

NRC Health Loyalty Index Percentiles

The below percentiles were generated from NRC Health Market Insights syndicated study data, using calendar year 2017. Facilities used to generate the percentiles were required to have a minimum of 75 top-of-mind mentions; 1,182 facilities were used.

Percentile	Loyalty Index	Brand Score	Engagement	Need	Access (CES)	Motivation	Experience	NPS
99th	74.7	92.9	36.9	87.6	86.3	80.8	91.0	65.4
97th	72.8	90.7	35.1	86.0	82.1	79.5	89.3	61.6
95th	71.7	89.7	34.1	85.2	80.9	78.5	88.8	57.5
90th	69.7	88.0	32.3	83.9	77.7	77.1	87.5	50.6
85th	68.6	86.8	31.2	83.0	75.9	76.1	86.7	46.5
80th	67.4	85.9	30.2	82.2	74.1	75.4	86.1	42.7
75th	66.4	85.1	29.4	81.7	72.5	74.8	85.4	39.8
70th	65.4	84.3	28.8	81.0	71.2	74.1	84.8	36.8
65th	64.5	83.6	28.1	80.3	69.9	73.4	84.1	34.2
60th	63.6	82.7	27.5	79.9	68.7	73.0	83.5	31.5
55th	62.7	81.7	27.0	79.3	67.3	72.4	83.0	28.6
50th	61.9	81.0	26.4	78.7	65.6	71.8	82.3	25.8
45th	60.8	80.0	25.9	78.0	63.9	71.3	81.5	23.0
40th	59.7	79.0	25.4	77.3	62.7	70.5	80.7	20.0
35th	58.5	77.8	24.7	76.7	61.5	69.9	79.8	16.2
30th	57.4	76.5	24.0	76.0	60.1	68.8	79.0	12.9
25th	55.7	74.9	23.3	75.0	58.2	68.0	77.9	8.7
20th	54.0	73.5	22.6	74.0	56.3	67.0	76.7	3.2
15th	52.4	71.3	21.8	72.6	53.9	65.9	75.3	-1.8
10th	49.7	68.5	20.7	71.1	49.5	63.7	73.2	-8.9
5th	44.0	62.6	19.1	68.0	43.3	59.9	68.7	-22.0