

NRC Health Loyalty Index Percentiles

The below percentiles were generated from NRC Health Market Insights syndicated study data, using calendar year 2020. Facilities used to generate the percentiles were required to have a minimum of 75 top-of-mind mentions; 1,125 facilities met the minimum mention threshold.

Percentile	Loyalty Index	Brand Score	Engagement	Need	Access (CES)	Motivation	Experience	NPS
99	73.9	92.8	37.1	88.4	83.4	80.8	91.3	63.7
97	71.9	90.4	35.0	86.8	80.0	78.9	89.5	56.8
95	70.9	89.3	33.2	86.0	78.4	78.2	88.9	54.4
90	69.1	87.3	31.1	84.7	76.0	77.0	87.8	47.6
85	67.8	86.4	29.8	83.8	74.1	76.1	86.9	43.4
80	66.8	85.5	29.0	83.0	72.2	75.6	86.3	40.6
75	65.8	84.7	28.3	82.4	71.0	75.0	85.6	37.5
70	65.1	83.9	27.8	81.8	69.6	74.5	85.0	34.8
65	64.1	83.0	27.3	81.2	68.3	74.0	84.3	31.5
60	63.2	82.1	26.9	80.7	67.1	73.5	83.7	28.9
55	62.3	81.4	26.3	80.1	65.9	72.9	83.2	26.4
50	61.6	80.5	25.8	79.5	64.8	72.3	82.5	23.2
45	60.6	79.6	25.3	79.0	63.5	71.8	81.8	21.3
40	59.6	78.6	24.8	78.3	61.9	71.2	81.0	18.5
35	58.5	77.8	24.3	77.7	60.4	70.5	80.5	15.9
30	57.5	76.7	23.6	77.0	59.0	69.7	79.7	13.0
25	56.0	75.5	23.0	76.2	57.0	68.9	78.9	9.4
20	54.5	74.1	22.5	75.1	55.0	67.9	77.7	4.4
15	52.6	72.2	21.8	73.9	52.9	66.7	76.2	-0.4
10	50.4	69.0	20.7	72.2	49.8	65.2	74.1	-7.0
5	46.9	64.3	19.3	69.7	43.4	61.9	71.2	-16.7

NRC Health Loyalty Index Detailed Percentiles

Percentile	Loyalty Index	Brand Score	Engagement	Need	Access (CES)	Motivation	Experience	NPS
99	73.9	92.8	37.1	88.4	83.4	80.8	91.3	63.7
98	72.5	91.2	35.7	87.2	81.5	79.6	90.6	58.4
97	71.9	90.4	35.0	86.8	80.0	78.9	89.5	56.8
96	71.3	90.0	33.7	86.4	79.4	78.6	89.1	55.7
95	70.9	89.3	33.2	86.0	78.4	78.2	88.9	54.4
94	70.5	88.9	32.9	85.6	77.7	78.0	88.7	52.8
93	70.2	88.2	32.4	85.3	77.1	77.8	88.4	51.1
92	69.7	87.8	31.9	85.1	76.7	77.5	88.2	49.5
91	69.4	87.6	31.5	84.9	76.3	77.2	88.1	48.5
90	69.1	87.3	31.1	84.7	76.0	77.0	87.8	47.6
89	68.8	87.1	30.9	84.4	75.6	76.9	87.6	46.7
88	68.6	87.0	30.7	84.3	75.2	76.7	87.5	46.1
87	68.3	86.7	30.3	84.1	74.9	76.5	87.3	45.3
86	68.0	86.5	30.1	84.0	74.6	76.2	87.1	44.1
85	67.8	86.4	29.8	83.8	74.1	76.1	86.9	43.4
84	67.5	86.1	29.7	83.5	73.8	76.0	86.8	42.9
83	67.4	85.9	29.5	83.4	73.5	75.9	86.7	42.2
82	67.2	85.8	29.3	83.3	73.1	75.8	86.6	41.8
81	67.0	85.7	29.1	83.1	72.7	75.7	86.5	41.4
80	66.8	85.5	29.0	83.0	72.2	75.6	86.3	40.6
79	66.6	85.3	28.9	82.8	72.1	75.5	86.2	39.7
78	66.3	85.2	28.7	82.7	71.9	75.3	86.0	39.3
77	66.1	84.9	28.5	82.6	71.5	75.2	85.9	38.8
76	66.0	84.8	28.4	82.5	71.2	75.1	85.8	38.0
75	65.8	84.7	28.3	82.4	71.0	75.0	85.6	37.5
74	65.6	84.5	28.2	82.3	70.8	74.9	85.5	36.8
73	65.5	84.4	28.1	82.2	70.6	74.7	85.3	36.5
72	65.4	84.2	28.0	82.1	70.3	74.6	85.2	35.8
71	65.2	84.0	27.9	81.9	69.9	74.6	85.1	35.3
70	65.1	83.9	27.8	81.8	69.6	74.5	85.0	34.8
69	64.9	83.7	27.7	81.7	69.5	74.4	84.9	34.0
68	64.7	83.5	27.6	81.6	69.0	74.3	84.8	33.2
67	64.5	83.4	27.5	81.4	68.8	74.2	84.6	32.6
66	64.2	83.2	27.4	81.3	68.5	74.2	84.4	32.0

