



US bipartisan brand rankings 2024

Exploring the most polarized and bipartisan brands in America





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The data referenced in this report comes from YouGov Profiles unless otherwise stated. It is not weighted in the same way as a political poll, and sample size for Liberals and Conservatives does not reflect the ideological breakdown among US voters.

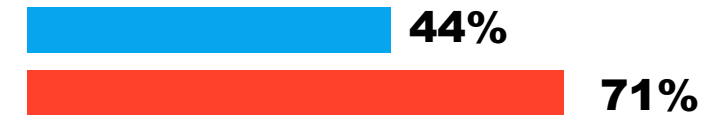
Introduction

As America approaches the tail end of a tense election season, the brands we buy, the airlines we fly, and the cars we drive have become politicized. This election cycle has seen Bud Light struggle through the impacts of polarization, and other brands like Diet Mountain Dew almost drawn into the fray.

This report seeks to identify which brands fall squarely on one side of the political spectrum, and which have achieved the difficult task of finding bipartisan support. We also examine which industries are most at risk of feeling the impacts of polarization.

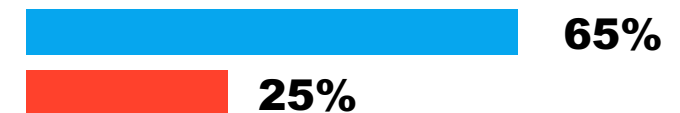
“

Brands that express views on political or social issues are just trying to exploit them”



“

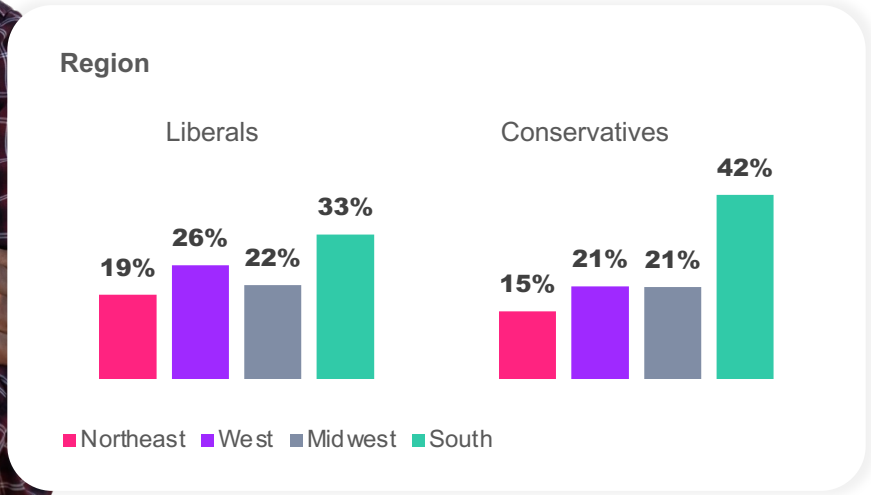
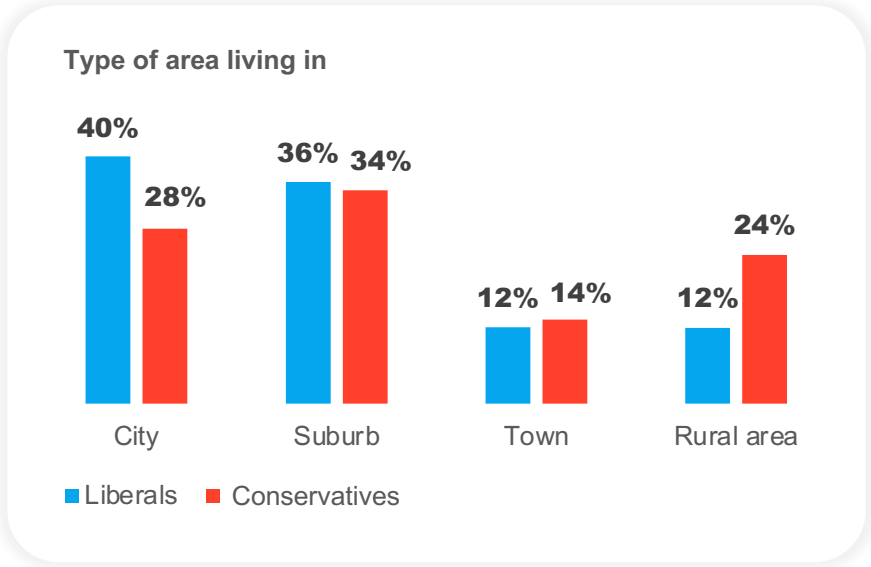
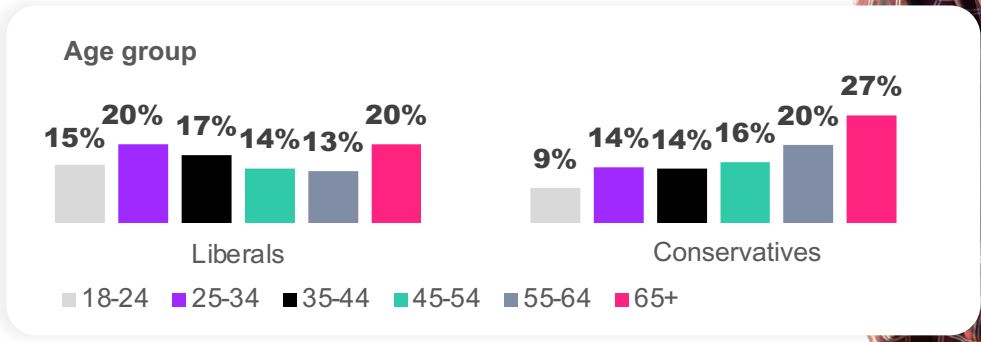
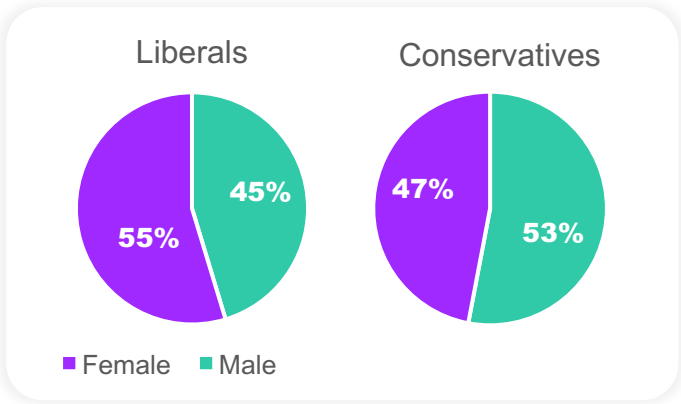
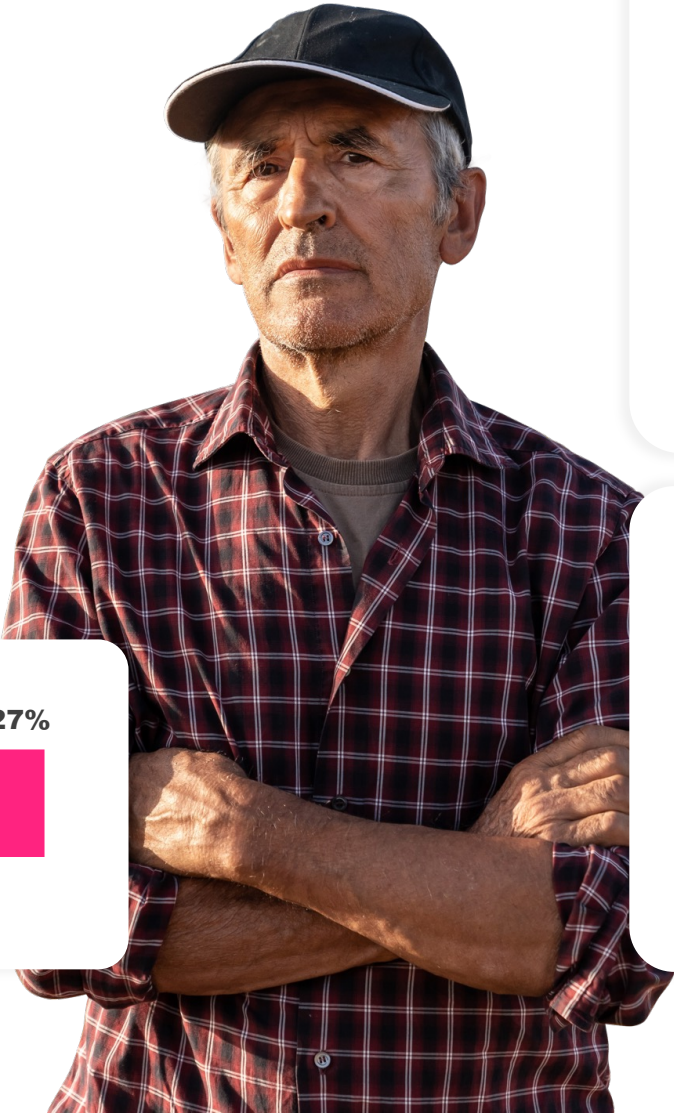
I like brands that are willing to get involved in social issues”



