



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:

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