

## NRC Health Loyalty Index Percentiles

The below percentiles were generated from NRC Health Market Insights syndicated study data, using calendar year 2018. Facilities used to generate the percentiles were required to have a minimum of 75 top-of-mind mentions; 1,201 facilities met the minimum mention threshold.

Percentile	Loyalty Index	Brand Score	Engagement	Need	Access (CES)	Motivation	Experience	NPS
99	73.9	92.7	40.1	87.2	82.8	81.1	90.2	65.0
97	71.9	90.8	37.6	85.8	80.1	79.2	88.5	59.0
95	70.8	89.5	36.3	84.8	78.0	78.3	87.7	53.7
90	69.2	87.3	34.4	83.7	75.2	76.9	86.7	47.7
85	68.0	86.2	32.8	83.0	73.4	76.2	85.8	43.9
80	66.8	85.4	32.0	82.2	71.4	75.6	85.1	40.4
75	65.7	84.2	31.3	81.6	69.9	75.0	84.4	37.1
70	64.8	83.6	30.7	80.8	68.5	74.2	83.9	34.2
65	63.9	82.7	30.0	80.3	67.2	73.8	83.2	31.6
60	63.3	81.9	29.4	79.6	66.1	73.2	82.5	29.2
55	62.1	81.0	28.9	79.1	64.9	72.7	82.0	26.1
50	61.3	80.0	28.3	78.6	63.6	72.1	81.4	23.4
45	60.2	78.9	27.8	78.0	62.5	71.5	80.5	20.9
40	59.3	78.1	27.3	77.3	61.0	70.7	79.9	18.1
35	58.1	77.1	26.7	76.6	59.5	69.9	79.0	14.7
30	56.8	76.0	26.2	75.7	57.1	69.0	78.0	11.1
25	55.2	74.1	25.5	75.0	55.7	68.0	76.9	7.5
20	53.2	72.3	24.6	73.8	53.9	66.8	75.5	1.8
15	51.3	70.2	23.9	72.6	51.2	65.5	73.8	-4.1
10	48.5	66.5	22.8	70.7	47.6	63.3	71.7	-11.2
5	43.1	60.5	21.2	67.4	40.8	59.4	68.4	-26.3

## NRC Health Loyalty Index Detailed Percentiles

Percentile	Loyalty Index	Brand Score	Engagement	Need	Access (CES)	Motivation	Experience	NPS
99	73.9	92.7	40.1	87.2	82.8	81.1	90.2	65.0
98	72.7	91.6	38.4	86.3	81.3	79.9	88.9	61.1
97	71.9	90.8	37.6	85.8	80.1	79.2	88.5	59.0
96	71.3	90.1	36.9	85.3	78.9	78.6	87.9	55.9
95	70.8	89.5	36.3	84.8	78.0	78.3	87.7	53.7
94	70.5	88.9	35.5	84.5	77.2	77.9	87.4	51.7
93	70.2	88.4	35.3	84.4	76.6	77.6	87.2	50.6
92	69.8	87.9	35.1	84.2	76.1	77.3	87.0	49.7
91	69.6	87.6	34.7	83.9	75.6	77.1	86.8	48.6
90	69.2	87.3	34.4	83.7	75.2	76.9	86.7	47.7
89	68.9	87.2	34.1	83.6	74.9	76.7	86.5	47.1
88	68.6	86.8	33.7	83.4	74.6	76.6	86.3	46.6
87	68.4	86.6	33.4	83.3	74.2	76.5	86.1	45.7
86	68.3	86.4	33.1	83.1	73.6	76.4	86.0	44.9
85	68.0	86.2	32.8	83.0	73.4	76.2	85.8	43.9
84	67.6	86.1	32.7	82.8	73.0	76.1	85.6	43.1
83	67.5	85.9	32.5	82.6	72.7	76.0	85.5	42.5
82	67.2	85.7	32.3	82.4	72.1	75.8	85.4	42.0
81	67.0	85.6	32.1	82.3	71.6	75.7	85.1	41.0
80	66.8	85.4	32.0	82.2	71.4	75.6	85.1	40.4
79	66.5	85.2	31.8	82.0	71.1	75.4	84.9	39.8
78	66.3	84.9	31.6	81.9	70.8	75.3	84.7	39.2
77	66.0	84.7	31.5	81.8	70.4	75.2	84.6	38.6
76	65.9	84.5	31.4	81.7	70.1	75.0	84.5	37.8
75	65.7	84.2	31.3	81.6	69.9	75.0	84.4	37.1
74	65.5	84.1	31.2	81.4	69.6	74.8	84.3	36.5
73	65.3	84.0	31.1	81.2	69.3	74.7	84.2	36.0
72	65.2	83.9	31.0	81.1	69.0	74.5	84.1	35.6
71	65.0	83.7	30.8	81.0	68.8	74.4	84.0	35.1
70	64.8	83.6	30.7	80.8	68.5	74.2	83.9	34.2
69	64.7	83.3	30.6	80.7	68.2	74.1	83.7	33.9
68	64.3	83.1	30.5	80.5	68.0	74.0	83.6	33.4
67	64.2	83.0	30.4	80.4	67.7	73.9	83.4	32.7
66	64.1	82.8	30.2	80.4	67.5	73.8	83.3	32.1