● Liberals ● Conservatives

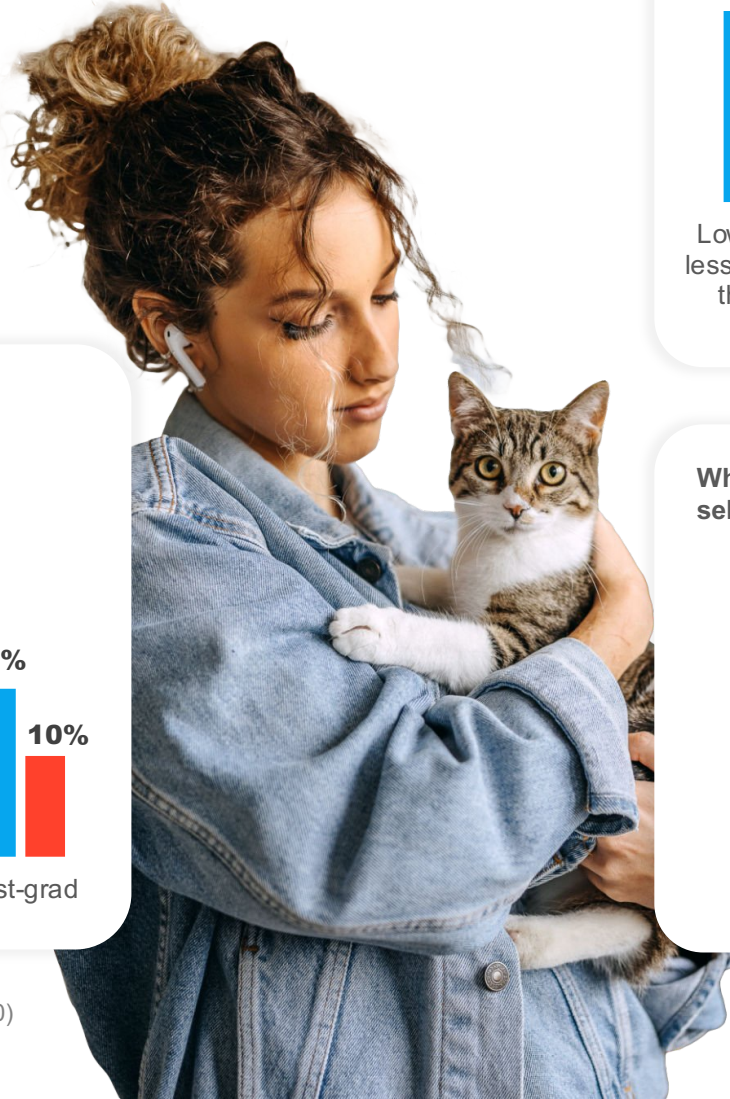
YouGov Profiles: August 2024
(Liberals: n> 38,000; Conservatives: n> 33,000)

