



FOR IMMEDIATE RELEASE

24th Annual Survey of the Most Patriotic Brands in America

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

Consumers Rate Brands As More Patriotic Than Congress and President

**Brands New To Most Patriotic List Includes Jersey Mike's Subs,
Trader Joe's, Campbell's, General Motors, Dick's Sporting Goods and Whirlpool**

NEW YORK, NY June 9, 2025 – Brand Keys 24th annual *Most Patriotic Brands* survey has identified 2025's top 50 American brands consumers feel best embody the value "patriotism." Jeep was ranked #1 again, with Ford, Coca-Cola, Levi Strauss, Apple, and Walmart leading this year's patriotism parade.

"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) that conducts the annual survey. "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."

Top 50 Most Patriotic Brands of 2025

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 best meeting today's patriotism challenge (#'s in parentheses represent YOY changes in rank):

- | | |
|-------------------------|---------------------------|
| 1. Jeep (--) | 12. Nike (+10) |
| 2. Ford (--) | 13. Hershey's (-2) |
| 3. Coca-Cola (+1) | 14. Dunkin' (--) |
| 4. Levi Strauss (-1) | 15. McDonald's (+10) |
| 5. Apple (+3) | 16. Wrangler (-3) |
| 6. Walmart (--) | 17. American Express (-2) |
| 7. Disney (-2) | 18. Colgate (-2) |
| 8. Harley Davidson (-1) | 19. Pepsi Cola (+3) |
| 9. Amazon (+1) | 20. NFL (+9) |
| 10. Ralph Lauren (+2) | 21. NBA (+9) |
| 11. Jack Daniels (-2) | 22. Home Depot (+27) |

- | | |
|----------------------------------|-----------------------------------|
| 23. John Deere (+15) | 37. Target (-3) |
| 24. Weather Tech (+2) | 38. Jersey Mike's Subs (NEW) |
| 25. AT&T (+12) | 39. MLB (-9) |
| 26. FOX News (-3) | 40. New Balance (-13) |
| 27. Kellogg's (-6) | 41. Ball Park Franks (Tyson, NEW) |
| 28. Gillette (+4) | 42. Converse (+3) |
| 29. Wilson's Sporting Goods (+7) | 43. Costco (--) |
| 30. L.L. Bean (+3) | 44. Trader Joe's (NEW) |
| 31. MSNBC (-13) | 45. Revlon (+4) |
| 32. Gatorade (+3) | 46. Weber Grills (+2) |
| 33. Kraft Heinz (+7) | 47. Campbell's (NEW) |
| 34. KFC (+5) | 48. GM (NEW) |
| 35. Macy's (+6) | 49. Whirlpool (NEW) |
| 36. USAA (+10) | 50. Dick's Sporting Goods (NEW) |

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."

Seven New Most Patriotic Brands

This year consumers launched 7 new brands into the most-patriotic top 50, including:

- Jersey Mike's Subs,
- Trader Joe's,
- Ball Park Franks,
- Campbell's,
- GM,
- Dick's Sporting Goods and
- Whirlpool

Brands Out-Patriot The Government

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. *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 average "patriotism score" for the top 50 brands in this year's Most Patriotic list (scaled from 0% to 100%, ratings received by the military service brands) – was 76%. "Consumers did not rate our government as highly," noted Passikoff, receiving the following:

- Office of the President (no name attached): 37%.
- The Senate: 28%.
- House of Representatives: 25%.
- The Supreme Court: 44%.
- The Democratic National Committee: 29%.
- The Republican National Committee: 22%

“Respondents rated brands as more patriotic than political entities because brands often market themselves as serving everyone, whereas Congress and political parties are today associated with division, partisanship, and gridlock, which can seem unpatriotic or self-serving,” said Passikoff.

In addition, trust levels for brands are higher than political institutions, which more and more are seen as inefficient or corrupt. Brands craft patriotic messages—supporting veterans, funding education, or promoting “Made in the USA” that are believable, while politicians are seen as using patriotism as a partisan weapon often focusing on fear, blame, and controversy. “Not a good strategy if you want to be seen as truly patriotic,” said Passikoff. “But 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 Leigh Benatar at leighb@brandkeys.com

END

Contact: Visibility
Len Stein
lens@visibilitypr.com
914 527.3708