



# eNPS Industry Benchmarks 2025 & Year on Year Trends

QuestionPro Employee Experience

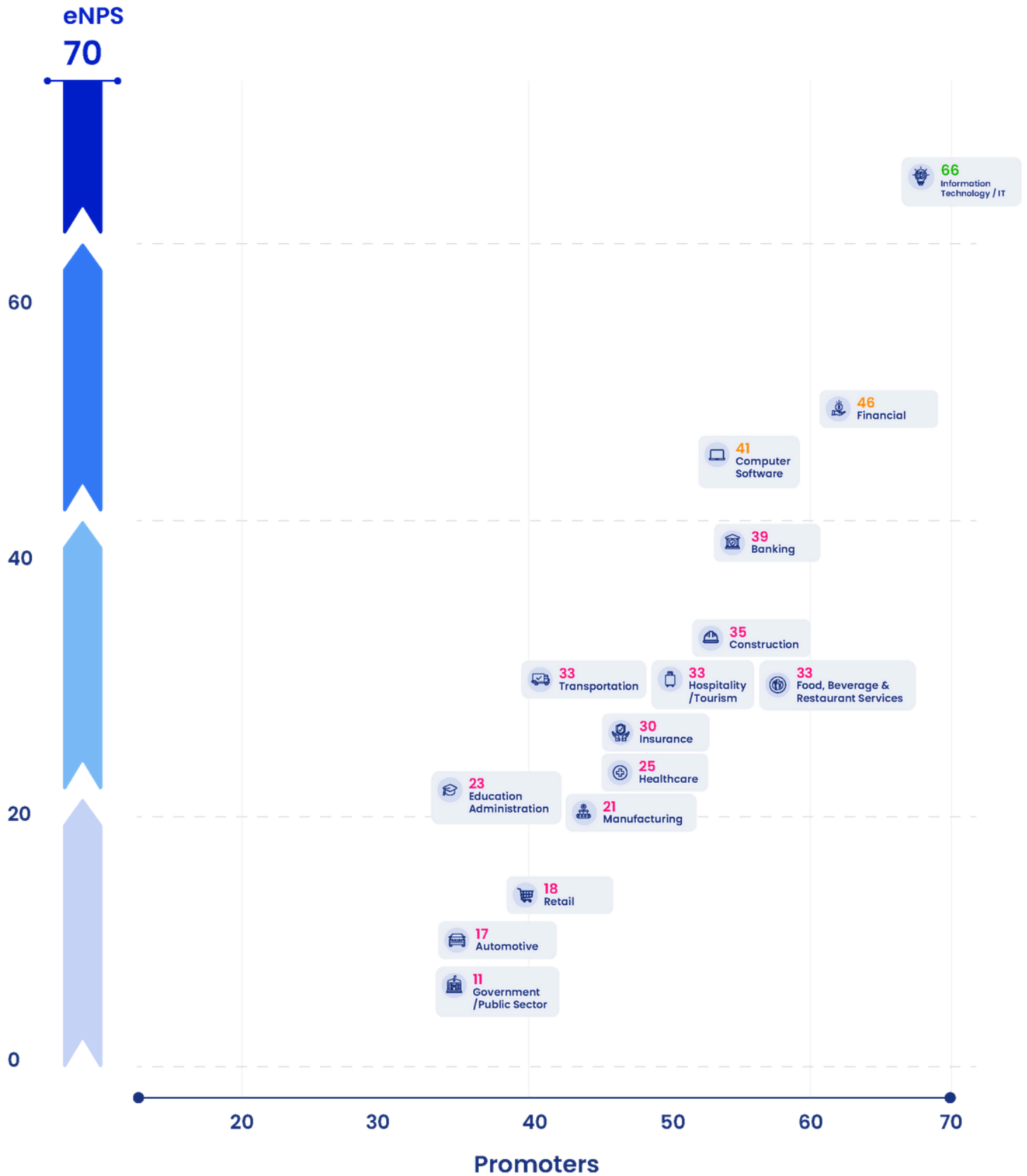
# Introduction

Employee Net Promoter Score (eNPS) is a question that goes beyond engagement and satisfaction and measures the likelihood your employees would recommend your organization as a great place to work.