Conservatives more likely to be male, older, rural, in the South

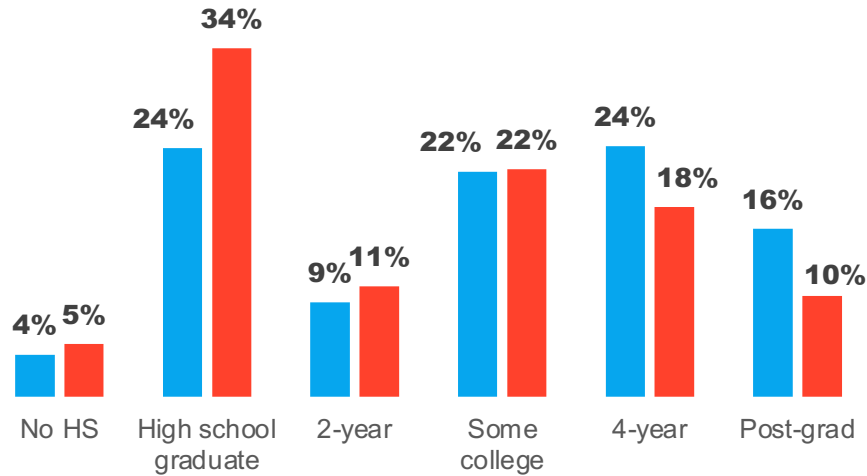


Liberals more likely to have higher education, and, yes, cats!

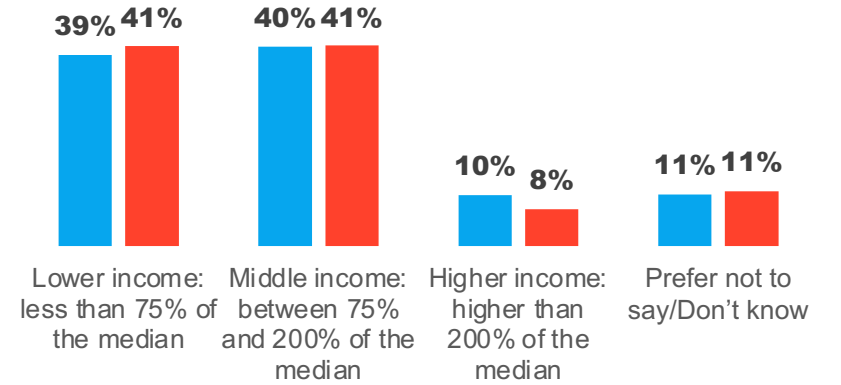
● Liberals ● Conservatives



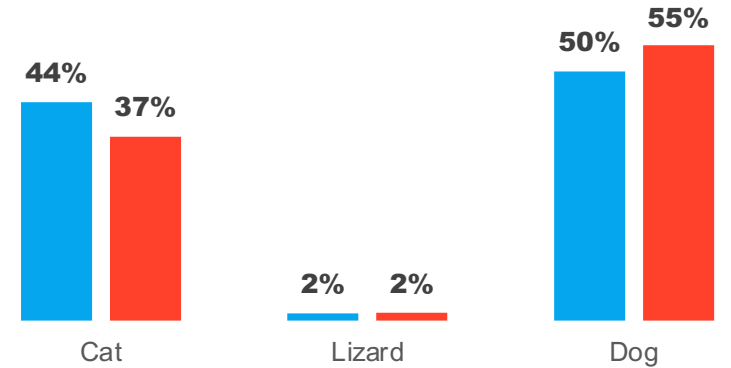
Highest level of education achieved



Income bracket



Which, if any, of the following animals do you have? Please select all that apply.



Conservatives consider 7.2% fewer brands overall than liberals

In the process of determining the most bipartisan brands, we looked at survey responses of more than 360,000 Americans to analyze the relationship between political ideology and purchase consideration.

Those surveys included questions about more than 2,200 brands across 40+ industries. When asked about brand consideration, respondents are given a list of related brands for each industry and then asked to select all the brands they would consider purchasing from the next time they are in-market.

Looking at responses related to all of these brands, conservatives were 7.2% less likely than liberals to say they considered purchasing a brand. This difference varies by industry, as evidenced by the subsequent slides.

One explanation for this could be because conservatives skew older and already know which brands they like.

Regardless, brands have to work harder to break into the conservative consideration set.



