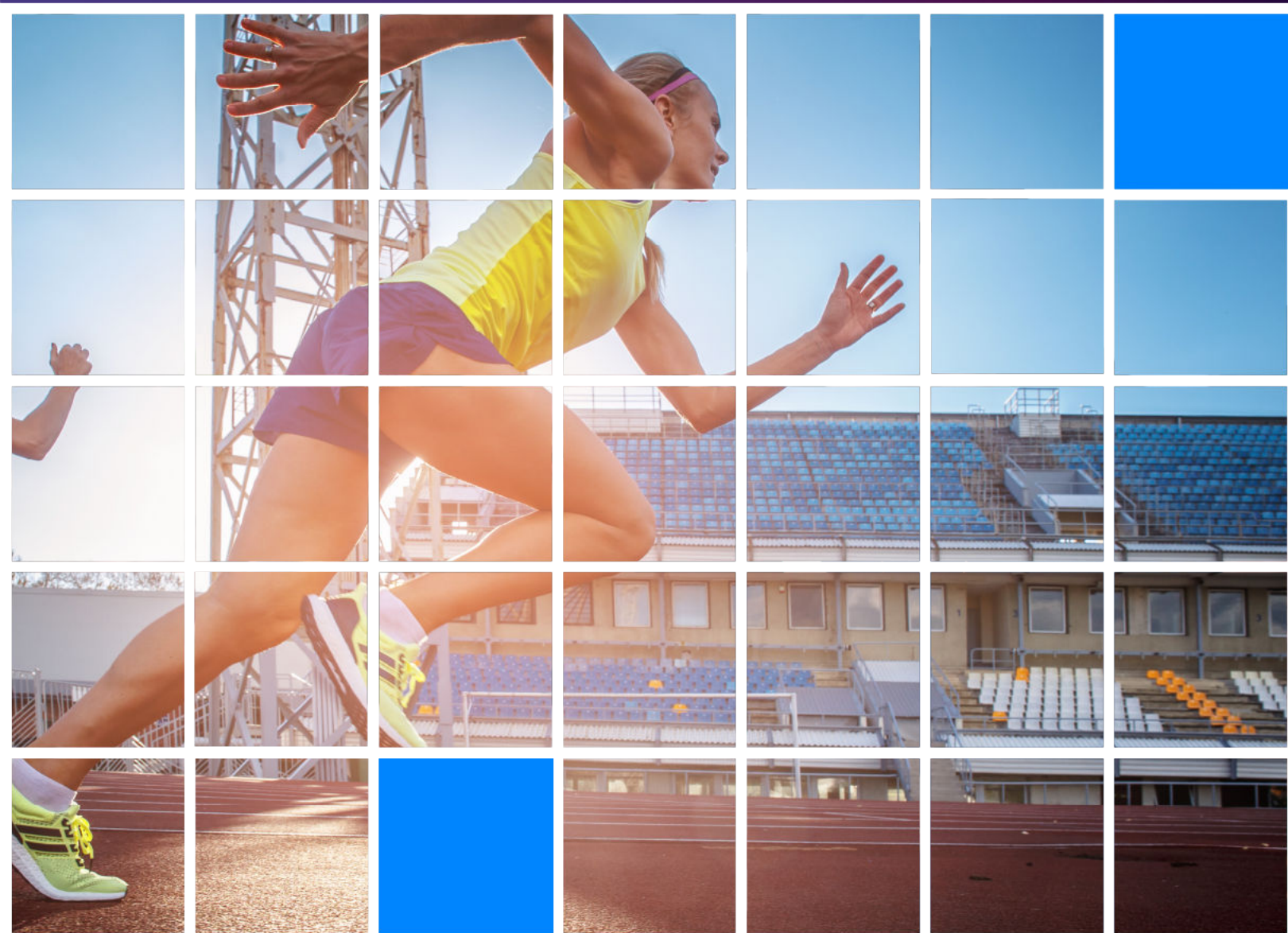


# HR Benchmarking Sources for Every Industry

HR benchmarks provide the clarity needed to navigate the fog of HR and people analytics reporting ambiguity. They help you evaluate performance against industry standards and [make data-driven decisions](#). Benchmark success varies depending on industry, geography, and company size, so there is no one-size-fits-all. Keep reading our latest guide to [understand the benchmarking sources available today](#) and how you can compare your efforts.



