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The Mag: Ultimate Standings 2012



A winning team with likable players, a supportive owner, a great game experience and cheap tickets -- is that too much to ask? Not if you're rooting for the Oklahoma City Thunder, who [top our 10th annual ranking](#) of pro franchises.

The eight major categories that make up the Ultimate Standings were created based on feedback from fans about what they want most from their favorite teams ([click here](#) for a more detailed account of the method to our madness.) The categories:

Bang For The Buck (BNG): Wins during the past three years (regular season plus postseason) per revenues directly from fans, adjusted for league schedules.

Fan Relations (FRL): Openness and consideration toward fans by players, coaches and management.

Ownership (OWN): Honesty and loyalty to core players and local community.

Affordability (AFF): Price of tickets, parking and concessions.

Stadium Experience (STX): Quality of arena and game-day promotions as well as friendliness of environment.

Players (PLA): Effort on the field and likability off it.

Coaching (CCH): Strength of on-field leadership.

Title Track (TTR): Championships already won or expected in the lifetime of current fans.

Below you will find a sortable table of this year's Ultimate Standings as well as previous results going back to 2003. Subcategories that make up the overall ranking for that category are available for the 2009-12 results.

Financial analysis by the Warsaw Sports Marketing Center at the University of Oregon (Matthew Maxson with Ameer Abdelaaty, Mike DeMartini, Jenny Swaim, Gary Wang, Jay Young and Bill Zachry). Fan surveys by Maddock Douglas and NetReflector.

Overall Ranking

2012

Select Sport

Select Market

Click on table headings to sort by category.

	TEAM	RNK	BNG	FRL	OWN	AFF	STX	PLA	CCH	TTR
1.	Oklahoma City Thunder	1	7	2	8	5	16	2	22	39
2.	Green Bay Packers	2	6	3	3	15	1	4	9	2
3.	San Antonio Spurs	3	13	1	1	4	28	1	1	7
4.	Indiana Pacers	4	3	20	18	3	15	16	25	66
5.	Memphis Grizzlies	5	1	34	55	6	20	36	40	85
6.	Phoenix Coyotes	6	2	22	100	2	37	11	6	68
7.	Tampa Bay Lightning	7	27	4	9	14	9	24	18	23
8.	New Orleans Saints	8	9	15	40	33	27	9	9	2
9.	Texas Rangers	9	23	11	7	19	29	3	27	41
10.	Arizona Diamondbacks	10	5	28	49	9	32	40	15	36
11.	Baltimore Ravens	11	19	13	5	46	14	5	18	25
12.	Pittsburgh Steelers	12	15	33	4	39	30	7	9	7
13.	New Jersey Devils	13	11	12	52	51	21	13	39	11
14.	Nashville Predators	14	22	27	35	7	25	30	17	61
15.	Los Angeles Angels	15	14	18	38	23	42	45	35	21
	TEAM	RNK	BNG	FRL	OWN	AFF	STX	PLA	CCH	TTR
16.	Tampa Bay Rays	16	8	24	72	1	113	14	5	45
17.	St. Louis Blues	17	10	23	39	25	77	38	12	75
18.	Houston Texans	18	17	17	30	49	22	20	62	53
19.	Pittsburgh Penguins	19	40	6	6	70	12	18	34	7
20.	Boston Celtics	20	38	16	12	63	44	10	3	14
21.	Philadelphia 76ers	21	32	25	24	8	80	33	20	70
22.	New England Patriots	22	29	10	14	90	40	8	2	16
23.	Cincinnati Reds	23	21	44	16	21	62	43	101	46
24.	Chicago Bulls	24	55	7	19	68	26	5	7	28
25.	St. Louis Cardinals	25	69	9	20	44	23	12	48	1
26.	Dallas Mavericks	26	66	8	17	30	19	29	14	11
27.	Atlanta Braves	27	20	45	56	35	72	22	87	29
28.	Carolina Hurricanes	28	42	21	46	22	43	51	50	23
29.	Milwaukee Brewers	29	28	43	22	13	8	57	65	96
30.	Detroit Red Wings	30	57	5	2	60	103	19	13	7
	TEAM	RNK	BNG	FRL	OWN	AFF	STX	PLA	CCH	TTR
31.	Miami Heat	31	56	14	15	58	50	17	75	35