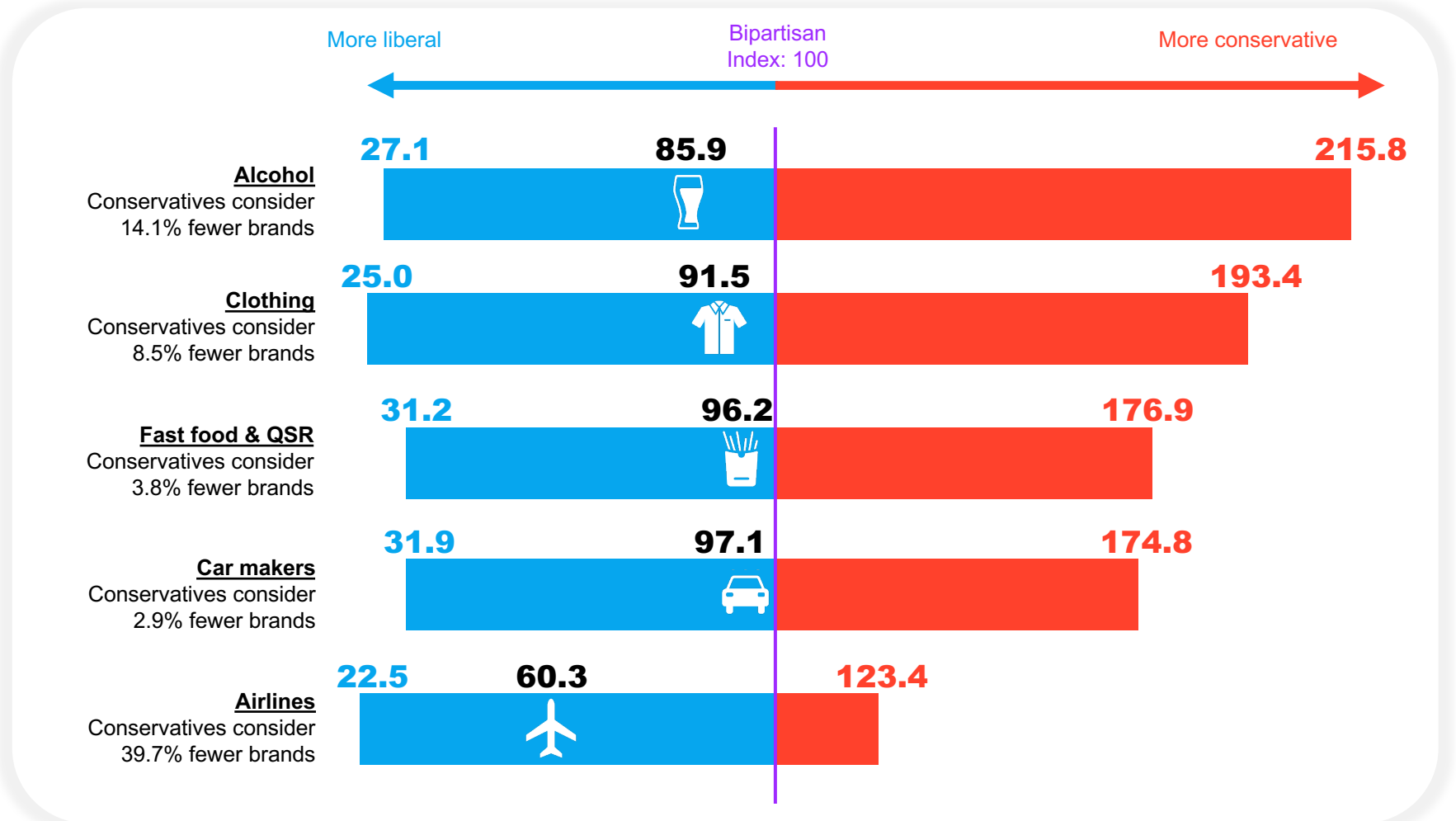
How polarized are different industries?

This slide shows the average purchase consideration for all brands in an industry or sector.

The **black number** represents each industry's overall ideological skew.

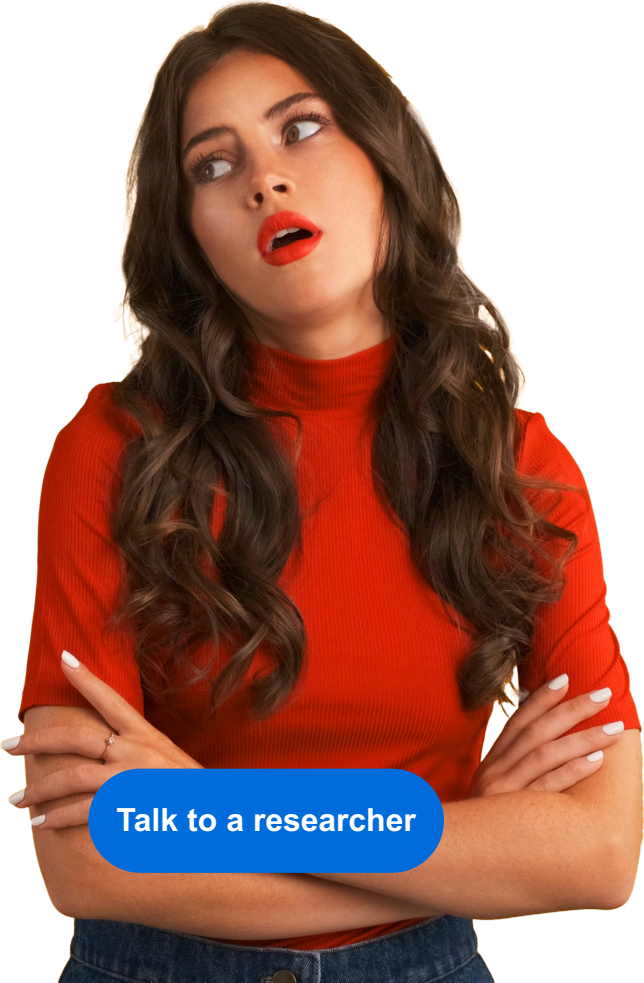
The **blue number** represents the brand that is most liberal in the industry, while **red number** represents industry's most conservative brand.

[Talk to a researcher](#)

