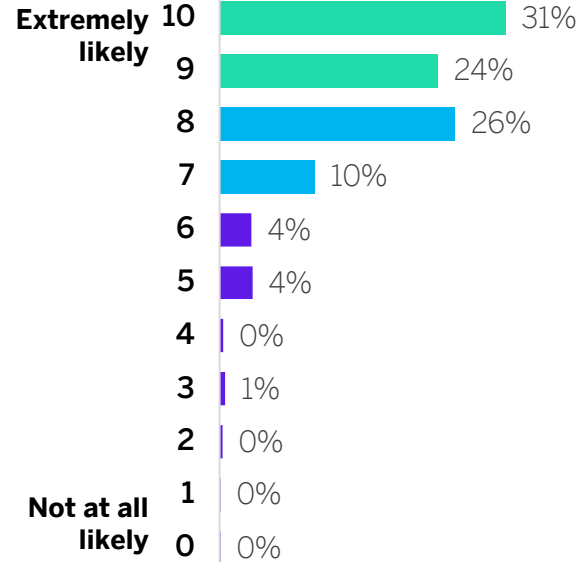
- + There's a 109-point gap in NPS between when people like a company and when they dislike a company
- + When people like a company, they are 42 %-points more likely to be a promoter and 66 %-points less likely to be a detractor
- + The median response when someone likes a company is 9, while the median response when someone dislikes a company is 4.

## ABOUT

This chart compares how consumers in Indonesia respond to the NPS question when they like a company with how they respond when they dislike a company.

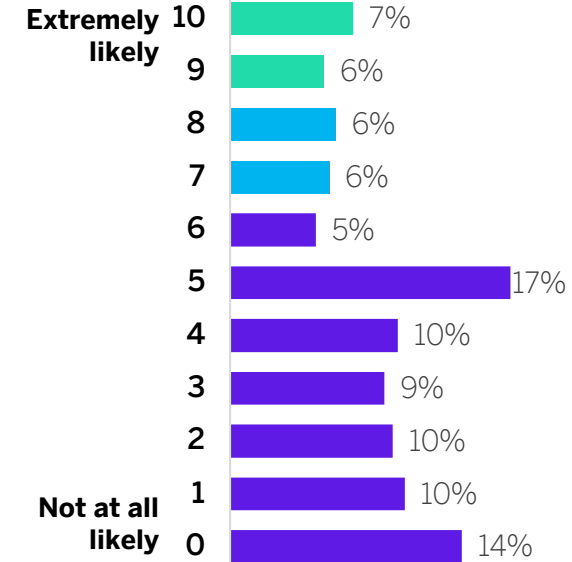
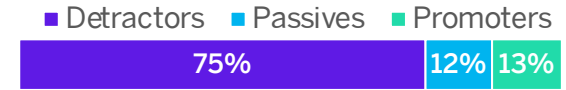
Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = 47**



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -62**



# Net Promoter Score (NPS) Analysis: Japan

## KEY TAKEAWAYS

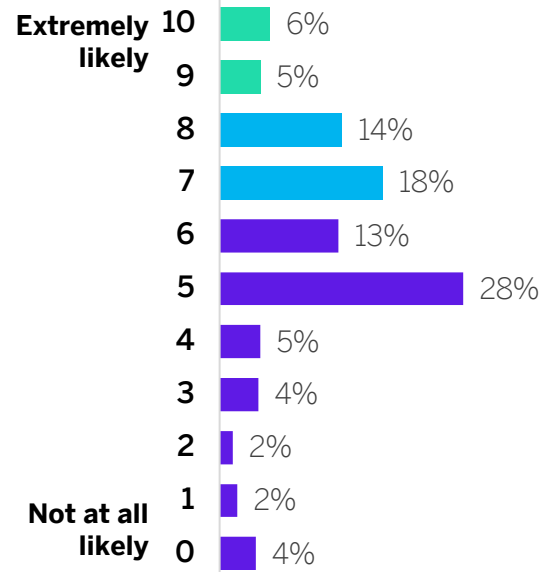
- + There's a 41-point gap in NPS between when people like a company and when they dislike a company
- + When people like a company, they are 8 %-points more likely to be a promoter and 33 %-points less likely to be a detractor
- + The median response when someone likes a company is 6, while the median response when someone dislikes a company is 2.