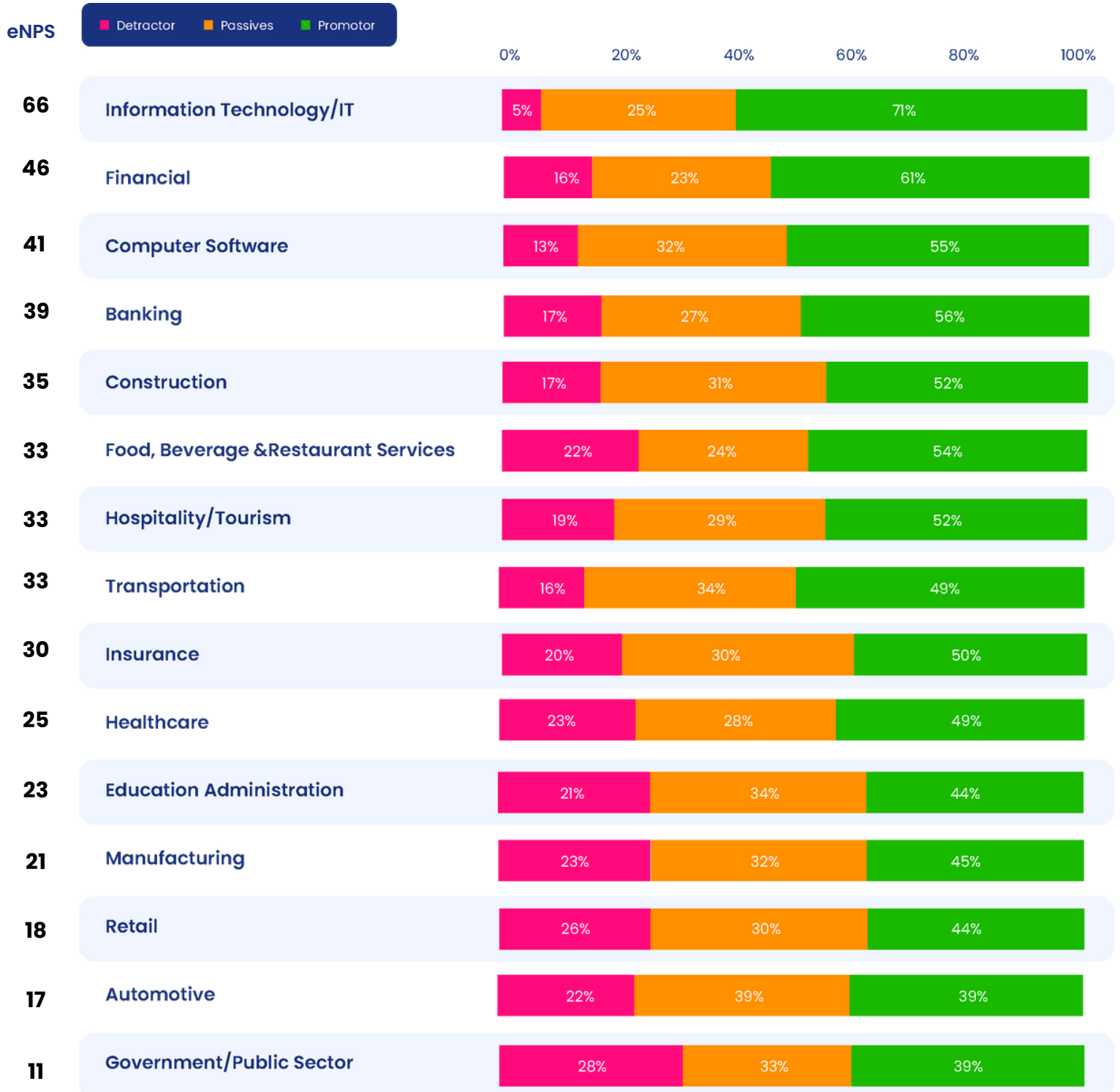
It has been gaining in popularity as an HR metric in recent years, partly because its origin is the Net Promoter Score (NPS), a widely used metric to gauge consumer satisfaction. One of the big benefits for using eNPS in HR is that it resonates across various executives across the company as they have likely been tracking NPS for a while now.

In this guide, we show eNPS benchmarks from different industries, giving you a clear view of how your organization compares across different sectors.

# eNPS by industry



# Detractors, passives & promoters



# Year on Year Trends

## By Change

	eNPS 2025	eNPS 2024	YoYdifference
<b>Food, Beverage and Restaurant Services</b>	33	6	27
<b>Transportation</b>	33	19	14
<b>Automotive</b>	17	6	11
<b>Manufacturing</b>	21	13	8
<b>Healthcare</b>	25	17	8
<b>Financial</b>	46	38	8
<b>Hospitality/Tourism</b>	33	27	6
<b>Retail</b>	18	17	1
<b>Computer Software</b>	41	43	-2
<b>Banking</b>	39	43	-4
<b>Information Technology/IT</b>	66	71	-5
<b>Insurance</b>	30	38	-8
<b>Construction</b>	35	48	-13
<b>Government/Public Sector</b>	11	24	-13
<b>Education Administration</b>	23	42	-19
Overall	32	25	7

# Year on Year Trends

By highest 2025 score

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Information Technology/IT	66	71	-5
Financial	46	38	8
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# About the Study

5,000 respondents

100% of respondents were employed in full-time positions

| GENDER



47%  
Male



53%  
Female

| AGE



25-34  
Years



35-44  
Years



45-54  
Years



55-64  
Years

| TARGET



Managers



Individual contributors

Years working at their current organization



This study was conducted between December 2024 and January 2025