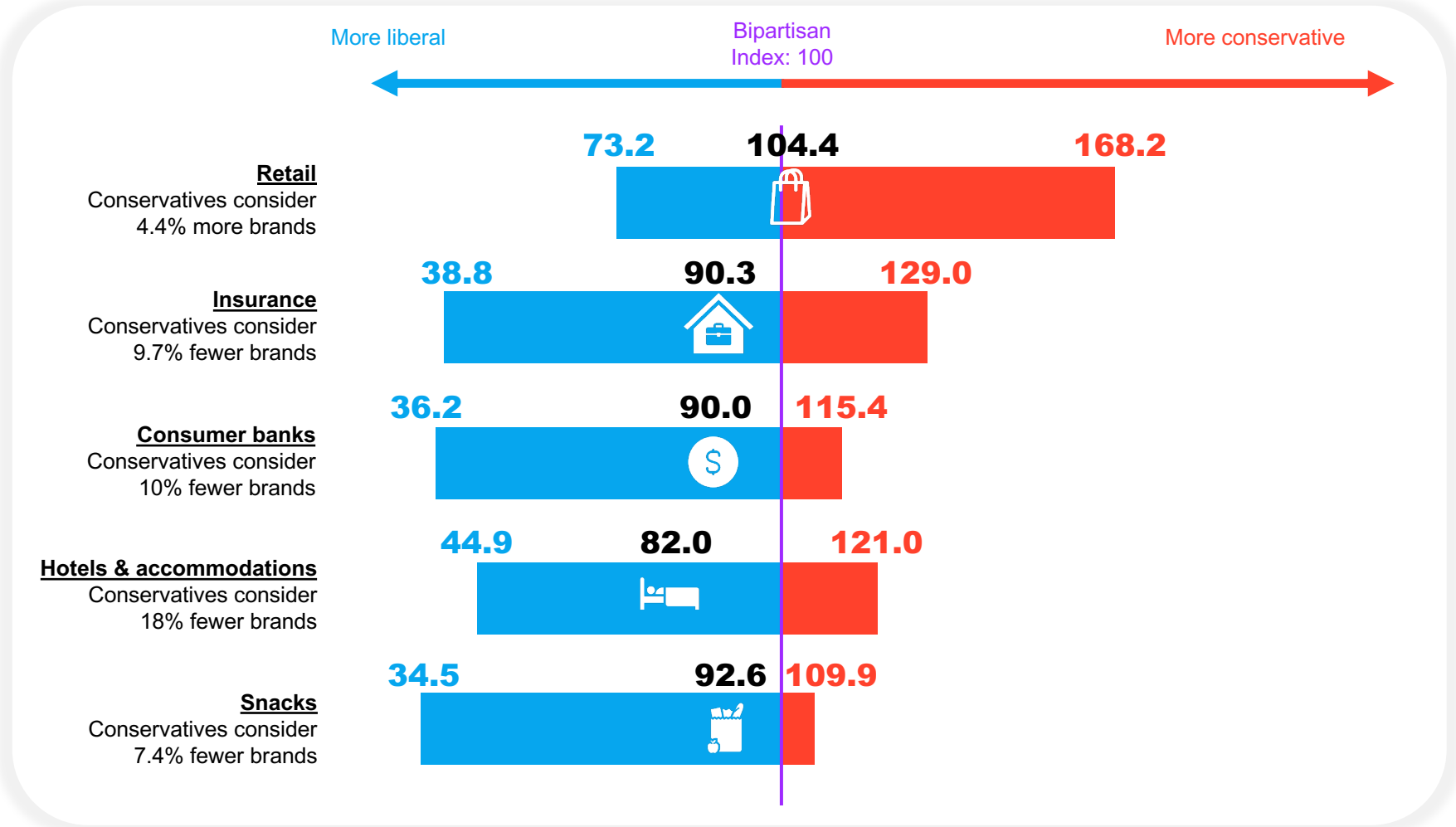


YouGov BrandIndex & Profiles: August 2023-2024. 2,203 brands measured. Values displayed reflect index of conservatives against liberals. Sample of each ideology per brand ranges from 136 to 11,599. 2,186 brands exceed a sample of 1,000 per ideology.

How polarized are different industries?



Talk to a researcher



YouGov BrandIndex & Profiles: August 2023-2024. 2,203 brands measured. Values displayed reflect index of conservatives against liberals. Sample of each ideology per brand ranges from 136 to 11,599. 2,186 brands exceed a sample of 1,000 per ideology.

Rankings methodology

The insights in this report come from [YouGov BrandIndex](#) and [YouGov Profiles](#).

YouGov BrandIndex is our always-on brand tracker. In this report, we have highlighted the brands considered more and viewed better by Americans with liberal and conservative ideologies.

To qualify, brands must have survey responses available for at least 183 days between August 1, 2023, and July 31, 2024. A minimum base size of 300 (n) is also required, though all brands measured in this report far exceed this threshold.

To determine liberal and conservative brands, we compared survey responses from each group and ranked brands by the greatest percentage-point differences.

To determine bipartisan brands, we applied a consideration threshold of 10% and compared surveys completed by liberals and conservatives to find brands that had the lowest absolute difference in either direction. This was calculated by Index.

[Explore brand tracking](#)

[Talk to a researcher](#)



Which brands do liberals prefer?



	Brand	Sector	US liberals considering	US conservatives considering	Difference
1	Planned Parenthood	Charities & advocacy groups	42.1%	3.5%	38.6
2	MSNBC	TV networks	38.8%	6.9%	31.9
3	CNN	TV networks	42.6%	12.9%	29.7
4	Target	Retail	54.8%	26.3%	28.5
5	washingtonpost.com	Online news	32.9%	6.7%	26.2
6	PBS	TV networks	48.3%	22.8%	25.5
7	ACLU	Charities & advocacy groups	26.4%	1.5%	24.9
8	Ben & Jerry's	Snacks	37.2%	13.5%	23.7
9	nytimes.com	Online news	29.0%	6.4%	22.6
10	HBO	TV networks	44.1%	23.3%	20.8

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 3,300; Conservatives: n> 3,100)

Consideration: % of population who would consider brand next time they are in-market. Must be tracked 183 days to rank.

Which brands do conservatives prefer?



	Brand	Sector	US conservatives considering	US liberals considering	Difference
1	Fox News Channel	TV networks	45.3%	8.6%	36.7
2	Newsmax	TV networks	28.7%	3.9%	24.8
3	Fox	TV networks	45.8%	21.0%	24.8
4	Chick-fil-A	Fast food & QSR	44.8%	23.8%	21.0
5	Fox Business Network	TV networks	25.2%	4.2%	21.0
6	Hobby Lobby	Retail stores	30.8%	9.9%	20.9
7	NRA	Charities & advocacy groups	22.7%	1.9%	20.8
8	Wounded Warrior Project	Charities & advocacy groups	36.2%	15.5%	20.7
9	Bass Pro Shops	Retail stores	30.6%	12.6%	18.0
10	Cabela's	Retail stores	28.4%	13.0%	15.4

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 3,300; Conservatives: n> 3,100)

Consideration: % of population who would consider brand next time they are in-market. Must be tracked 183 days to rank.

Which brands do liberals view better?



