

NRC Health Loyalty Index Percentiles

The below percentiles were generated from NRC Health Market Insights syndicated study data, using calendar year 2019. Facilities used to generate the percentiles were required to have a minimum of 75 top-of-mind mentions; 1,145 facilities met the minimum mention threshold.

Percentile	Loyalty Index	Brand Score	Engagement	Need	Access (CES)	Motivation	Experience	NPS
99	73.7	92.6	38.9	87.4	83.8	81.2	90.7	62.6
97	71.5	90.3	36.2	86.1	79.6	79.6	89.1	56.6
95	70.7	89.3	34.4	85.3	77.8	78.4	88.1	53.4
90	68.7	87.3	32.5	83.8	75.3	77.1	86.9	47.5
85	67.3	86.1	31.4	82.9	73.1	76.1	86.0	41.9
80	66.2	84.9	30.5	82.2	71.3	75.4	85.3	38.9
75	65.3	84.1	29.7	81.8	69.6	74.7	84.7	35.7
70	64.3	83.3	29.2	81.2	68.4	74.1	84.1	32.5
65	63.4	82.7	28.6	80.7	66.9	73.6	83.5	29.9
60	62.8	81.8	27.9	80.2	65.4	73.0	82.8	27.3
55	61.7	80.9	27.3	79.6	64.5	72.5	82.3	24.9
50	60.9	80.2	26.9	79.0	63.5	71.8	81.6	22.5
45	60.1	79.1	26.5	78.3	62.3	71.3	81.1	19.7
40	59.1	77.9	25.9	77.5	60.9	70.7	80.4	16.5
35	57.9	77.0	25.3	76.9	59.6	69.9	79.6	13.4
30	56.4	75.8	24.7	76.3	58.0	68.9	78.7	10.5
25	55.2	74.5	24.1	75.6	55.8	68.0	77.8	7.2
20	53.9	72.8	23.4	74.7	53.8	67.0	76.6	3.6
15	52.2	70.9	22.6	73.3	51.4	66.0	75.3	-1.3
10	49.6	67.9	21.6	71.5	47.7	64.1	73.3	-8.3
5	45.2	62.6	20.5	68.8	42.8	61.0	69.8	-19.5

NRC Health Loyalty Index Detailed Percentiles

Percentile	Loyalty Index	Brand Score	Engagement	Need	Access (CES)	Motivation	Experience	NPS
99	73.7	92.6	38.9	87.4	83.8	81.2	90.7	62.6
98	72.4	91.0	37.8	86.7	80.6	80.3	89.4	59.2
97	71.5	90.3	36.2	86.1	79.6	79.6	89.1	56.6
96	71.2	89.7	35.1	85.8	78.5	78.7	88.6	54.9
95	70.7	89.3	34.4	85.3	77.8	78.4	88.1	53.4
94	70.0	88.8	33.7	85.0	77.3	78.1	88.0	51.8
93	69.6	88.2	33.4	84.7	76.6	77.6	87.6	50.4
92	69.3	87.9	33.1	84.4	76.0	77.4	87.3	48.9
91	68.9	87.6	32.8	84.1	75.7	77.2	87.1	48.1
90	68.7	87.3	32.5	83.8	75.3	77.1	86.9	47.5
89	68.4	87.1	32.3	83.6	74.5	76.9	86.6	46.1
88	68.2	86.8	32.1	83.4	74.2	76.7	86.4	44.9
87	67.8	86.5	31.9	83.2	73.7	76.5	86.3	44.1
86	67.6	86.3	31.7	83.1	73.5	76.3	86.1	43.1
85	67.3	86.1	31.4	82.9	73.1	76.1	86.0	41.9
84	67.0	86.0	31.3	82.8	72.7	76.0	85.9	41.0
83	66.8	85.6	31.1	82.7	72.4	75.9	85.7	40.2
82	66.6	85.4	30.8	82.5	72.0	75.7	85.5	39.7
81	66.4	85.1	30.7	82.4	71.7	75.5	85.4	39.3
80	66.2	84.9	30.5	82.2	71.3	75.4	85.3	38.9
79	66.0	84.7	30.3	82.2	71.0	75.2	85.1	38.0
78	65.9	84.5	30.2	82.1	70.6	75.0	85.0	37.4
77	65.7	84.4	30.0	82.0	70.2	74.9	84.9	36.9
76	65.5	84.2	29.8	81.9	70.0	74.8	84.8	36.3
75	65.3	84.1	29.7	81.8	69.6	74.7	84.7	35.7
74	65.1	83.9	29.6	81.8	69.3	74.6	84.6	34.9
73	64.8	83.8	29.5	81.6	69.0	74.5	84.5	34.2
72	64.6	83.6	29.4	81.4	68.8	74.3	84.4	33.6
71	64.4	83.4	29.3	81.3	68.5	74.2	84.2	32.9
70	64.3	83.3	29.2	81.2	68.4	74.1	84.1	32.5
69	64.1	83.2	29.0	81.0	68.1	74.0	83.9	31.9
68	63.8	83.1	28.9	81.0	67.9	73.9	83.8	31.3
67	63.7	83.0	28.8	80.9	67.7	73.8	83.7	31.0
66	63.5	82.9	28.6	80.8	67.3	73.7	83.6	30.5

