



Brand Keys Sports Loyalty Index 2018

The Brand Keys Sports Loyalty Index gives apple-to-apples comparisons of the intensity with which fans support which leagues. Assessments correlate highly (0.80+) with fan viewership and purchase of licensed merchandise.

Contact us to learn more about the Index, including information on how to commission a custom-tailored study for your league, team, company or brand.

2018 League Rankings

1. MLB
2. NBA
3. NFL
4. NHL