	Brand	Sector	Net impression: US liberals	Net impression: US conservatives	Difference
1	Planned Parenthood	Charities & advocacy groups	67.2	-34.1	101.3
2	ACLU	Charities & advocacy groups	48.9	-27.4	76.3
3	NAACP	Charities & advocacy groups	49.6	-22.2	71.8
4	MSNBC	TV networks	35.0	-34.1	69.1
5	CNN	TV networks	33.5	-34.6	68.1
6	Ben & Jerry's	Snacks	56.0	-5.7	61.7
7	Southern Poverty Law Center	Charities & advocacy groups	38.7	-20.6	59.3
8	Target	Retail	54.6	2.9	51.7
9	PBS	TV networks	55.8	8.3	47.5
10	NBC	TV networks	43.5	-3.7	47.2

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 3,300; Conservatives: n> 3,100)

Impression: Whether a consumer has a positive or negative impression of a brand. Net score reflects positive minus negative responses. Must be tracked 183 days to rank.

Which brands do conservatives view better?



	Brand	Sector	Net impression: US conservatives	Net impression: US liberals	Difference
1	NRA	Charities & advocacy groups	38.5	-51.9	90.4
2	Hobby Lobby	Retail	56.4	-23.9	80.3
3	Fox News Channel	TV networks	30.9	-48.8	79.7
4	Trump Hotels	Hotels & accommodations	27.8	-37.5	65.3
5	Chick-fil-A	Fast food & QSR	54.2	-6.5	60.7
6	Fox	TV networks	32.4	-22.2	54.6
7	X	Online brands	19.4	-34.8	54.2
8	Newsmax	TV networks	27.0	-26.7	53.7
9	Fox Business Network	TV networks	22.1	-21.2	43.3
10	ExxonMobil	Retail gasoline	32.3	-2.8	35.1

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 3,300; Conservatives: n> 3,100)

Impression: Whether a consumer has a positive or negative impression of a brand. Net score reflects positive minus negative responses. Must be tracked 183 days to rank.

Sector rankings methodology

Looking at hundreds of thousands of YouGov panel surveys, we compared brand purchase consideration between liberal Americans and conservative Americans.

The brands in this section are ranked by the difference in consideration between the two groups. For instance, 28% of liberal Americans would consider purchasing a Subaru, but just 16% of the US conservatives feel the same.

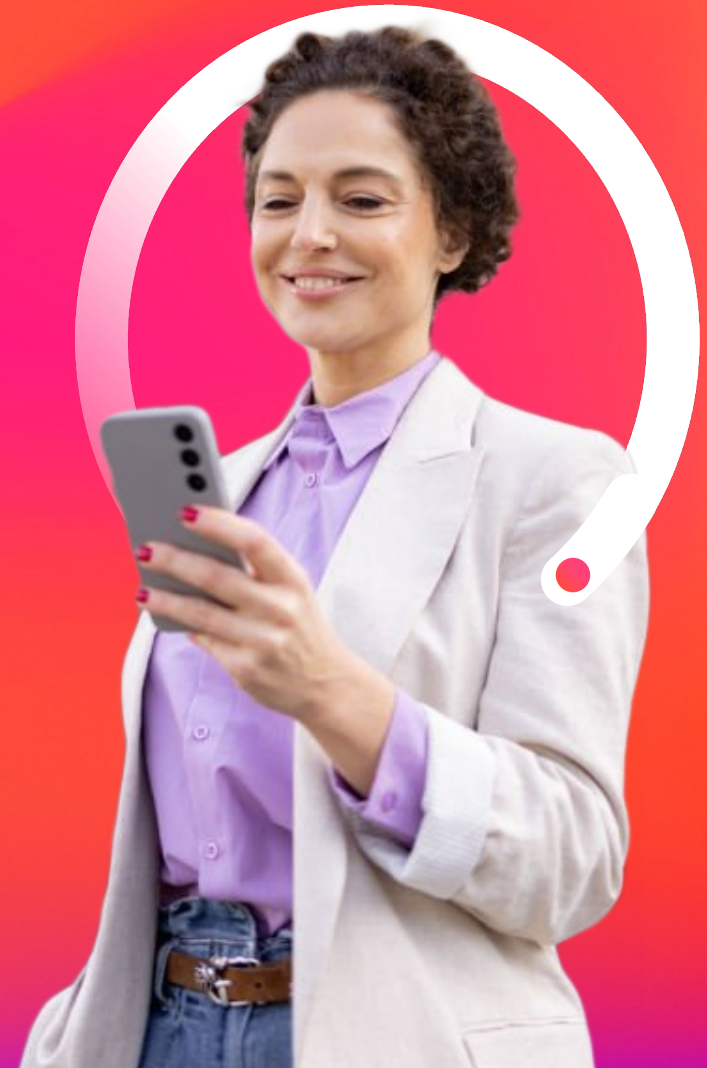
This 12 percentage-point difference places Subaru higher in our US liberals ranking than Honda, despite Honda having an overall higher consideration among US liberals (34.6%).

Consideration scores are rounded to the nearest decimal point, and differences are determined from those rounded scores.

The data in this section of the analysis comes from YouGov BrandIndex and YouGov Profiles. Brands mentioned must have a sample of 300 or more respondents and been tracked for 183 days to qualify for the ranking.

This study factors in survey measures consideration sentiment between August 1, 2023, and July 31, 2024.

[Talk to a researcher](#)





Which **car brands** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Subaru	28.0%	16.0%	12.0
2	Honda	34.6%	24.5%	10.1
3	Volkswagen	15.3%	7.3%	8.0

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Ford	28.8%	22.8%	6.0
2	Chevrolet	25.7%	20.8%	4.9
3	GMC	13.9%	9.8%	4.1

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 8,200 Conservatives: n> 8,000)

Q: When you are in the market next to purchase from one of the following brands, from which of the following would you consider purchasing?

[Explore more data](#)

[Run a survey](#)

[Talk to a researcher](#)



Which **charities & advocacy groups** do Americans prefer?

Liberals

Conservatives

Organization	US liberals considering	US conservatives considering	Difference
1 Planned Parenthood	42.1%	3.5%	38.6
2 ACLU	26.4%	1.5%	24.9
3 Southern Poverty Law Center	20.1%	1.3%	18.8

Organization	US conservatives considering	US liberals considering	Difference
1 NRA	22.7%	1.9%	20.8
2 Wounded Warrior Project	36.2%	15.5%	20.7
3 St. Jude Children's Research Hospital	44.2%	33.2%	11.0

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 7,400; Conservatives: n> 7,100)

Q: When you next choose to support an organization via membership, volunteering or financial donation, which of the following would you consider supporting?

