

Guidance on Net Promoter Scores and Employee Net Promoter

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Net Promoter Scores Margin of Error Guidelines

The distribution of Promoters, Passives/Neutrals, and Detractors REALLY matters when determining if 2 NPS numbers are significantly different. It is recommended that the calculations are each run for two different samples.

Procedures to develop these guidelines

Run both a Margin of Error test on two samples (for each category), and a Chi Square test on the distribution of the two samples. Sometimes the tests give different results of significance depending on the actual distribution even when the difference in Net Promoter Scores remained the same (the same difference in score between the samples). If one test result (of the two) was significant, the scenario was counted as a half significant result. That is, half the time that difference in scores is significant.

Significant Differences of Two Samples of Net Promoter Scores (95% Confidence Level)

Group Size	Point Difference for Significance
30 people	35 points or more
50 people	25 points or more
100 people	20 points or more
500 people	9 points or more
1000 people	7 points or more

Comparing groups of less than about 30 each is not recommended. These guidelines are for sampled populations.

Employee Net Promoter Score (eNPS) Guidelines

Guidance for a “good” eNPS varies greatly by industry and by size of company. It is difficult for a really large organization (>10,000 employees) to get a high “great” score. Tech companies tend to be higher, and manufacturing and insurance lower. The below is based on guidance from vendors and my experience.

Category	eNPS
Poor	-100 to 0
Fair	1 to 30
Good	31 to 50
Great	51 or higher

The above is **very broad** guidance across all organization of all employees in all countries. Employee Survey platform vendors provide some additional guidance on their websites.