## ABOUT

This chart compares how consumers in Japan respond to the NPS question when they like a company with how they respond when they dislike a company.

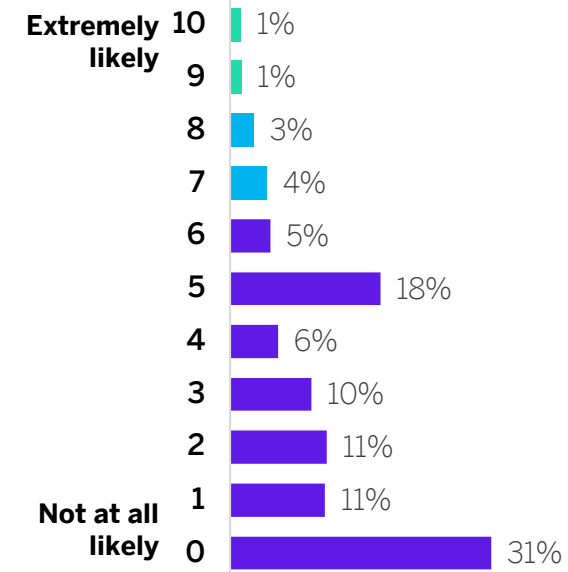
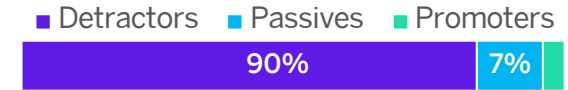
Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -47**



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -88**



# Net Promoter Score (NPS) Analysis: Malaysia

## KEY TAKEAWAYS

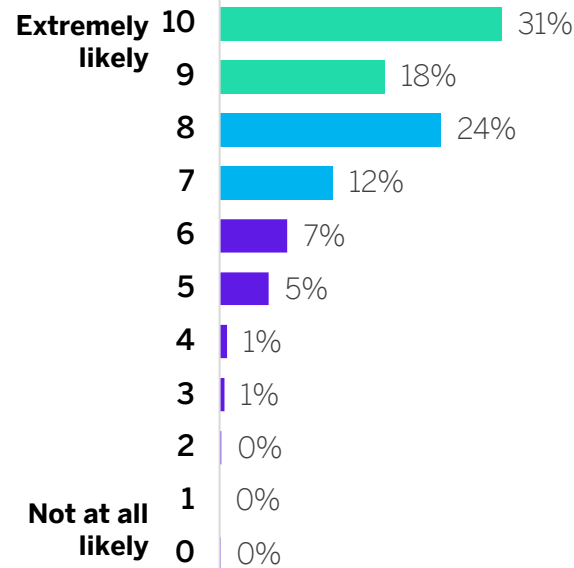
- + There's an 83-point gap in NPS between when people like a company and when they dislike a company
- + When people like a company, they are 28 %-points more likely to be a promoter and 55 %-points less likely to be a detractor
- + The median response when someone likes a company is 8, while the median response when someone dislikes a company is 4.

## ABOUT

This chart compares how consumers in Malaysia respond to the NPS question when they like a company with how they respond when they dislike a company.

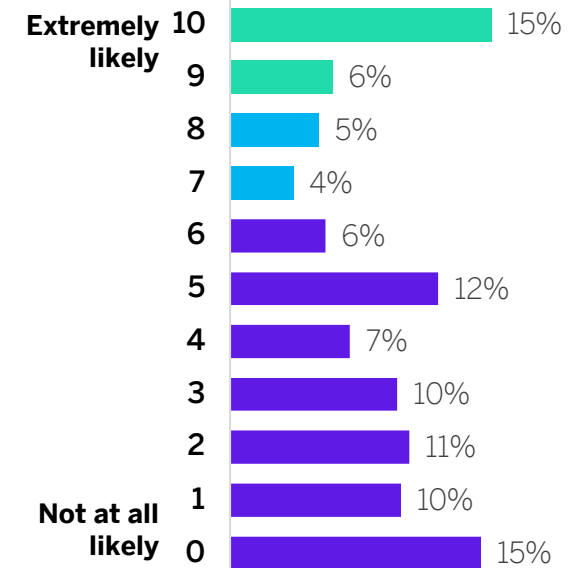
Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = 35**