Explore more data

Run a survey

Talk to a researcher



Which **beer & hard seltzer brands** do Americans prefer?

Liberals (21+)

	Brand	US liberals considering	US conservatives considering	Difference
1	Bud Light	13.8%	7.0%	6.8
2	Stella Artois	15.6%	10.1%	5.5
3	Sierra Nevada	10.0%	4.9%	5.1

Conservatives (21+)

	Brand	US conservatives considering	US liberals considering	Difference
1	Coors Light	15.2%	9.3%	5.9
2	Yuengling	13.7%	10.0%	3.7
3	Coors Banquet	5.8%	2.7%	3.1

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 5,200; Conservatives: n> 5,200)

Q: When you are in the market next to purchase alcoholic beverages, from which of the following would you consider purchasing?

[Explore more data](#)

[Run a survey](#)

[Talk to a researcher](#)



Which **liquor brands** do Americans prefer?

Liberals (21+)

	Brand	US liberals considering	US conservatives considering	Difference
1	Bombay Sapphire	8.1%	4.1%	4.0
2	Tito's	14.4%	10.5%	3.9
3	Absolut	13.5%	9.6%	3.9

Conservatives (21+)

	Brand	US conservatives considering	US liberals considering	Difference
1	Jack Daniel's	18.6%	15.0%	3.6
2	Crown Royal	15.1%	13.0%	2.1
3	Southern Comfort	7.3%	6.0%	1.3

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 4,800; Conservatives: n> 4,500)

Q: When you are in the market next to purchase spirits or liquor, from which of the following would you consider purchasing?

[Explore more data](#)

[Run a survey](#)

[Talk to a researcher](#)



Which **hair & skincare brands** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	CeraVe	27.6%	18.4%	9.2
2	Neutrogena	32.5%	26.2%	6.3
3	Aveeno	26.0%	19.7%	6.3

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Softsoap	24.8%	19.6%	5.2
2	Gold Bond	26.2%	22.3%	3.9
3	Avon	11.1%	9.0%	2.1

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 4,900; Conservatives: n> 4,800)

Q: When you are in the market next to purchase [hair products/services or beauty care products], from which of the following would you consider purchasing from?

[Explore more data](#)

[Run a survey](#)

[Talk to a researcher](#)



Which **food brands** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Impossible Foods	15.0%	3.8%	11.2
2	Beyond Meat	14.2%	4.2%	10.0
3	Silk	18.3%	11.8%	6.5

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Jimmy Dean	42.6%	28.1%	14.5
2	Oscar Mayer	34.2%	24.1%	10.1
3	Hillshire Farm	36.5%	27.3%	9.2

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 3,300; Conservatives: n> 3,100)

Q: When you are in the market next to purchase packaged goods, from which of the following would you consider purchasing?

[Explore more data](#)

[Run a survey](#)

[Talk to a researcher](#)



Which **snack brands** do Americans prefer?

Liberals

Brand	US liberals considering	US conservatives considering	Difference
1 Ben & Jerry's	37.2%	13.5%	23.7
2 Annie's	22.5%	13.1%	9.4
3 Sabra Hummus	21.2%	12.0%	9.2

Conservatives

Brand	US conservatives considering	US liberals considering	Difference
1 Pillsbury	42.9%	36.8%	6.1
2 Hershey	44.6%	39.4%	5.2
3 Ritz	37.5%	32.4%	5.1

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 4,700; Conservatives: n> 4,500)

Q: When you are in the market next to purchase packaged goods, from which of the following would you consider purchasing?

[Explore more data](#)

[Run a survey](#)

[Talk to a researcher](#)



Which **home & personal brands** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Seventh Generation	16.6%	6.8%	9.8
2	Burt's Bees	28.2%	20.4%	7.6
3	Method	13.9%	7.2%	6.7

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Dawn	60.6%	53.7%	6.9
2	Duracell	45.6%	40.2%	5.4
3	Reynolds	36.3%	30.9%	5.4

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 5,200; Conservatives: n> 5,000)

Q: When you are in the market next to purchase packaged goods, from which of the following would you consider purchasing?

[Explore more data](#)

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[Talk to a researcher](#)



Which **soft drinks & beverages** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	LaCroix	17.3%	9.4%	7.9
2	Naked Juice	14.5%	8.6%	5.9
3	Snapple	20.9%	16.2%	4.7

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	A&W	20.8%	10.8%	10.0
2	Black Rifle Coffee Company	11.4%	2.9%	8.5
3	Folgers	27.5%	20.0%	7.5

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 4,400; Conservatives: n> 4,300)

Q: When you are in the market next to purchase beverages, from which of the following would you consider purchasing?

[Explore more data](#)

[Run a survey](#)

[Talk to a researcher](#)



Which **consumer banks** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Chase	19.1%	15.2%	3.9
2	Bank of America	16.3%	12.7%	3.6
3	Cash App	8.1%	4.7%	3.4

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Navy Federal Credit Union	8.9%	6.2%	2.7
2	USAA	10.9%	9.6%	1.3
3	Regions Bank	3.6%	2.4%	1.2

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 6,900; Conservatives: n> 6,800)

Q: When you are in the market next to open a bank account (e.g., checking / savings account, credit card, loans), from which of the following would you consider opening an account?

[Explore more data](#)

[Run a survey](#)

[Talk to a researcher](#)



Which **insurance brands** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Progressive	22.0%	15.2%	6.8
2	Geico	19.7%	14.7%	5.0
3	AAA	16.6%	13.1%	3.5

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	USAA	15.5%	13.8%	1.7
2	Navy Federal Credit Union	5.5%	4.2%	1.3
3	Auto-Owners Insurance	3.2%	2.4%	0.8

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 5,000; Conservatives: n> 4,800)

Q: When you are in the market next to acquire a new insurance policy (e.g., health, life, auto, home owners), from which of the following would you consider acquiring a new policy?

