

# McDonald's and three more Illinois companies score high on patriotism

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## In This Article

Let's hear it for [McDonald's](#), [John Deere](#), [Gatorade](#) and [Wilson Sporting Goods](#). Given all that is changing on the social and political fronts in America, those four Illinois-based brands remain among the nation's 50 most patriotic brands, according to a new survey from New York City-based brand consultancy Brand Keys.

Needless to say, Brand Keys' release of its 15th annual ranking of the nation's most patriotic brands was timed to coincide with Fourth of July holiday festivities. But this year's results, as Brand Keys was quick to note, also reflect a new era for brands in America with the inauguration of President [Donald Trump](#).



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McDonald's is among the 50 most patriotic brands in America, according to Brand Keys.

From Brand Keys' perspective, it is clear that anti-Trump groups have urged consumers to boycott companies and brands seen to back the president, while Trump partisans have created their own lists of preferred and objectionable companies, brands and CEOs. Noted Brand Keys founder and president [Robert Passikoff](#): "Whether you're politically left, right or center, what's clear is that these consumer attitudinal shifts come with a set of newly re-written rules of branding, expressed every day via news programs and social networks like the president's favorite, [Twitter](#), and millennials' Instagram."

Of the 280 American brands included in Brand Keys' survey of the most patriotic brands, McDonald's (NYSE: MCD) wound up ranked No. 16, with [John Deere](#) (NYSE: DE) just behind, tied at No. 17 with Colgate. Gatorade squeaked into the top 20 at No. 20 on the list. Wilson Sporting Goods was tied with several brands at No. 29.

Jeep is at the top of the list, followed by Levi Strauss, Disney, Coca-Cola and Ford.

There were some new entrants on the list this year, including Twitter (NYSE: TWTR), which tied at No. 6 with Hershey's; [MSNBC](#) was ranked No. 10; Airbnb, the fast-growing game changer in the lodging industry, popped into the top 50 at No. 13; and [Fox News](#) made the list at No. 15. Also new to the top 50 this year are Tesla at No. 23 and Instagram at No. 28.

Brand Keys surveyed 4,860 consumers ages 16 to 65 for the ranking. The sample group was balanced for political party affiliation.

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