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -49**



# Net Promoter Score (NPS) Analysis: Mexico

## KEY TAKEAWAYS

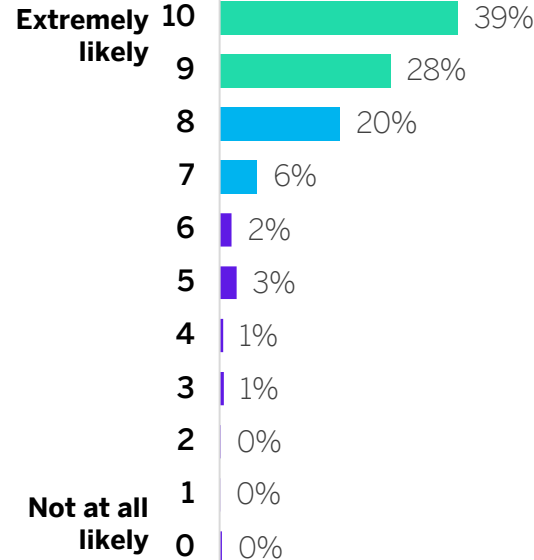
- + There's a 131-point gap in NPS between when people like a company and when they dislike a company
- + When people like a company, they are 57 %-points more likely to be a promoter and 75 %-points less likely to be a detractor
- + The median response when someone likes a company is 9, while the median response when someone dislikes a company is 3.

## ABOUT

This chart compares how consumers in Mexico respond to the NPS question when they like a company with how they respond when they dislike a company.

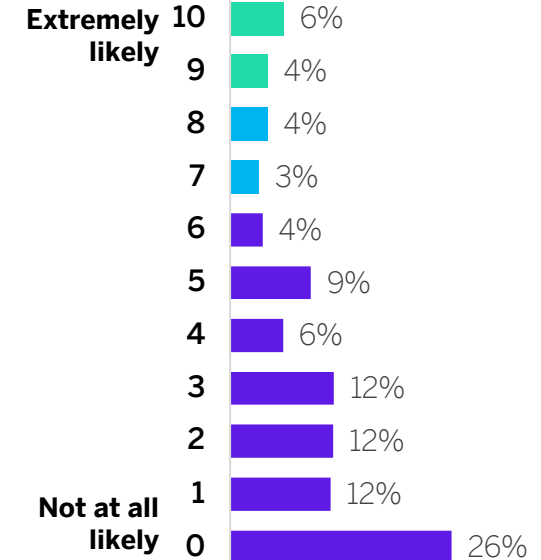
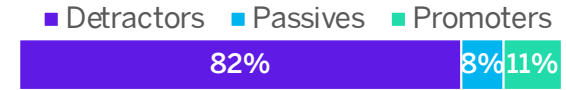
Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = 60**



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -71**



# Net Promoter Score (NPS) Analysis: Philippines

## KEY TAKEAWAYS

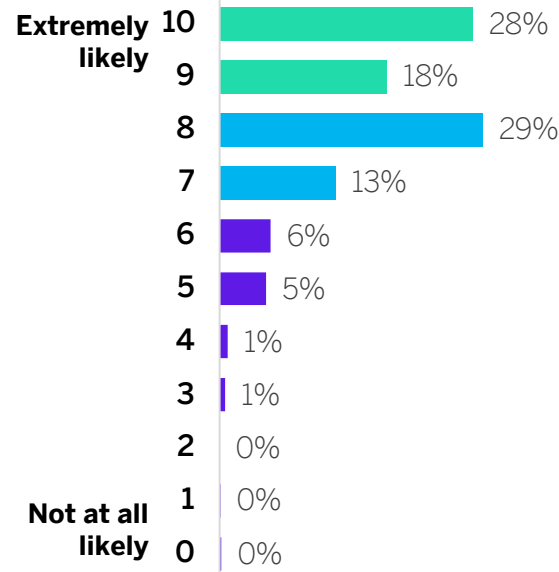
- + There's a 120-point gap in NPS between when people like a company and when they dislike a company
- + When people like a company, they are 42 %-points more likely to be a promoter and 78 %-points less likely to be a detractor
- + The median response when someone likes a company is 8, while the median response when someone dislikes a company is 3.