32.	Los Angeles Kings	32	24	29	43	82	33	26	31	57
33.	Florida Panthers	33	62	36	73	12	61	52	33	84
34.	Washington Nationals	34	47	53	51	40	70	25	38	65
35.	Utah Jazz	35	50	37	29	28	66	48	77	88
36.	San Francisco 49ers	36	12	50	59	79	111	20	3	31
37.	Anaheim Ducks	37	49	39	47	38	59	64	55	34
38.	Denver Broncos	38	37	56	33	65	53	44	49	26
39.	Denver Nuggets	39	46	52	50	41	48	31	28	93
40.	Carolina Panthers	40	68	47	21	52	71	35	44	50
41.	Atlanta Falcons	41	25	57	23	57	99	53	37	64
42.	Ottawa Senators	42	48	32	25	64	93	46	21	58
43.	Arizona Cardinals	43	36	55	69	47	39	47	36	69
44.	Seattle Seahawks	44	74	48	28	75	7	31	29	55
45.	New Orleans Hornets	45	80	51	65	11	92	37	22	91
	TEAM	RNK	BNG	FRL	OWN	AFF	STX	PLA	CCH	TTR
46.	San Francisco Giants	46	79	35	37	91	2	41	53	5
47.	Dallas Stars	47	26	60	81	34	75	73	91	39
48.	New York Giants	48	43	40	10	106	76	23	8	2
49.	Philadelphia Phillies	49	108	30	27	77	5	39	52	18
50.	Cleveland Cavaliers	50	98	26	45	37	51	56	40	94
51.	Houston Rockets	51	53	58	61	61	65	54	82	54
52.	Detroit Tigers	52	78	87	11	32	34	65	56	44
53.	Los Angeles Clippers	53	51	54	95	42	55	34	107	71
54.	Pittsburgh Pirates	54	4	89	116	18	3	90	71	109
55.	Philadelphia Flyers	55	65	41	41	100	60	42	25	62
56.	Detroit Lions	56	18	100	53	72	56	61	30	78
57.	Indianapolis Colts	57	121	19	76	55	11	27	89	15
58.	Boston Bruins	58	64	42	48	109	85	28	43	11
59.	Buffalo Bills	59	76	65	83	10	105	58	68	95
60.	Buffalo Sabres	60	30	59	32	26	73	111	78	92
	TEAM	RNK	BNG	FRL	OWN	AFF	STX	PLA	CCH	TTR
61.	Los Angeles Dodgers	61	63	67	57	78	81	59	54	49
62.	Kansas City Chiefs	62	60	66	58	76	35	66	57	77
63.	New York Rangers	63	58	31	66	117	57	15	16	38
64.	Baltimore Orioles	64	44	81	108	45	10	67	24	74
65.	Jacksonville Jaguars	65	84	64	75	16	96	75	90	75
66.	Cleveland Indians	66	31	88	106	36	49	63	73	108
67.	Miami Marlins	67	101	79	96	29	18	69	44	22
68.	Washington Capitals	68	72	46	13	94	46	76	97	67
69.	Chicago White Sox	69	77	63	60	71	95	71	79	26
70.	San Jose Sharks	70	59	38	31	92	54	88	72	86
71.	Minnesota Timberwolves	71	61	76	74	17	108	84	32	102
72.	Tennessee Titans	72	33	90	86	50	89	79	62	72
73.	Philadelphia Eagles	73	52	78	54	85	64	71	64	78
74.	Chicago Blackhawks	74	75	74	26	111	41	62	47	18
75.	Kansas City Royals	75	71	83	110	24	24	70	109	104
	TEAM	RNK	BNG	FRL	OWN	AFF	STX	PLA	CCH	TTR
76.	Chicago Bears	76	93	73	64	101	91	50	70	47
77.	Orlando Magic	77	41	97	77	48	4	96	87	86
78.	Colorado Avalanche	78	35	71	89	102	94	74	108	29
79.	Toronto Blue Jays	79	82	75	78	74	112	55	67	48
80.	Detroit Pistons	80	87	91	79	31	69	106	92	31
81.	Portland Trail Blazers	81	88	68	84	59	52	87	118	89
82.	New York Yankees	82	107	49	36	119	47	48	61	5
83.	Minnesota Twins	83	106	69	82	69	13	94	76	56
84.	Phoenix Suns	84	86	62	102	83	90	60	69	107
85.	Colorado Rockies	85	83	86	88	53	36	86	106	105
86.	Dallas Cowboys	86	104	82	62	103	17	89	81	37
87.	Minnesota Wild	87	102	61	70	93	6	95	80	103
88.	Brooklyn Nets	88	96	84	109	27	82	93	86	82

