

NRC Health Loyalty Index Percentiles

The below percentiles were generated from NRC Health Market Insights syndicated study data, using calendar year 2022. Facilities used to generate the percentiles were required to have a minimum of 75 top-of-mind mentions; 1,079 facilities met the minimum mention threshold.

Percentile	Loyalty Index	Brand Score	Engagement	Need	Access (CES)	Motivation	Experience	NPS
99	75.2	92.1	37.3	88.9	83.5	82.4	91.7	67.8
97	73.0	90.3	34.9	87.7	80.9	80.3	89.7	61.8
95	71.8	89.3	33.8	87.0	79.2	79.3	89.2	58.0
90	70.2	87.4	31.8	85.7	76.4	77.7	87.7	52.8
85	68.8	86.2	30.4	84.7	74.6	76.8	86.9	48.0
80	67.8	85.3	29.7	83.9	72.7	76.1	86.2	44.8
75	67.0	84.5	29.1	83.3	71.3	75.5	85.7	42.4
70	66.1	83.7	28.3	82.6	69.6	75.0	85.1	39.6
65	65.2	82.9	27.8	82.2	68.6	74.5	84.5	37.2
60	64.3	82.1	27.4	81.8	67.0	74.0	83.9	34.3
55	63.3	81.2	26.8	81.2	65.7	73.6	83.3	31.1
50	62.4	80.4	26.2	80.6	64.7	73.1	82.5	28.8
45	61.5	79.6	25.7	80.0	63.2	72.5	81.8	26.3
40	60.4	78.7	25.2	79.3	61.8	72.0	81.2	23.1
35	59.5	77.5	24.6	78.7	60.9	71.3	80.5	21.0
30	58.4	76.6	23.9	77.9	59.2	70.7	79.8	17.6
25	57.2	75.2	23.5	77.0	57.8	69.9	79.0	14.2
20	55.9	73.8	22.8	76.0	55.7	68.9	77.9	10.3
15	53.7	71.8	22.2	74.9	53.1	67.6	76.6	5.3
10	51.5	69.0	21.2	72.8	49.9	65.6	75.1	-1.2
5	46.7	63.9	19.6	70.4	43.3	62.5	71.1	-12.2

NRC Health Loyalty Index Detailed Percentiles

Percentile	Loyalty Index	Brand Score	Engagement	Need	Access (CES)	Motivation	Experience	NPS
99	75.2	92.1	37.3	88.9	83.5	82.4	91.7	67.8
98	73.9	91.0	35.7	88.2	81.3	80.8	90.7	64.9
97	73.0	90.3	34.9	87.7	80.9	80.3	89.7	61.8
96	72.3	89.8	34.4	87.2	79.8	79.6	89.4	59.6
95	71.8	89.3	33.8	87.0	79.2	79.3	89.2	58.0
94	71.4	88.6	33.3	86.5	78.6	78.9	88.8	56.5
93	71.0	88.2	33.0	86.3	78.3	78.6	88.6	55.2
92	70.8	87.9	32.4	86.1	77.8	78.3	88.2	54.5
91	70.4	87.6	32.1	86.0	76.9	78.1	88.0	53.4
90	70.2	87.4	31.8	85.7	76.4	77.7	87.7	52.8
89	69.7	87.0	31.5	85.5	76.1	77.5	87.6	52.0
88	69.5	86.8	31.2	85.3	75.8	77.4	87.4	51.1
87	69.3	86.6	30.9	85.0	75.3	77.1	87.2	50.1
86	69.1	86.4	30.6	84.8	75.0	77.0	87.0	49.1
85	68.8	86.2	30.4	84.7	74.6	76.8	86.9	48.0
84	68.6	86.1	30.4	84.4	74.1	76.6	86.8	47.3
83	68.5	85.8	30.2	84.3	73.6	76.5	86.5	47.0
82	68.2	85.6	30.1	84.2	73.3	76.4	86.4	46.3
81	68.0	85.4	29.9	84.0	73.0	76.3	86.3	45.5
80	67.8	85.3	29.7	83.9	72.7	76.1	86.2	44.8
79	67.6	85.2	29.5	83.8	72.5	76.0	86.1	44.2
78	67.4	85.0	29.4	83.5	72.2	75.9	86.0	43.8
77	67.3	84.8	29.3	83.5	71.9	75.8	85.9	43.4
76	67.1	84.6	29.2	83.4	71.6	75.6	85.8	42.7
75	67.0	84.5	29.1	83.3	71.3	75.5	85.7	42.4
74	66.9	84.3	28.9	83.2	71.0	75.5	85.5	41.8
73	66.7	84.1	28.8	83.1	70.7	75.4	85.4	41.3
72	66.5	83.9	28.7	82.8	70.3	75.2	85.4	40.5
71	66.3	83.9	28.5	82.7	70.1	75.2	85.2	40.2
70	66.1	83.7	28.3	82.6	69.6	75.0	85.1	39.6
69	65.9	83.6	28.2	82.5	69.5	74.9	85.0	38.9
68	65.6	83.4	28.1	82.4	69.2	74.8	84.9	38.4
67	65.5	83.2	28.1	82.4	69.0	74.6	84.8	37.9
66	65.3	83.0	27.9	82.3	68.8	74.6	84.6	37.5