## ABOUT

This chart compares how consumers in the Philippines respond to the NPS question when they like a company with how they respond when they dislike a company.

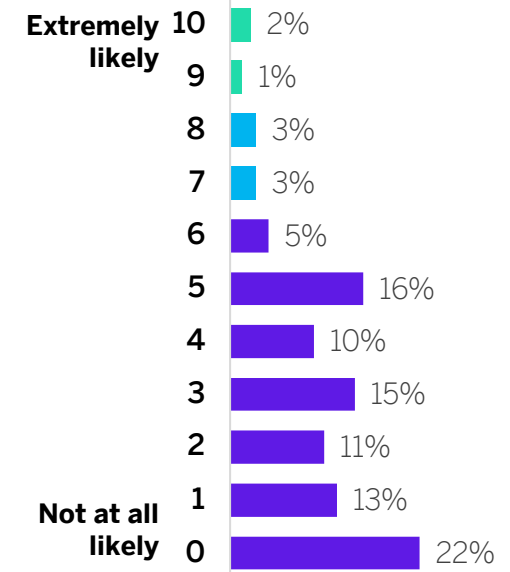
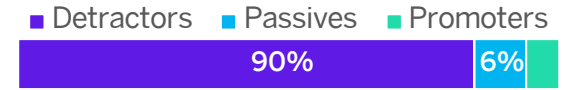
Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = 34**



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -86**



# Net Promoter Score (NPS) Analysis: Singapore

## KEY TAKEAWAYS

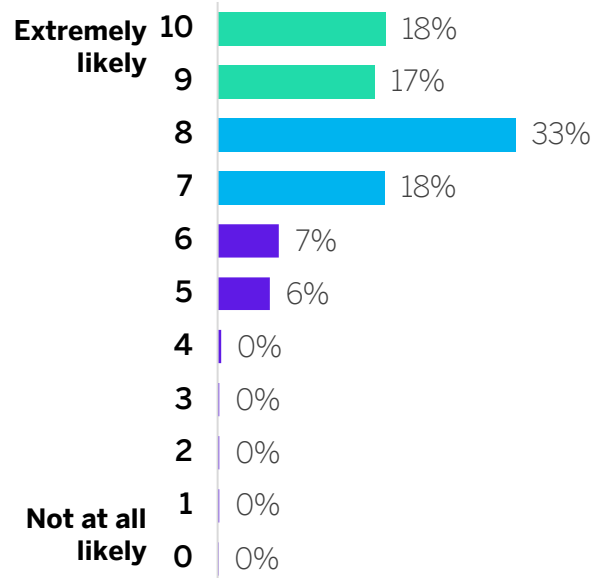
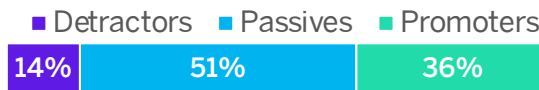
- + There's an 86-point gap in NPS between when people like a company and when they dislike a company
- + When people like a company, they are 23 %-points more likely to be a promoter and 62 %-points less likely to be a detractor
- + The median response when someone likes a company is 8, while the median response when someone dislikes a company is 3.

## ABOUT

This chart compares how consumers in Singapore respond to the NPS question when they like a company with how they respond when they dislike a company.