65	63.9	82.7	30.0	80.3	67.2	73.8	83.2	31.6
64	63.8	82.6	30.0	80.2	67.0	73.6	83.1	31.0
63	63.7	82.4	29.8	80.0	66.8	73.5	82.8	30.6
62	63.5	82.2	29.7	79.9	66.5	73.5	82.7	30.1
61	63.4	82.1	29.5	79.7	66.3	73.3	82.6	29.7
60	63.3	81.9	29.4	79.6	66.1	73.2	82.5	29.2
59	63.0	81.8	29.3	79.5	65.9	73.2	82.3	28.8
58	62.8	81.5	29.2	79.4	65.6	73.0	82.2	28.2
57	62.5	81.4	29.1	79.4	65.3	72.9	82.1	27.4
56	62.2	81.2	29.0	79.2	65.2	72.8	82.1	26.7
55	62.1	81.0	28.9	79.1	64.9	72.7	82.0	26.1
54	61.9	80.8	28.8	79.1	64.7	72.6	81.8	25.7
53	61.8	80.5	28.7	79.0	64.5	72.5	81.8	25.1
52	61.7	80.4	28.6	78.9	64.1	72.3	81.6	24.6
51	61.5	80.2	28.4	78.7	63.9	72.2	81.5	24.1
50	61.3	80.0	28.3	78.6	63.6	72.1	81.4	23.4
49	61.1	79.7	28.2	78.5	63.4	71.9	81.2	22.8
48	60.9	79.6	28.2	78.4	63.1	71.8	81.0	22.2
47	60.6	79.4	28.0	78.2	62.8	71.7	80.9	21.9
46	60.4	79.2	27.9	78.1	62.6	71.6	80.7	21.4
45	60.2	78.9	27.8	78.0	62.5	71.5	80.5	20.9
44	60.1	78.8	27.7	77.8	62.2	71.3	80.3	20.2
43	59.8	78.6	27.6	77.7	61.9	71.2	80.2	19.7
42	59.6	78.6	27.5	77.6	61.6	71.0	80.1	19.3
41	59.5	78.4	27.3	77.5	61.3	70.8	80.0	18.8
40	59.3	78.1	27.3	77.3	61.0	70.7	79.9	18.1
39	59.0	78.0	27.1	77.2	60.7	70.6	79.6	17.2
38	58.7	77.8	27.0	77.0	60.5	70.4	79.5	16.7
37	58.5	77.5	26.9	76.9	60.1	70.3	79.5	16.1
36	58.4	77.3	26.8	76.7	59.9	70.1	79.2	15.7
35	58.1	77.1	26.7	76.6	59.5	69.9	79.0	14.7
34	57.9	77.0	26.6	76.4	58.8	69.7	78.8	13.5
33	57.7	76.8	26.5	76.3	58.5	69.5	78.6	13.1
32	57.3	76.6	26.4	76.0	58.0	69.4	78.3	12.2
31	57.0	76.3	26.2	75.9	57.6	69.2	78.1	11.6
30	56.8	76.0	26.2	75.7	57.1	69.0	78.0	11.1
29	56.4	75.7	26.1	75.6	56.8	68.8	77.8	10.5
28	56.1	75.1	26.0	75.4	56.5	68.6	77.6	9.6

27	55.8	74.8	25.8	75.3	56.2	68.4	77.3	9.0
26	55.5	74.4	25.7	75.1	55.9	68.2	77.1	8.1
25	55.2	74.1	25.5	75.0	55.7	68.0	76.9	7.5
24	54.8	73.9	25.4	74.8	55.3	67.8	76.7	6.4
23	54.4	73.6	25.1	74.6	55.0	67.5	76.5	5.3
22	53.9	73.3	24.9	74.4	54.6	67.2	76.2	4.2
21	53.6	72.8	24.8	74.1	54.2	67.1	75.9	3.1
20	53.2	72.3	24.6	73.8	53.9	66.8	75.5	1.8
19	52.8	72.0	24.5	73.7	53.3	66.5	75.2	0.6
18	52.6	71.6	24.3	73.4	52.8	66.2	75.0	-0.3
17	52.1	71.1	24.1	73.2	52.4	65.9	74.6	-1.2
16	51.8	70.8	24.0	72.8	51.5	65.8	74.3	-2.6
15	51.3	70.2	23.9	72.6	51.2	65.5	73.8	-4.1
14	50.9	69.7	23.7	72.3	50.7	65.2	73.5	-5.2
13	50.4	69.0	23.5	72.0	50.1	64.6	73.3	-6.3
12	49.9	68.5	23.3	71.6	49.2	64.2	72.7	-8.5
11	49.2	67.4	23.0	71.0	48.5	63.7	72.2	-10.3
10	48.5	66.5	22.8	70.7	47.6	63.3	71.7	-11.2
9	47.6	66.0	22.5	70.1	46.4	62.8	71.3	-13.3
8	47.0	64.8	22.1	69.7	45.0	62.1	70.7	-15.9
7	45.9	63.4	21.8	69.0	43.7	61.7	70.1	-20.1
6	44.6	61.9	21.5	68.5	42.3	60.7	69.3	-22.2
5	43.1	60.5	21.2	67.4	40.8	59.4	68.4	-26.3
4	41.4	58.3	20.9	66.6	38.0	58.5	67.4	-29.2
3	39.0	56.4	20.4	64.6	33.6	56.4	65.6	-34.1
2	36.1	53.6	19.7	62.7	29.4	54.6	63.4	-39.3
1	31.3	47.9	18.9	59.9	24.1	51.1	59.7	-47.9