65	65.2	82.9	27.8	82.2	68.6	74.5	84.5	37.2
64	65.0	82.7	27.8	82.1	68.3	74.4	84.4	36.6
63	64.8	82.6	27.6	82.0	67.8	74.3	84.2	36.2
62	64.6	82.4	27.6	81.9	67.6	74.2	84.1	35.6
61	64.5	82.2	27.5	81.8	67.4	74.1	84.0	34.9
60	64.3	82.1	27.4	81.8	67.0	74.0	83.9	34.3
59	64.1	81.8	27.3	81.7	66.7	73.9	83.7	33.6
58	63.9	81.7	27.2	81.6	66.4	73.8	83.5	33.1
57	63.6	81.6	27.1	81.5	66.2	73.8	83.4	32.4
56	63.4	81.4	26.9	81.4	65.9	73.6	83.3	31.8
55	63.3	81.2	26.8	81.2	65.7	73.6	83.3	31.1
54	63.1	81.0	26.7	81.1	65.5	73.5	83.1	30.8
53	62.9	80.9	26.6	81.0	65.3	73.4	82.9	30.2
52	62.7	80.7	26.5	80.8	65.3	73.3	82.8	29.7
51	62.5	80.6	26.4	80.7	65.0	73.2	82.7	29.2
50	62.4	80.4	26.2	80.6	64.7	73.1	82.5	28.8
49	62.1	80.3	26.1	80.5	64.4	73.1	82.4	28.5
48	62.0	80.2	26.0	80.3	64.2	72.9	82.3	27.9
47	61.9	80.1	25.9	80.2	63.9	72.8	82.1	27.4
46	61.7	79.8	25.8	80.1	63.6	72.7	82.1	26.7
45	61.5	79.6	25.7	80.0	63.2	72.5	81.8	26.3
44	61.2	79.4	25.6	79.8	63.1	72.4	81.7	25.8
43	61.1	79.1	25.5	79.6	62.6	72.3	81.6	25.1
42	60.9	78.9	25.4	79.5	62.2	72.2	81.5	24.2
41	60.7	78.8	25.3	79.4	62.0	72.1	81.3	23.8
40	60.4	78.7	25.2	79.3	61.8	72.0	81.2	23.1
39	60.3	78.5	25.1	79.2	61.6	71.9	81.1	22.6
38	60.2	78.3	25.0	79.1	61.4	71.6	80.9	22.3
37	60.0	78.1	24.8	78.9	61.3	71.5	80.7	22.0
36	59.7	77.7	24.7	78.8	61.1	71.4	80.6	21.6
35	59.5	77.5	24.6	78.7	60.9	71.3	80.5	21.0
34	59.4	77.2	24.5	78.5	60.4	71.1	80.3	20.4
33	59.2	77.1	24.4	78.4	60.1	71.1	80.2	19.9
32	58.9	76.9	24.2	78.3	59.9	70.9	80.0	19.0
31	58.7	76.8	24.1	78.1	59.5	70.9	79.9	18.4
30	58.4	76.6	23.9	77.9	59.2	70.7	79.8	17.6
29	58.2	76.3	23.9	77.7	58.9	70.6	79.6	17.1
28	58.0	76.0	23.8	77.6	58.5	70.5	79.5	16.2

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27	57.8	75.8	23.7	77.4	58.3	70.2	79.3	15.8
26	57.5	75.4	23.6	77.2	58.1	70.1	79.1	15.2
25	57.2	75.2	23.5	77.0	57.8	69.9	79.0	14.2
24	57.0	74.9	23.3	76.8	57.5	69.7	78.7	13.5
23	56.6	74.6	23.2	76.7	56.9	69.6	78.5	12.9
22	56.5	74.3	23.1	76.4	56.5	69.4	78.3	12.3
21	56.3	74.0	23.0	76.2	56.1	69.3	78.1	11.3
20	55.9	73.8	22.8	76.0	55.7	68.9	77.9	10.3
19	55.6	73.5	22.6	75.8	55.3	68.7	77.6	9.6
18	55.3	73.1	22.5	75.6	54.6	68.4	77.2	8.4
17	54.7	72.6	22.4	75.5	53.9	68.3	77.0	7.6
16	54.1	72.2	22.3	75.2	53.5	68.0	76.8	6.5
15	53.7	71.8	22.2	74.9	53.1	67.6	76.6	5.3
14	53.1	71.3	22.0	74.4	52.4	67.1	76.4	4.3
13	52.9	70.9	21.9	73.8	51.7	66.7	76.2	3.4
12	52.6	70.5	21.7	73.6	51.3	66.2	75.9	1.2
11	52.3	69.5	21.5	73.2	50.7	65.9	75.6	0.1
10	51.5	69.0	21.2	72.8	49.9	65.6	75.1	-1.2
9	50.9	68.6	20.9	72.4	48.9	65.3	74.5	-3.4
8	50.1	67.8	20.6	72.2	47.7	64.9	74.0	-4.5
7	48.8	66.6	20.3	71.7	47.0	64.1	72.9	-6.8
6	47.5	65.5	20.0	71.2	45.8	63.5	71.9	-8.9
5	46.7	63.9	19.6	70.4	43.3	62.5	71.1	-12.2
4	45.6	62.1	19.2	69.3	41.8	61.4	69.4	-15.4
3	43.9	60.5	18.8	68.5	38.0	60.2	68.5	-19.2
2	42.0	58.9	18.3	67.1	34.4	58.8	67.0	-25.3
1	38.4	54.8	17.2	63.6	29.8	57.2	64.6	-34.4