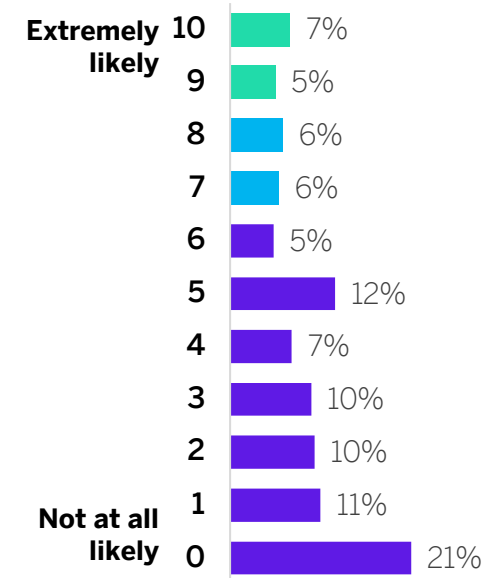
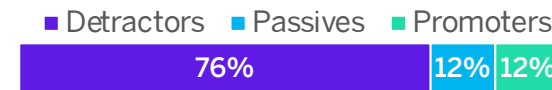
Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = 22**



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -64**





# Net Promoter Score (NPS) Analysis: South Korea

## KEY TAKEAWAYS

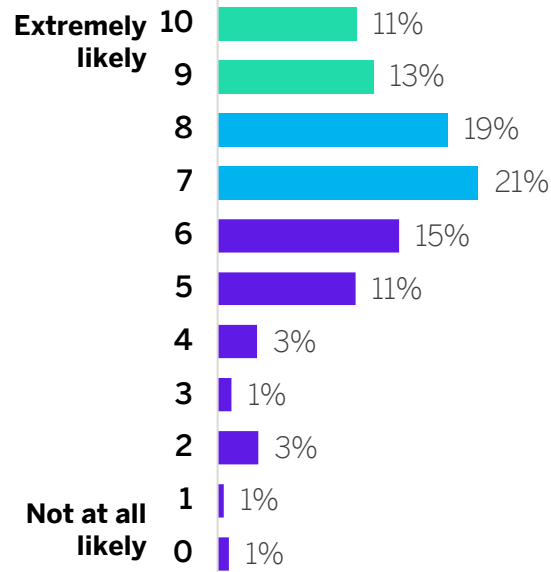
- + There's a 63-point gap in NPS between when people like a company and when they dislike a company
- + When people like a company, they are 16 %-points more likely to be a promoter and 46 %-points less likely to be a detractor
- + The median response when someone likes a company is 7, while the median response when someone dislikes a company is 3.

## ABOUT

This chart compares how consumers in South Korea respond to the NPS question when they like a company with how they respond when they dislike a company.

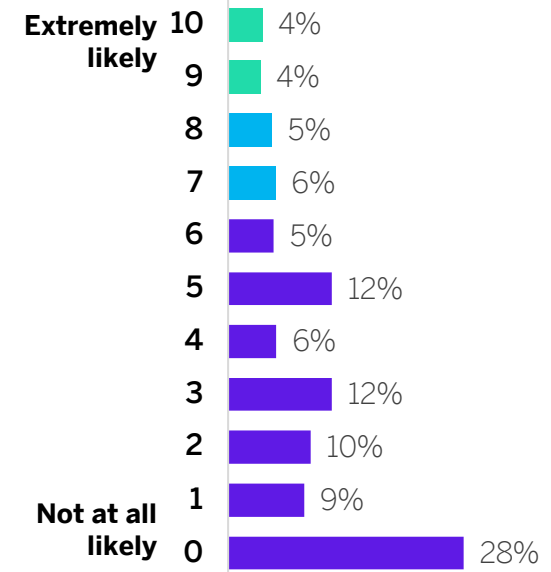
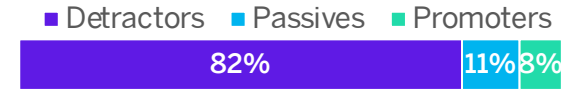
Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -11**



