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## **Consumers Rate Brands More Patriotic Than Congress & President in 24<sup>th</sup> Annual Survey of the Most Patriotic American Brands**

### **Jeep, Ford, Coca-Cola, Levi Strauss and Apple in Top Spots**

**NEW YORK, NY May 13, 2025** – Brand Keys 24th annual *Most Patriotic Brands* survey has identified 2025's top 50 American brands consumers feel best embody the value of "patriotism." Jeep was ranked #1 again, with Ford, Coca-Cola, Levi Strauss, Apple, and Walmart leading this year's patriotism parade.

Consumers care more about patriotism this year, with 85% (+5) rating patriotism as "extremely" (45%) or "very" (40%) important. Ten percent (10%) thought it "somewhat" important. Only 5% said it was "not very/not at all" important.

### **Brands more Patriotic Than Politicians**

*Consumers ranked the brands on this year's Top 50 list higher for patriotism than politicians, including the Presidency, the Senate, the House of Representatives, and both political parties.*

The top 50 brands in this year's Most Patriotic list averaged a 76% patriotism score (military brands rated 100%). Government institutions fared far worse:

- Presidency (unnamed): 37%
- House: 25%
- Senate: 28%
- Supreme Court: 44%
- DNC: 29%
- RNC: 22%

"Brands are seen as unifying and trustworthy," said Passikoff. "Political entities as divisive, self-serving, and using patriotism as a partisan tool – not a winning strategy. With consumers viewing everything through a political lens, the value of patriotism is more important than ever," noted [Robert Passikoff](#), president of Brand Keys, the New York-based brand loyalty research firm ([www.brandkeys.com](http://www.brandkeys.com)) that conducts the annual survey.

### **2025's Top 10 Most Patriotic Brands**

"A brand that truly resonates the value 'patriotism,' taps into a deep well of shared identity, cultural pride, and collective values that significantly strengthen consumer loyalty and positive brand behavior," said Passikoff. To determine national brand rankings, a sample of 7,460 consumers, 18 to 65 years of age –

balanced for gender and political affiliation – assessed 1,350 brands in 140 B2C, B2B and D2C categories. Psychological and higher-order statistical analyses were used to *isolate and quantify the single value of “patriotism.”* These metrics that have been independently validated to correlate highly with sales and profits.

The following brands were identified by consumers as the top 10 for best meeting today’s patriotism challenge (#’s in parentheses represent YOY changes in rank).

- |                      |                         |
|----------------------|-------------------------|
| 1. Jeep (--)         | 6. Walmart (--)         |
| 2. Ford (--)         | 7. Disney (-2)          |
| 3. Coca-Cola (+1)    | 8. Harley Davidson (-1) |
| 4. Levi Strauss (-1) | 9. Amazon (+1)          |
| 5. Apple (+3)        | 10. Ralph Lauren (+2)   |

The complete top 50 Most Patriotic Brands list will be released June 9, 2025.

### **U.S. Armed Services – Always #1**

While the annual Brand Keys survey focuses on for-profit brands, each year assessments for the Air Force, Army, Coast Guard, Marines, Navy, and Space Force are collected. “Consumers rated the armed services #1 again this year,” noted Passikoff. “We recognize that and thank them for their service.”

### **Brand Patriotism Rated Higher Than Politicians**

Respondents rated brands as more patriotic than the Presidency, Congress or the Supreme Court or the two National Political Committees for 4 key reasons:

1. Brands market themselves as serving everyone. In contrast, political parties are associated with division, partisanship, and gridlock, which can seem unpatriotic or self-serving.
2. Many people trust corporate brands more than political institutions. Brands are responsive to consumer demands, while political bodies are seen as inefficient, slow-to-act, or corrupt.
3. Brands are seen to support veterans, education, or “Made in the USA.” Politicians often use patriotism in more divisive ways, turning it into a partisan weapon.
4. Companies use emotionally resonant advertising, tying products to American values, family, and freedom. Political messaging too often focuses on fear, blame, and controversy.

“Brands that can *authentically* engage consumers via ‘patriotism’ *always* see better behavior, better ROMI, and better bottom lines – even in a more economically challenged and politically charged brandscape,” observed Passikoff. “These assessments *do not* mean to suggest other brands are *not* patriotic or don’t possess patriotic resonance or intent,” noted Passikoff. But *how* brands are ultimately seen – on all values, by all consumers – is more complicated, more exacting, and more partisan today. It takes more than fireworks, wrapping your brand in the flag, or blowout 4th of July sales to meaningfully connect brands and patriotism.

“If you do that, consumers won’t just stand up and salute, they’ll stand up and buy!”

For more information regarding where other brands ranked when it came to “patriotism” this year – or other important values that guarantee higher levels of consumer engagement, loyalty, and profitability – **contact Robert Passikoff at [robertp@brandkeys.com](mailto:robertp@brandkeys.com)**

## About Brand Keys

[Dr. Passikoff's](#) Brand Keys specializes in customer loyalty and engagement research, providing brand equity metrics that accurately predict future, in-market consumer behavior that correlates with sales and profitability. [www.brandkeys.com](http://www.brandkeys.com)

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