**REGULATORY FOCUS QUESTIONNAIRE: CALCULATING PREDOMINANCE**

**Predominant Orientation = Promotion – Prevention**

- Positive values indicate promotion predominance.
- Negative values indicate prevention predominance.
- Larger absolute values indicate the strength of predominance.
- Zero scores indicate equal promotion and prevention concerns.

This score can be interpreted as a factor with 2 levels of predominant orientation, or this score can be kept on a continuous scale as “an index of regulatory focus predominance.” See and cite relevant work below where researchers have calculated predominance.

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"A respondent’s predominant focus is computed by subtracting the mean rating for prevention-related items from the mean rating for promotion-related items. Thus, the RFQ provides a single continuous measure, with positive numbers indicating predominant promotion focus and negative numbers indicating predominant prevention focus." (p. 417)

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"...prevention strength scores were subtracted from promotion strength scores to create an index of predominant concerns..." (p. 263)

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"To illustrate these significant interactions, we created an RFQ index by subtracting participants’ prevention pride scores from their promotion pride scores." (p. 502)