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -74**



# Net Promoter Score (NPS) Analysis: Spain

## KEY TAKEAWAYS

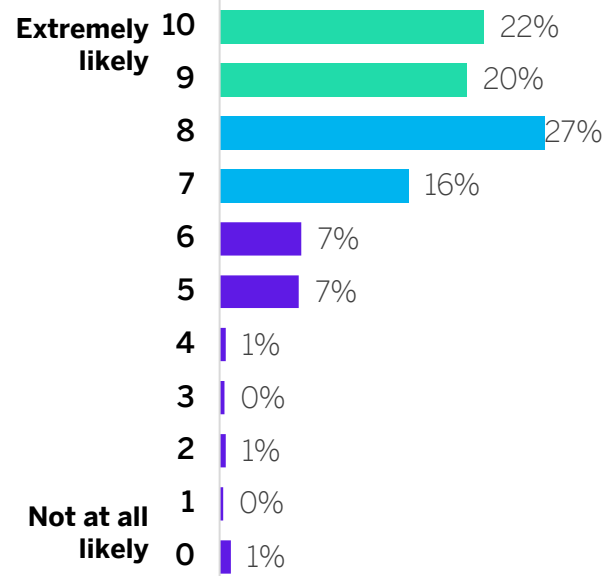
- + There's a 103-point gap in NPS between when people like a company and when they dislike a company
- + When people like a company, they are 35 %-points more likely to be a promoter and 68 %-points less likely to be a detractor
- + The median response when someone likes a company is 8, while the median response when someone dislikes a company is 2.

## ABOUT

This chart compares how consumers in Spain respond to the NPS question when they like a company with how they respond when they dislike a company.

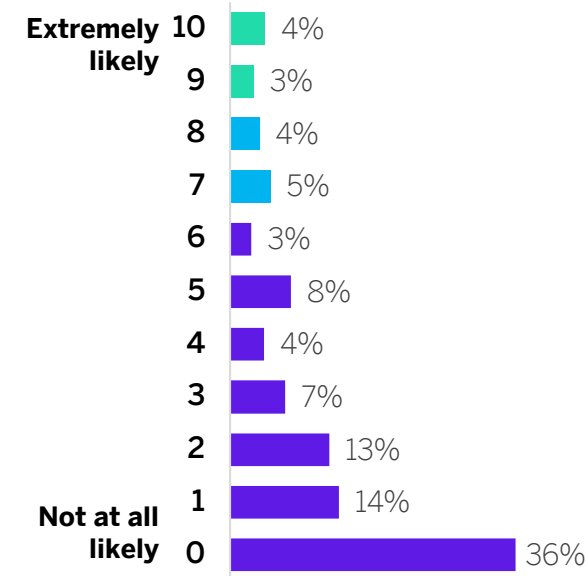
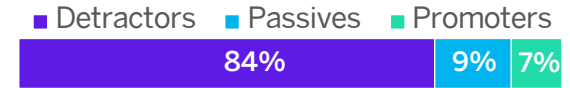
Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = 26**



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -76**



# Net Promoter Score (NPS) Analysis: Thailand

## KEY TAKEAWAYS

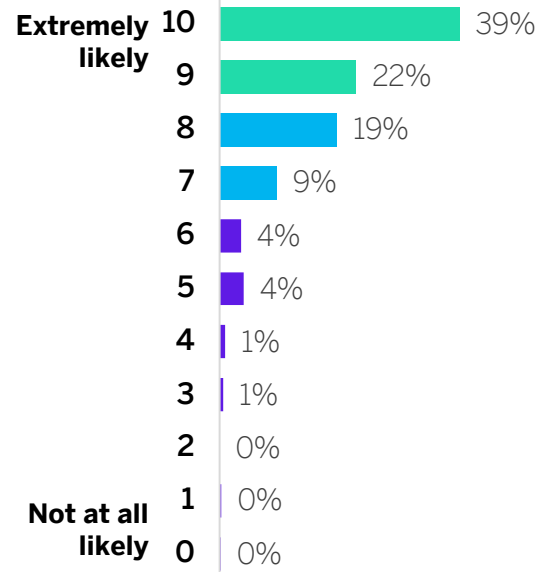
- + There's a 104-point gap in NPS between when people like a company and when they dislike a company
- + When people like a company, they are 44 %-points more likely to be a promoter and 60 %-points less likely to be a detractor
- + The median response when someone likes a company is 9, while the median response when someone dislikes a company is 4.

