



The Brand Keys Sports Loyalty Index gives an apples-to-apples comparison of the intensity with which fans support the home team vs. the corresponding values for the fans of the other teams in the market. Go here to learn more about the Index, including information on how to commission a custom-tailored edition for your company.

### 2016 Team Ranking by Category

Here are the top and bottom 5 teams in Major League Baseball and the National Basketball Association:

Top 5	Bottom 5
<b>MLB</b>	
1. St. Louis Cardinals	30. Seattle Mariners
2. Los Angeles Dodgers	29. Arizona Diamondbacks
3. San Francisco Giants	28. Colorado Rockies
4. Detroit Tigers	27. San Diego Padres
5. Washington Nationals	26. Houston Astros

Top 5	Bottom 5
<b>NBA</b>	
1. Oklahoma City Thunder	30. Sacramento Kings
2. San Antonio Spurs	29. Minnesota Timberwolves
3. Miami Heat	28. Milwaukee Bucks
4. Golden State Warriors	27. Utah Jazz
5. Chicago Bulls/Los Angeles Clippers	26. New Orleans Pelicans

Top 5	Bottom 5
<b>NHL</b>	
1. Pittsburgh Penguins	30. New York Islanders
2. Chicago Blackhawks	29. Winnipeg Jets/ Columbus Blue Jackets
3. St. Louis Blues/ Washington Capitals	28. Arizona Coyotes
4. Boston Bruins/ New York Rangers	27. Buffalo Sabres
5. San Jose Sharks	26. Colorado Avalanche