Introduction to scores

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Scores provide an alternative view of question results. They define a single metric that aggregates its underlying components into a single number, making it easier to digest and compare with other scores. Instead of having to look at all of the answers, a score is a number that quickly conveys a lot of information.

A score is sometimes called a sentiment, a derivative metric, or an index.

Mathematical formulas define scores. The formulas may use the counts of each answer option and the total number of answers as variables. Essential mathematical functions are also available: addition, subtraction, multiplication, division, exponentiation, and prioritization (by grouping them with parentheses).

Example

Consider the question: "How much do you like to eat at Chipotle?" This question has five answer options:

- I love it
- I like it
- I have no strong opinion
- I don't like it
- I've never heard of it

If your research aims to track brand favorability, you may consider a score that adds the first two answer options, multiplies that sum by 100, and divides the result by the total number of answers. In this way, you will have a favorability index that quickly conveys, in a single number, the share of respondents who are favorable to the subject of your research.