## ABOUT

This chart compares how consumers in Thailand respond to the NPS question when they like a company with how they respond when they dislike a company.

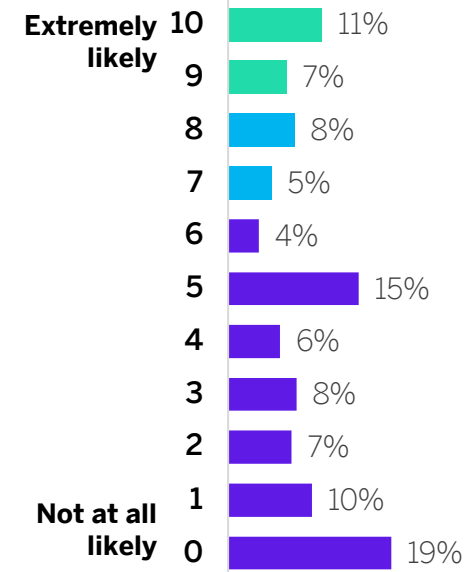
Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = 52**



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -52**



# Net Promoter Score (NPS) Analysis: United Kingdom

## KEY TAKEAWAYS

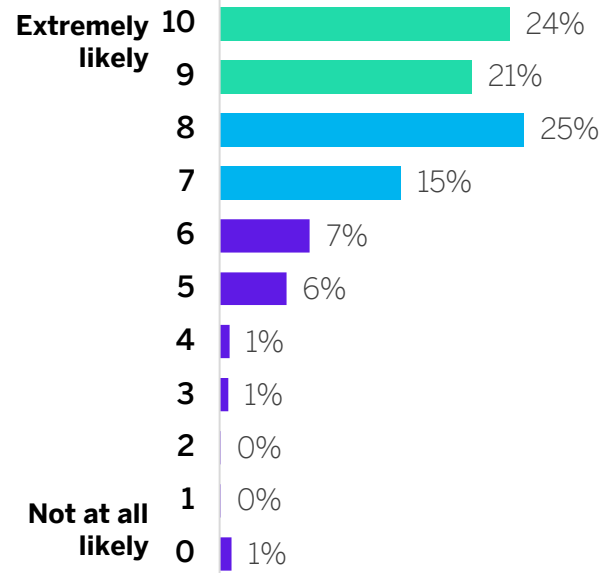
- + There's a 107-point gap in NPS between when people like a company and when they dislike a company
- + When people like a company, they are 38 %-points more likely to be a promoter and 69 %-points less likely to be a detractor
- + The median response when someone likes a company is 8, while the median response when someone dislikes a company is 2.

## ABOUT

This chart compares how consumers in the UK respond to the NPS question when they like a company with how they respond when they dislike a company.

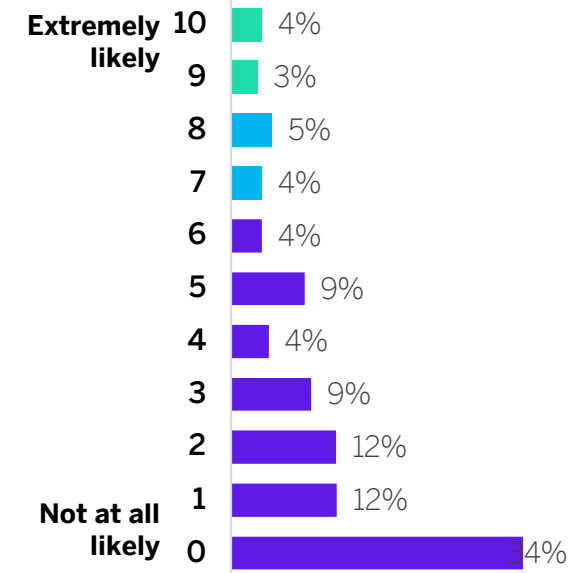
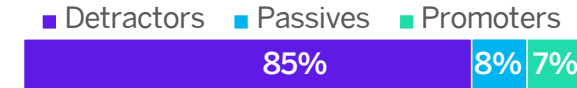
Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = 29**



