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**PRESS RELEASE
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**Post-Election Update
Trump Takes 10th Place in Most Patriotic People
in America List survey**

NEW YORK, NY December 10, 2016 - Each July 4th market research consultancy [Brand Keys, Inc.](#) reports the results of its annual survey of iconic American brands to identify which brands consumers consider the most patriotic. But as this was an election year, issues regarding "patriotism" were raised to higher levels of debate.

For the first time since the 'Most Patriotic Brands' survey was first conducted 10 years ago, Brand Keys asked people - on an unaided basis - to name "anyone - alive or dead - who they felt personifies the specific value of 'patriotism' in the United States."

"At the time anyone running for National office was excluded, but as it turns out, none of them placed in the top 20 (for comparison purposes Bernie Sanders would have been #23, Hillary Clinton came, #25, and Donald Trump, #30)," said Robert Passikoff, president, Brand Keys.

The **results, as of June 27, 2016**, were based on interviews with 4,750 respondents drawn from the nine U.S. Census regions, aged 16-65. They identified these people as being the top 20 "most patriotic":

1. John Wayne
2. Tom Hanks
3. John Stewart
4. Taylor Swift
5. Stephen Spielberg
6. Oprah Winfrey
7. Neil Armstrong
8. Eleanor Roosevelt
9. Stephen Colbert
10. Ruth Bader Ginsberg
11. Martin Luther King
12. Dwight D. Eisenhower

13. Antonin Scalia
14. Angelina Jolie
15. Lin-Manuel Miranda
16. Jackie Robinson
17. Bill O'Reilly
18. Tim Cook
19. Gloria Steinem
20. John Oliver

Post Election Survey Update

As of **December 9**, however, an updated list (aggregated the last two weeks of November 2016, which did not exclude politicians who had run for national office, identified the following as the top **20 Most Patriotic People**:

1. John Wayne
2. Tom Hanks
3. John Glenn
4. Oprah Winfrey
5. Bernie Sanders
6. Stephen Spielberg
7. Taylor Swift
8. Neil Armstrong
9. Hillary Clinton
- 10. Donald Trump**
11. John Stewart
12. Martin Luther King
13. Dwight D. Eisenhower
14. Lin-Manuel Miranda
15. Bill O'Reilly
16. Jackie Robinson
17. Gloria Steinem
18. Eleanor Roosevelt
19. John Oliver
20. Angelina Jolie

It is important to note that these "patriot" nominations *do not* mean that other people are *not* patriotic, or that they don't possess patriotic resonance or intention.

"Another reality exposed this election year was that the term "brand" has been so overused that anything or anyone that has any reasonable degree of awareness or celebrity now calls itself a "brand." But in truth a real "brand" must be imbued with something more than talent or celebrity, and certainly more than awareness or notoriety. It needs to be a value people recognize and desire," said Brand Keys' Passikoff.

“One thing marketers should have learned about 21st century brands and celebrity brands is the ones that can make a meaningful emotional connection with consumers *always* have a strategic advantage over competitors when it comes to the battle for their hearts, minds, and loyalty,” said Robert Passikoff.

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