65	63.4	82.7	28.6	80.7	66.9	73.6	83.5	29.9
64	63.3	82.5	28.3	80.6	66.6	73.5	83.4	29.5
63	63.2	82.3	28.3	80.5	66.3	73.4	83.2	28.9
62	63.1	82.1	28.2	80.4	66.1	73.2	83.1	28.3
61	62.9	81.9	28.1	80.3	65.9	73.1	83.0	27.9
60	62.8	81.8	27.9	80.2	65.4	73.0	82.8	27.3
59	62.5	81.7	27.8	80.1	65.2	72.9	82.8	27.1
58	62.4	81.5	27.7	80.0	65.1	72.8	82.6	26.3
57	62.1	81.3	27.5	79.8	64.9	72.7	82.5	25.9
56	61.9	81.1	27.4	79.8	64.7	72.7	82.5	25.4
55	61.7	80.9	27.3	79.6	64.5	72.5	82.3	24.9
54	61.6	80.8	27.2	79.5	64.3	72.4	82.1	24.5
53	61.3	80.6	27.1	79.2	64.2	72.2	82.0	24.1
52	61.2	80.5	27.1	79.1	63.8	72.1	81.8	23.6
51	61.0	80.4	26.9	79.1	63.6	72.0	81.7	23.1
50	60.9	80.2	26.9	79.0	63.5	71.8	81.6	22.5
49	60.8	80.0	26.8	78.9	63.2	71.8	81.6	22.1
48	60.5	79.8	26.7	78.7	62.9	71.6	81.4	21.4
47	60.4	79.5	26.6	78.6	62.7	71.5	81.3	20.9
46	60.3	79.3	26.5	78.5	62.4	71.4	81.2	20.1
45	60.1	79.1	26.5	78.3	62.3	71.3	81.1	19.7
44	59.8	78.8	26.3	78.1	61.9	71.1	81.0	18.9
43	59.7	78.6	26.2	78.0	61.6	71.0	80.9	18.3
42	59.4	78.2	26.1	77.9	61.4	70.9	80.7	17.8
41	59.2	78.1	26.0	77.7	61.2	70.8	80.6	17.2
40	59.1	77.9	25.9	77.5	60.9	70.7	80.4	16.5
39	58.9	77.7	25.8	77.4	60.7	70.6	80.3	15.8
38	58.6	77.5	25.7	77.3	60.4	70.4	80.1	15.2
37	58.4	77.4	25.5	77.2	60.2	70.2	79.9	14.4
36	58.2	77.2	25.4	77.1	60.0	70.0	79.8	13.9
35	57.9	77.0	25.3	76.9	59.6	69.9	79.6	13.4
34	57.7	76.8	25.2	76.8	59.4	69.8	79.4	12.8
33	57.3	76.6	25.1	76.7	59.1	69.7	79.2	12.3
32	57.0	76.4	25.0	76.5	58.7	69.3	79.1	11.5
31	56.8	76.1	24.8	76.4	58.5	69.1	78.9	11.0
30	56.4	75.8	24.7	76.3	58.0	68.9	78.7	10.5
29	56.3	75.5	24.6	76.2	57.7	68.8	78.5	10.1
28	56.0	75.3	24.4	76.0	57.2	68.5	78.3	9.2

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27	55.8	75.0	24.3	75.9	56.8	68.3	78.1	8.4
26	55.4	74.7	24.2	75.7	56.3	68.1	77.9	7.7
25	55.2	74.5	24.1	75.6	55.8	68.0	77.8	7.2
24	54.8	74.3	24.0	75.4	55.4	67.8	77.6	6.3
23	54.5	74.0	23.9	75.2	55.0	67.7	77.3	5.6
22	54.3	73.6	23.7	75.0	54.5	67.5	77.2	4.6
21	54.1	73.2	23.6	74.8	54.1	67.3	77.0	4.3
20	53.9	72.8	23.4	74.7	53.8	67.0	76.6	3.6
19	53.5	72.6	23.3	74.5	53.2	66.8	76.3	2.6
18	53.2	72.3	23.2	74.1	52.9	66.6	76.0	1.1
17	52.9	72.0	23.0	73.8	52.4	66.4	75.7	0.3
16	52.5	71.7	22.9	73.6	52.1	66.2	75.5	-0.2
15	52.2	70.9	22.6	73.3	51.4	66.0	75.3	-1.3
14	51.9	70.5	22.5	72.9	50.8	65.6	75.1	-2.3
13	51.3	70.3	22.2	72.6	50.3	65.4	74.8	-3.7
12	50.7	69.5	22.0	72.2	49.3	64.9	74.4	-5.5
11	50.1	68.8	21.8	71.8	48.4	64.6	73.8	-7.0
10	49.6	67.9	21.6	71.5	47.7	64.1	73.3	-8.3
9	48.7	67.0	21.4	71.3	46.8	63.7	72.8	-10.5
8	47.7	66.4	21.3	70.6	46.0	63.2	72.1	-12.5
7	46.9	65.5	21.1	69.8	44.8	62.7	71.5	-15.2
6	46.1	64.5	20.9	69.2	44.1	61.8	70.9	-17.7
5	45.2	62.6	20.5	68.8	42.8	61.0	69.8	-19.5
4	44.0	60.9	20.2	67.6	40.0	59.6	68.5	-24.8
3	41.9	58.3	19.6	66.8	37.8	57.9	67.5	-28.8
2	39.4	56.5	19.1	65.0	34.7	56.8	66.0	-32.5
1	35.4	52.8	18.2	61.8	27.5	54.6	61.5	-39.2