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -78**



# Net Promoter Score (NPS) Analysis: United States

## KEY TAKEAWAYS

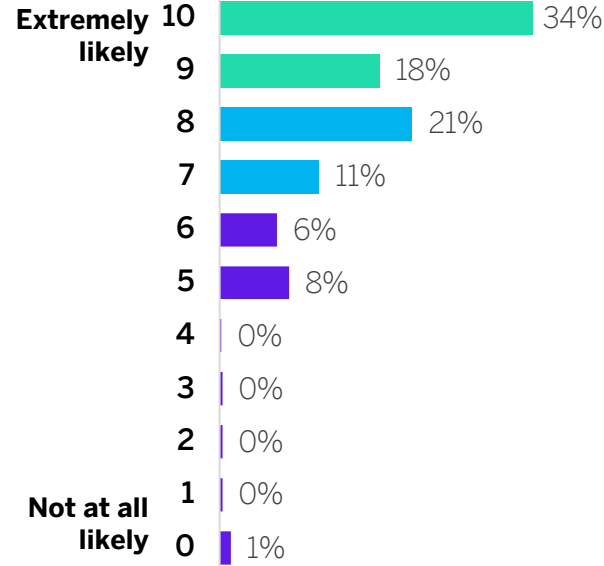
- + There's a 91-point gap in NPS between when people like a company and when they dislike a company
- + When people like a company, they are 35 %-points more likely to be a promoter and 57 %-points less likely to be a detractor
- + The median response when someone likes a company is 9, while the median response when someone dislikes a company is 3.

## ABOUT

This chart compares how consumers in the U.S. respond to the NPS question when they like a company with how they respond when they dislike a company.

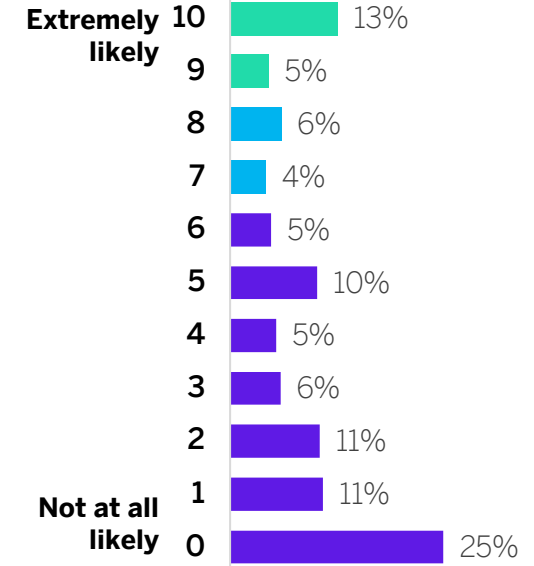
Think about the companies that you **like**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = 36**



Think about the companies that you **dislike**.  
How likely would you be to recommend them to your friends and relatives?

**NPS = -56**



## DATA SOURCE

The data for this report comes from a global consumer study that Qualtrics XM Institute conducted in the first quarter of 2021. Using an online survey, XM Institute collected data from 17,509 consumers across 18 countries: Australia, Brazil, Canada, France, Germany, Hong Kong, India, Indonesia, Japan, Malaysia, Mexico, the Philippines, Singapore, South Korea, Spain, Thailand, the United Kingdom, and the United States.

XM Institute surveyed 1,000 consumers from each of the countries except for Hong Kong (556 respondents) and South Korea (952 respondents). To ensure that the data was reflective of the population within every country, we set quotas for responses to match the gender, age, and income demographics of each country.

## DATA CALCULATION

This data snapshot examines data from the questions “Think about the companies that you like, how likely would you be to recommend them to your friends and relatives?” and “Think about the companies that you dislike, how likely would you be to recommend them to your friends and relatives?” on a 0–10-point scale, from “Not at all likely” to “Extremely likely”.

Detractors are consumers choosing the equivalent of zero through six on this scale, Passives are consumers choosing a seven or eight, and Promoters choose a nine or ten.

NPS for each figure is calculated by subtracting the percentage of promoters from the percentage of detractors.

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### PUBLICATION DATE

May 2021