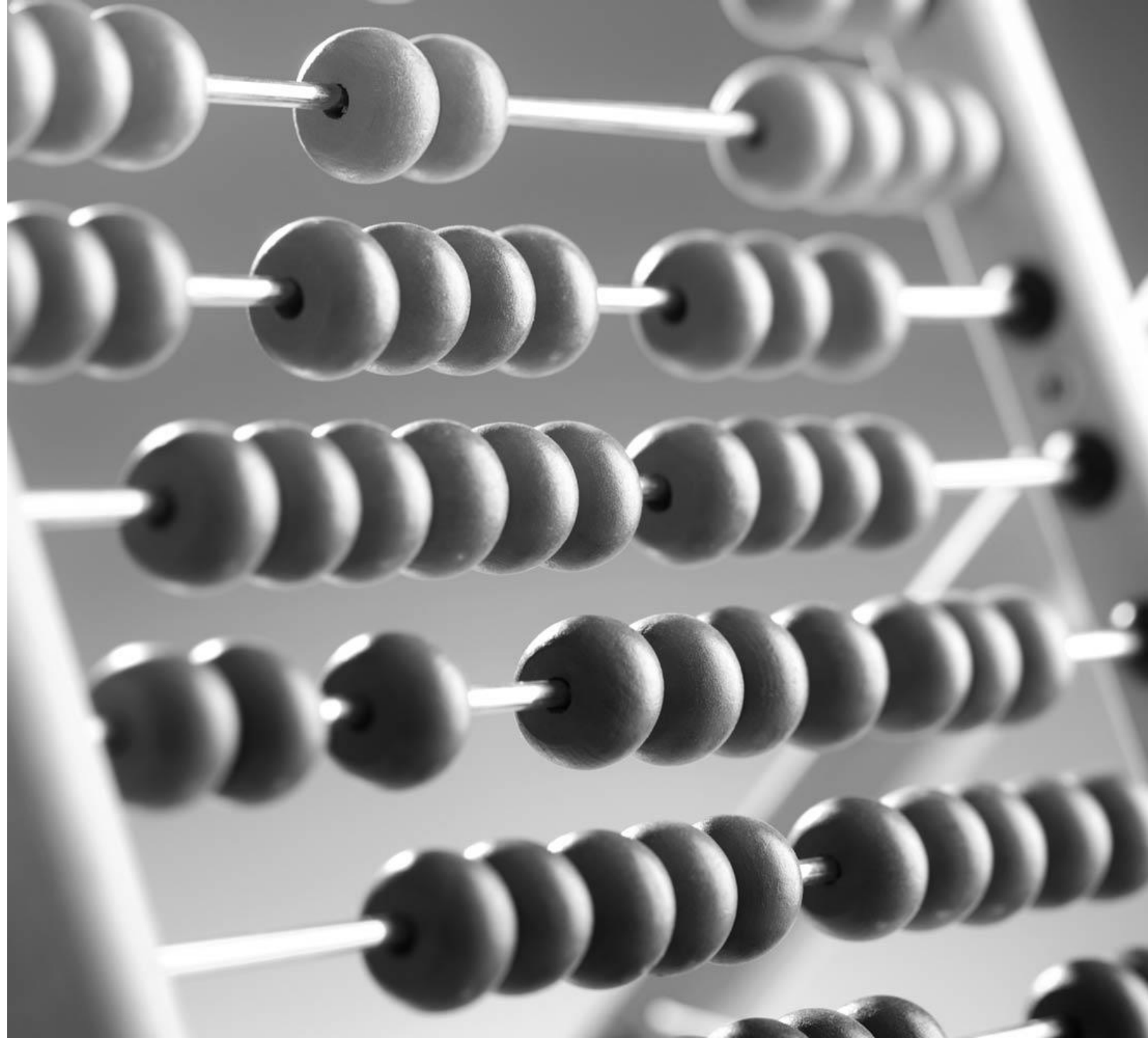


# QUESTIONNAIRE SCALE

A short description on  
the 10-point scale used  
in Ennova Surveys

ennova®



# WHY WE RECOMMEND A 10 POINT SCALE

## OUR EXPERIENCE WITH THE SCALE



More points on the scale gives better opportunity for statistical analysis, which is essential as Ennova's recommendations are based on statistical models and analysis. A 10-point scale resembles a continuum more than e.g. a 5-point scale.

It provides greater accuracy in the survey, since a point of view can be expressed more precisely compared to a scale with fewer points. This provides a better basis when results should be evaluated, since the survey achieves higher certainty for the result obtained.

We use the 10-point scale in most surveys. We have not experienced challenges where respondents cannot assess or use the scale.

10-point scale is used in many everyday contexts and is typically perceived intuitive by respondents.

The scale has been tested on more than 50 languages all over the world in many millions of questionnaires over time.

Ennova measures response quality. E.g., similar response patterns, response time, dispersion and "don't know" shares.

## WHAT ACADEMIA SAYS

More points on the scale give better opportunity for statistical analysis.

Greater accuracy as a point of view can be expressed more accurately with fewer respondents.

The damaging effect of a middle position weakens with more answer options.

The context effects tends to weaken as the number of scale points increase.



Alwin, 2007 + Krosnick & Fabrigar, 1997

# HOW THE SCALES ARE CONVERTED

Although a 1-10 scale is great when we measure e.g. satisfaction it is not always the best option when we interpret the results.

Both scales are easy to understand from a mathematical point of view, But the 0-100 scale has a strong advantage in that it is easier to interpret. Proven - both in academia and practice.

We use the following equation to convert the scores:

$$Score = \frac{(Answer\ in\ questionnaire - 1) \cdot 100}{9}$$

## HOW WE HANDLE 'DON'T' KNOW'

When a respondent has answered 'don't know' to a question, the answer will not be included in the question result.

