

# Industry Averages: How do you Compare?

Here's a list of what current Constant Contact business owners are seeing for open, bounce, click-through and unsubscribe rate averages. Think you could be doing better? Here are a few ways to [improve your rates](#).

Business Type	Avg. Open Rate	Avg. Bounce Rate	Avg. Click-Through Rate	Unsubscribe Rate
Accountant/ Financial Advisor	15.50%	10.13%	12.26%	0.19%
Art Galleries/Museums	24.66%	10.47%	10.39%	0.24%
Business products & services	15.11%	9.85%	11.93%	0.21%
Communications	17.29%	8.56%	16.78%	0.13%
Consultant	15.27%	11.21%	10.86%	0.21%
Crafts	24.60%	6.22%	20.98%	0.16%
Education & Services	20.53%	8.98%	12.59%	0.18%
Entertainment	16.14%	8.42%	10.40%	0.18%
Event Planner	17.19%	10.41%	11.34%	0.26%
Franchise	15.05%	10.10%	7.52%	0.34%
Government agency	23.58%	9.32%	13.23%	0.17%
Hotel, Inn, B&B	20.59%	9.35%	10.69%	0.47%
Legal services	20.29%	12.21%	11.31%	0.25%
Manufacturing & Distribution	19.35%	11.47%	12.31%	0.28%
Marketing/PR	13.25%	10.29%	11.31%	0.16%
Medical Services	18.29%	10.06%	11.19%	0.32%
Non Profit - Arts	23.44%	12.14%	9.22%	0.27%
Non Profit - Education	20.38%	9.08%	12.85%	0.19%
Non Profit - Health	18.27%	9.89%	11.56%	0.32%
Non Profit - Other	22.54%	10.12%	11.52%	0.19%
Non Profit - Religious Org	24.84%	7.67%	9.33%	0.12%
Office Supplies	15.38%	6.10%	10.23%	0.21%
Other	18.45%	9.27%	14.96%	0.20%
Personal Services	19.82%	10.14%	12.11%	0.34%
Professional Services	16.49%	10.56%	11.42%	0.27%
Publishing	18.49%	9.64%	21.55	0.12%
Real Estate	17.50%	12.86%	9.83%	0.22%
Restaurant, Bar, Caterer	18.97%	10.0%	6.01%	0.31%
Retail	18.13%	7.01%	14.42%	0.22%
Salon & Spa	17.69%	12.44%	6.47%	0.38%
Sports & Recreation	19.35%	9.24%	12.15%	0.25%
Technology	16.10%	12.33%	10.70%	0.25%
Transportation	19.50%	9.36%	12.51%	0.34%
Travel and tourism	18.29%	10.30%	10.79%	0.22%
Unknown	17.49%	10.45%	12.42%	0.22%
Web Developer	16.84%	8.44%	15.56%	0.16%

**Open Rate:** The percentage of recipients who opened an email.

**Bounce Rate:** The percentage of contacts that did not receive an email.

**Click-through rate:** The percentage of recipients who clicked at least one link within an email.