65	64.1	83.0	27.3	81.2	68.3	74.0	84.3	31.5
64	63.9	82.8	27.2	81.2	68.1	74.0	84.2	31.0
63	63.8	82.7	27.1	81.0	68.0	73.9	84.1	30.6
62	63.6	82.5	27.1	80.9	67.5	73.7	84.0	30.1
61	63.4	82.3	27.0	80.8	67.3	73.6	83.8	29.5
60	63.2	82.1	26.9	80.7	67.1	73.5	83.7	28.9
59	63.0	82.0	26.8	80.6	66.7	73.4	83.6	28.4
58	62.8	81.9	26.7	80.5	66.5	73.3	83.5	27.7
57	62.6	81.8	26.6	80.4	66.3	73.1	83.4	27.2
56	62.4	81.6	26.4	80.3	66.0	73.0	83.3	26.8
55	62.3	81.4	26.3	80.1	65.9	72.9	83.2	26.4
54	62.2	81.3	26.2	80.0	65.5	72.7	83.0	25.7
53	62.1	81.2	26.1	79.9	65.3	72.7	82.9	25.3
52	61.9	81.0	26.0	79.8	65.2	72.5	82.8	24.4
51	61.7	80.7	25.9	79.7	65.0	72.4	82.7	23.7
50	61.6	80.5	25.8	79.5	64.8	72.3	82.5	23.2
49	61.3	80.3	25.8	79.4	64.7	72.3	82.4	22.8
48	61.2	80.1	25.7	79.3	64.4	72.1	82.1	22.3
47	61.0	79.9	25.6	79.2	64.2	72.0	82.0	22.1
46	60.8	79.7	25.5	79.1	63.9	71.9	81.9	21.6
45	60.6	79.6	25.3	79.0	63.5	71.8	81.8	21.3
44	60.4	79.4	25.2	78.9	63.3	71.7	81.6	20.9
43	60.2	79.3	25.1	78.7	63.0	71.6	81.5	20.5
42	60.0	79.1	25.1	78.5	62.7	71.5	81.4	19.7
41	59.8	78.8	24.9	78.5	62.1	71.3	81.2	19.0
40	59.6	78.6	24.8	78.3	61.9	71.2	81.0	18.5
39	59.4	78.5	24.7	78.2	61.6	71.0	80.9	17.8
38	59.2	78.2	24.6	78.1	61.3	70.9	80.8	17.2
37	59.0	78.1	24.5	78.0	61.0	70.7	80.6	16.7
36	58.8	77.9	24.4	77.8	60.7	70.6	80.5	16.3
35	58.5	77.8	24.3	77.7	60.4	70.5	80.5	15.9
34	58.3	77.6	24.1	77.6	60.1	70.4	80.3	15.4
33	58.1	77.4	24.0	77.4	59.8	70.2	80.2	15.1
32	57.8	77.2	23.9	77.3	59.5	70.0	80.0	14.6
31	57.6	77.0	23.8	77.2	59.3	69.9	79.9	14.1
30	57.5	76.7	23.6	77.0	59.0	69.7	79.7	13.0
29	57.2	76.4	23.5	76.7	58.6	69.6	79.5	12.5
28	56.9	76.1	23.4	76.6	58.2	69.4	79.4	11.9

NRC Health Loyalty Index Percentiles

27	56.6	75.9	23.3	76.4	57.9	69.2	79.2	11.1
26	56.2	75.8	23.2	76.3	57.5	69.1	79.0	9.9
25	56.0	75.5	23.0	76.2	57.0	68.9	78.9	9.4
24	55.7	75.3	22.9	76.0	56.6	68.7	78.6	8.3
23	55.4	75.0	22.8	75.8	56.3	68.5	78.4	7.4
22	55.1	74.7	22.7	75.5	55.9	68.3	78.3	6.8
21	54.8	74.5	22.6	75.2	55.5	68.1	77.9	5.7
20	54.5	74.1	22.5	75.1	55.0	67.9	77.7	4.4
19	54.1	73.8	22.4	74.9	54.8	67.8	77.5	3.6
18	53.6	73.2	22.3	74.7	54.4	67.6	77.1	2.7
17	53.2	72.9	22.1	74.5	53.9	67.3	76.8	1.8
16	52.9	72.5	22.0	74.1	53.5	67.0	76.4	1.0
15	52.6	72.2	21.8	73.9	52.9	66.7	76.2	-0.4
14	52.3	71.8	21.6	73.3	52.2	66.6	76.0	-1.4
13	51.8	71.4	21.3	73.0	51.9	66.2	75.5	-2.3
12	51.2	70.8	21.0	72.6	50.9	65.9	75.0	-3.3
11	50.7	70.2	20.9	72.4	50.3	65.6	74.5	-4.6
10	50.4	69.0	20.7	72.2	49.8	65.2	74.1	-7.0
9	49.7	68.4	20.5	71.8	49.1	64.5	73.5	-8.7
8	49.1	67.9	20.3	71.4	48.1	63.8	73.2	-10.9
7	48.5	67.2	20.0	71.0	47.0	63.3	72.7	-12.2
6	47.7	65.6	19.7	70.4	45.9	62.7	72.3	-14.1
5	46.9	64.3	19.3	69.7	43.4	61.9	71.2	-16.7
4	45.7	62.9	19.0	69.1	41.3	61.2	70.3	-19.0
3	43.5	61.7	18.5	68.0	39.4	60.5	68.8	-25.1
2	41.0	58.8	17.7	65.6	36.1	59.2	66.8	-30.1
1	36.0	52.4	17.0	62.4	31.2	54.9	63.4	-38.3