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## Turnover

12m

**5.0%**

Global  
12.6%

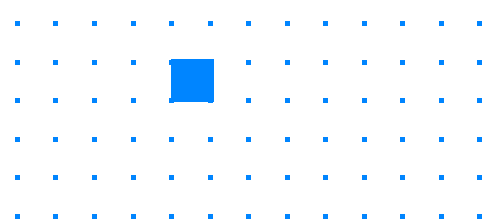
+1.4% ↑ in one year

Turnover is 7.6% lower than industry benchmark.



Source WTW EMEA

crunchr



# Benchmarking Overview

## Understanding HR Benchmarking

Benchmarking in HR is a powerful tool for driving continuous improvement of your workforce. It involves comparing your company's metrics against industry standards to gauge performance. Benchmarking helps you simultaneously set realistic goals and identify areas for improvement. When benchmarking, most organizations combine internal and external metrics, which we cover extensively in this guide.

## Internal vs. External Benchmarking

- **Internal Benchmarking:** Comparing metrics within different departments or against historical data within the same organization.
- **External Benchmarking:** Comparing metrics with industry peers or standards set by external organizations.

## What does 'great' look like?

Let's be honest: it can be challenging to stay impartial while measuring the impact of your HR programs on the business. This is where benchmarking comes in. Benchmarks help you identify what 'great'

looks like in your industry, not just 'good,' so you can strive to remain competitive in your industry and niche, and stay motivated to excel.

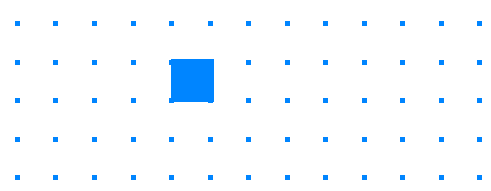
## HR benchmarking can help you:

- Evaluate your HR metrics against industry benchmarks to stack your data against competitors.
- Understand best-in-class metrics and identify strengths and weaknesses.
- Uncover your organization's gaps and competitive edge and develop targeted strategies.
- Enhance HR strategies such as recruitment, retention, compensation, and talent development.
- Improve employee experience and business outcomes.
- Maintain your competitive edge.

This guide walks you through the most common HR benchmarking sources by region and the availability by source (public vs. subscription). It also links the benchmark sources for further reading. This way, you get to decide which ones are most relevant to your company and current priorities.







# Regional HR Benchmarking Sources

Benchmarking for your specific region is crucial as it provides context-specific insights that are directly applicable to your local labor market conditions. Understanding both regional and global benchmarks helps companies stay competitive and informed about best practices worldwide.

It's also important to note that while some private organizations (such as PWC and Gartner) offer information available to the public, most in-depth benchmarking information requires a paid subscription. Furthermore, some of these sources provide both global and regional benchmarking data. In general, there are two main source categories:



## Public Sources

- Provide free access to data, such as government labor statistics. Open source data and Government Labor Statistics are also public sources.
- Examples: US Bureau of Labor Statistics (BLS), Office for National Statistics (ONS), ILOSTAT.



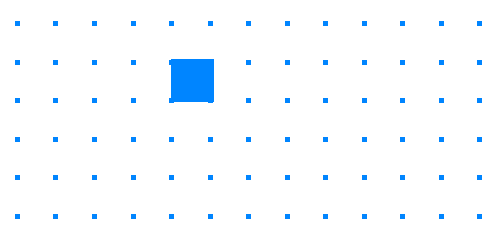
## Paid Sources

- Require membership or fees for detailed data, often provided by industry groups or private organizations.
- Examples: SHRM, PWC, Gartner. Also, Willis Towers Watson provides both global HR benchmarking reports along with European-specific data.



