



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.

### 2017 Team Ranking by Category

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

| Top 5                   | Bottom 5                 |
|-------------------------|--------------------------|
| <b>MLB</b>              |                          |
| 1. Chicago Cubs         | 30. Arizona Diamondbacks |
| 2. Washington Nationals | 29. San Diego Padres     |
| 3. Los Angeles Dodgers  | 28. Colorado Rockies     |
| 4. Boston Red Sox       | 27. Milwaukee Brewers    |
| 5. San Francisco Giants | 26. Minnesota Twins      |