89.	Los Angeles Lakers	89	94	85	44	112	38	85	103	16
90.	Houston Astros	90	111	77	92	54	78	80	105	100
	TEAM	RNK	BNG	FRL	OWN	AFF	STX	PLA	CCH	TTR
91.	Winnipeg Jets	91	116	72	34	99	87	77	57	81
92.	Vancouver Canucks	92	70	70	42	121	86	83	59	78
93.	New York Mets	93	85	95	113	107	84	68	66	73
94.	Atlanta Hawks	94	16	111	103	56	98	117	110	110
95.	San Diego Chargers	95	67	92	99	89	114	81	114	90
96.	Oakland Raiders	96	45	112	94	66	115	100	93	52
97.	Tampa Bay Buccaneers	97	110	115	87	67	67	108	74	33
98.	Oakland Athletics	98	54	110	121	20	120	77	84	60
99.	Seattle Mariners	99	92	98	101	95	31	107	96	114
100.	Minnesota Vikings	100	115	101	71	80	118	81	99	99
101.	Golden State Warriors	101	91	99	114	81	107	99	95	113
102.	Cincinnati Bengals	102	39	121	111	88	102	91	85	106
103.	Toronto Raptors	103	105	93	104	105	83	109	40	111
104.	Milwaukee Bucks	104	73	103	97	62	117	113	100	117
105.	New York Jets	105	100	113	80	113	88	102	44	83
	TEAM	RNK	BNG	FRL	OWN	AFF	STX	PLA	CCH	TTR
106.	Calgary Flames	106	97	80	67	110	110	115	115	63
107.	Cleveland Browns	107	103	107	105	86	100	103	113	115
108.	Washington Redskins	108	109	105	93	115	106	92	59	58
109.	San Diego Padres	109	34	117	120	87	68	118	98	119
110.	Miami Dolphins	110	89	114	107	97	109	97	102	101
111.	Montreal Canadiens	111	118	94	63	116	74	114	121	43
112.	Chicago Cubs	112	119	102	68	114	63	110	94	112
113.	New York Knicks	113	112	108	98	118	45	105	83	97
114.	Edmonton Oilers	114	113	96	91	108	119	104	117	50
115.	St. Louis Rams	115	120	109	117	98	116	97	50	42
116.	Columbus Blue Jackets	116	95	106	115	84	58	122	120	122
117.	Boston Red Sox	117	114	116	85	120	79	116	112	18
118.	Washington Wizards	118	90	122	90	73	101	119	116	116
119.	New York Islanders	119	81	104	119	96	122	101	119	98
120.	Charlotte Bobcats	120	117	118	118	43	97	120	122	118
	TEAM	RNK	BNG	FRL	OWN	AFF	STX	PLA	CCH	TTR
121.	Sacramento Kings	121	99	120	122	104	121	111	104	120
122.	Toronto Maple Leafs	122	122	119	112	122	104	121	111	121



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THIS WEEK'S CHATS

[Monday, October 15](#) [Tuesday, October 16](#) [Wednesday, October 17](#) [Thursday, October 18](#)

- [10:00 AMPatriots with Mike Reiss](#)
- [10:00 AMFantasy NASCAR Focus](#)
- [11:00 AMFantasy's Chris Harris](#)
- [12:00 PMWolverineNation's Rothstein](#)
- [12:00 PMTideNation's Scarborough](#)
- [12:00 PMNFL with Paul Kuharsky](#)
- [1:00 PMNFL blogger Mike Sando](#)
- [1:00 PMNCAA FB with Chris Low](#)
- [1:00 PMNHL with Scott Burnside](#)
- [1:00 PMGiants with Youngmisuk](#)
- [2:00 PMFantasy's Matthew Berry](#)
- [2:00 PMNFL with Bill Williamson](#)
- [2:00 PMBuckeyeNation's Ward](#)
- [2:00 PMMatt Fortuna on Notre Dame](#)
- [2:00 PMJets with Rich Cimini](#)
- [2:00 PMNASCAR with Newton](#)
- [3:00 PMNCAA FB with Ted Miller](#)
- [4:00 PMNCAA FB with Adelson](#)

[Friday, October 19](#) [Sunday, October 21](#)



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