



## **Brand Keys Sports Loyalty Index 2019**

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.

### **2019 League Rankings**

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