Region	Metrics	Source	Source Category
Global	Recruitment, Turnover, Compensation, Employee Experience, L&D	<a href="#">Gartner</a>	Paid & Public data
Global	Compensation, Employment Status, Working hours	<a href="#">International Labour Organization (ILOSTAT)</a>	Public
Global	Patient Data, Compensation, DEI&B, Wait Times, Absences	<a href="#">OECD Health Statistics</a>	Paid
Global	Compensation, Benefits, Recruitment, DE&I, Organizational Effectiveness	<a href="#">Wills Towers Watson</a>	Paid
Australia	Workforce, Labor Statistics, Compensation data, Demographic and Regional statistics	<a href="#">Australian Bureau of Statistics</a>	Government Labour Statistics
Canada	Workforce, Labor Statistics, Compensation Data, Quality of Employment	<a href="#">Labour Statistics Canada</a>	Government Labour Statistics
EU	Labor market statistics, Employment rates, Wages, DE&I, Skills	<a href="#">Eurostat</a>	Public
UK	Employment, Wages, Business statistics	<a href="#">Office for National Statistics (ONS)</a>	Government Labour Statistics

Region	Metrics	Source	Source Category
US	Revenue Cycle, Staffing	<a href="#">Advisory Board</a>	Paid
US	Employee Experience, Recruiting Metrics	<a href="#">AMN Healthcare</a>	Paid
US	Retention, Employee Engagement, Well-being, Performance, DE&I	<a href="#">Gallup</a>	Paid
US	HR practices, Compensation benchmarks, DE&I, Employee Experience, Skills, Retention	<a href="#">National Association of Manufacturers (NAM)</a>	Paid
US	Compensation, Employment and Unemployment	<a href="#">National Federation of Independent Business (NFIB)</a>	Paid
US	90 Day Turnover Rate, Cost per Hire, Headcount Ratio, Finance FTE Ratio, Spans and Layers, and more	<a href="#">PWC</a>	Paid
US	Compensation and Rewards, Benefits, Workforce metrics	<a href="#">Radford (Aon)</a>	Paid
US	Comprehensive benchmarking on various HR metrics including: Compensation, Benefits DE&I, Employee Experience	<a href="#">SHRM</a>	Paid
US	Compensation, Benefits, Turnover, DE&I, Job Openings, etc.	<a href="#">US Bureau of Labor Statistics (BLS)</a>	Government Labor Statistics
US	Compliance, DE&I, Pay Equity, Hiring and Recruitment, Disability Accommodations	<a href="#">U.S. Equal Employment Opportunity Commission (EEOC)</a>	Government Labour Statistics



# Benchmarking by Industry

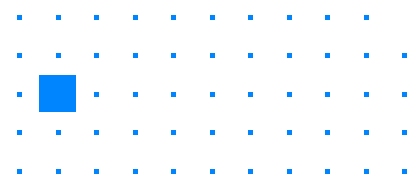
## Industry-Specific HR Benchmarking Sources

Benchmarking by industry is essential to understand the unique challenges and opportunities within your specific sector. It allows companies to compare their HR metrics with industry peers and adopt best practices tailored to their industry.

Industry	Metrics	Source	Source Category
All (Finance, Technology, Transportation, etc.)	Recruitment, Turnover, Compensation Employee Experience, L&D	<a href="#">Gartner</a>	Paid and some Public
All (Finance, Technology, Transportation, etc.)	Compensation, Employment Status, Working hours	<a href="#">International Labour Organization (ILOSTAT)</a>	Public
All (Finance, Technology, Transportation, etc.)	Compensation, Benefits, Workforce metrics such as turnover, retention, and more.	<a href="#">Mercer</a> <a href="#">Comptryx</a>	Paid
All (Finance, Technology, Transportation, etc.)	90 Day Turnover Rate, Cost per Hire, Headcount Ratio, Finance FTE Ratio, Spans and Layers, and more	<a href="#">PWC Saratoga Workforce Index</a>	Paid
All (Finance, Technology, Transportation, etc.)	Compensation and Rewards, Benefits, Workforce metrics	<a href="#">Radford (Aon)</a>	Paid
All (Finance, Technology, Transportation, etc.)	Comprehensive benchmarking on various HR metrics including: Compensation, Benefits DE&I, Employee Experience	<a href="#">SHRM</a>	Paid
All (Finance, Technology, Transportation, etc.)	Compensation, Benefits, Recruitment, DE&I, Organizational Effectiveness	<a href="#">Wills Towers Watson (and their Workforce Analytics Dashboard)</a>	Paid

Industry	Metrics	Source	Source Category
Healthcare	Revenue Cycle, Staffing	<a href="#">Advisory Board</a>	Paid
Healthcare	Employee Experience, Recruiting Metrics	<a href="#">AMN Healthcare</a>	Paid
Healthcare	Patient Data, Compensation, DEI&B Wait Times, Absences	<a href="#">OECD Health Statistics</a>	Paid
Manufacturing	HR practices, Compensation benchmarks, DE&I, Employee Experience, Skills, Retention	<a href="#">NAM</a>	Paid
Public Sector	Employment, Wages, Business statistics	<a href="#">Office for National Statistics (ONS)</a>	Government Labour Statistics
Public Sector	Labor market statistics, Employment rates, Wages, DE&I, Skills	<a href="#">Eurostat</a>	Public
Small Business	Compensation, Employment and Unemployment	<a href="#">National Federation of Independent Business (NFIB)</a>	Paid





# Source Categories Comparison

When determining which benchmarks to compare, HR needs to know the differences and complementary nature of industry benchmarks and government labor statistics. Combining this holistic view with internal benchmarks can help you understand best-in-class metrics and drive a more comprehensive analysis of your workforce.

The table below outlines why government statistics are great for understanding overall labor market trends and economic conditions, whereas industry benchmarks help you gauge performance relative to your peers and/or competitors.

**Example: if you work for a Technology company, utilize Radford (Aon) for detailed compensation analysis while leveraging BLS data for broader labor market trends.**



## Industry Benchmarks

**Focus:** Specific industry performance metrics.

**Sources:** Often collected by private organizations, industry groups, or specialized firms.

**Examples:**

- **Radford (Aon):** Provides detailed compensation and benefits data for the technology sector.
- **SHRM:** Offers various HR metrics, including compensation and benefits, and is widely used across multiple industries.
- **NAM:** Delivers manufacturing HR metrics, focusing on industry-specific challenges and trends.



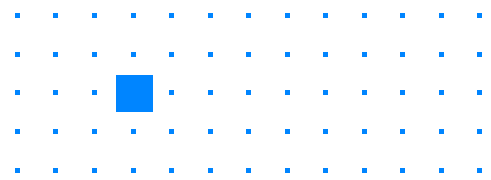
## Government Labour Statistics:

**Focus:** Broad labor market trends and general workforce statistics.

**Sources:** Collected and published by government agencies.

**Examples:**

- **US Bureau of Labor Statistics (BLS):** Provides comprehensive data on employment, wages, and workforce statistics.
- **Office for National Statistics (ONS):** Offers detailed employment and business statistics for the UK.
- **ILOSTAT (International Labour Organization):** Delivers global labor statistics on compensation, employment status, and working hours.



# Conclusion

In conclusion, leveraging HR benchmarks is essential for evaluating your organization’s performance, identifying strengths and weaknesses, and making data-driven decisions. By comparing your HR metrics to industry standards, you can develop targeted strategies to enhance recruitment, retention, compensation, and talent development processes.

Ready to see all your data, cleaned and updated, in one place so you can easily compare industry and regional benchmarks? Learn more about benchmarking in Crunchr today!

# About Crunchr

Crunchr brings all your people data together in its secure data hub and organizes this data. It makes people insights easily accessible to the right people via its user-friendly people analytics platform. With [Benchmarking in Crunchr](#), you can stack your data against competitors. Uncover your organization’s gaps and competitive edge. Develop targeted strategies and focus on the right HR initiatives to **stay ahead in your industry**.

Crunchr empowers HR to drive business conversations with insights and confidence.

[Learn More](#)

★★★★★ G2: 4.9