[Explore more data](#)

[Run a survey](#)

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Which **investment brands** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Vanguard	13.4%	10.0%	3.4
2	Fidelity	18.4%	15.6%	2.8
3	Bloomberg	5.8%	3.2%	2.6

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Edward Jones	9.2%	7.8%	1.4
2	USAA	13.8%	12.6%	1.2
3	Stash	2.3%	2.0%	0.3

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 5,600; Conservatives: n> 5,300)

Q: When you are in the market next to open an account with a financial service company, from which of the following would you consider opening an account?

[Explore more data](#)

[Run a survey](#)

[Talk to a researcher](#)



Which **payment brands** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Visa	28.4%	23.7%	4.7
2	Chase	19.4%	15.4%	4.0
3	American Express	17.6%	13.6%	4.0

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	LendingTree	2.7%	2.0%	0.7
2	Netspend	1.7%	1.2%	0.5
3	Credit One	4.0%	3.6%	0.4

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 3,900; Conservatives: n> 3,500)

Q: When you are in the market next to open a financial services account (e.g., credit card, brokerage, IRA, money transfer, mortgage, other investment product), from which of the following would you consider opening an account?

[Explore more data](#)

[Run a survey](#)

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Which **TV networks** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	MSNBC	38.8%	6.9%	31.9
2	CNN	42.6%	12.9%	29.7
3	PBS	48.3%	22.8%	25.5

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Fox News Channel	45.3%	8.6%	36.7
2	Newsmax	28.7%	3.9%	24.8
3	Fox	45.8%	21.0%	24.8

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 8,000; Conservatives: n> 7,700)
 Q: Which of the following broadcast and cable networks would you consider watching?

[Explore more data](#)
[Run a survey](#)
[Talk to a researcher](#)



Which **cable & streaming brands** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Disney+	26.7%	13.3%	13.4
2	Netflix	43.9%	31.7%	12.2
3	Hulu	30.8%	18.9%	11.9

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Dish Network	5.6%	3.5%	2.1
2	Spectrum	8.5%	6.5%	2.0
3	DirecTV	6.4%	4.7%	1.7

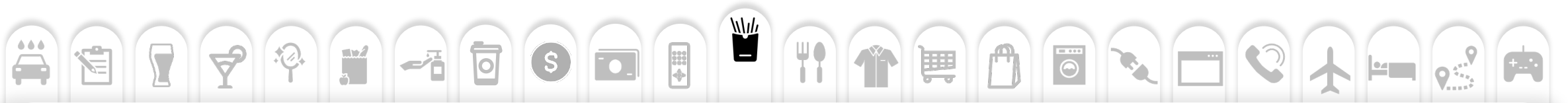
YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 13,200; Conservatives: n> 12,400)

Q: When you are in the market next to purchase or subscribe to services, from which of the following would you consider buying?

[Explore more data](#)

[Run a survey](#)

[Talk to a researcher](#)



Which **fast food & QSR brands** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Starbucks	32.9%	20.3%	12.6
2	Chipotle	29.6%	19.2%	10.4
3	Panera Bread	35.3%	26.8%	8.5

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Chick-fil-A	44.8%	23.8%	21.0
2	Arby's	28.1%	21.5%	6.6
3	Papa John's	20.0%	13.7%	6.3

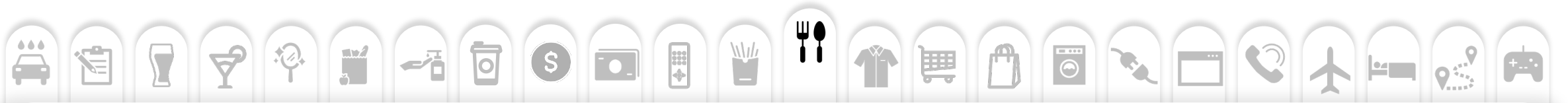
YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 10,200; Conservatives: n> 9,600)

Q: When you are in the market next to purchase food or drink, from which of the following would you consider purchasing?

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Which **casual dining brands** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	California Pizza Kitchen	12.9%	6.5%	6.4
2	The Cheesecake Factory	21.6%	18.9%	2.7
3	P.F. Chang's	13.2%	11.2%	2.0

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Cracker Barrel	29.8%	18.1%	11.7
2	Olive Garden	36.9%	30.4%	6.5
3	Golden Corral	16.7%	10.2%	6.5

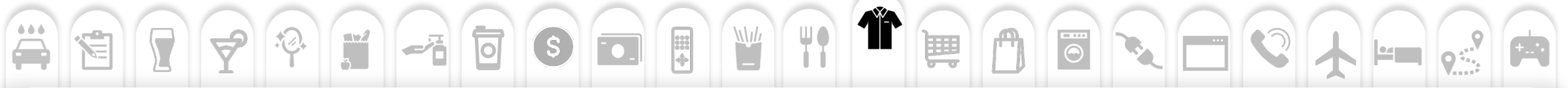
YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 7,000; Conservatives: n> 6,900)

Q: When you are in the market next to purchase food or drink, from which of the following would you consider purchasing?

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Which **fashion brands** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Nike	39.0%	25.5%	13.5
2	Patagonia	17.0%	6.8%	10.2
3	Adidas	31.7%	24.4%	7.3

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Wrangler	30.6%	18.6%	12.0
2	Skechers	38.1%	30.9%	7.2
3	Men's Wearhouse	13.0%	8.8%	4.2

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 5,900; Conservatives: n> 5,500)

Q: When you are in the market next to purchase clothing, shoes, accessories or luggage, from which of the following would you consider purchasing?

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Which **grocery stores** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Trader Joe's	29.9%	15.5%	14.4
2	Whole Foods Market	21.1%	11.2%	9.9
3	Sprouts Farmers Market	9.3%	6.1%	3.2

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Publix	16.1%	12.3%	3.8
2	Winn-Dixie	7.6%	4.3%	3.3
3	Piggly Wiggly	5.4%	3.5%	1.9

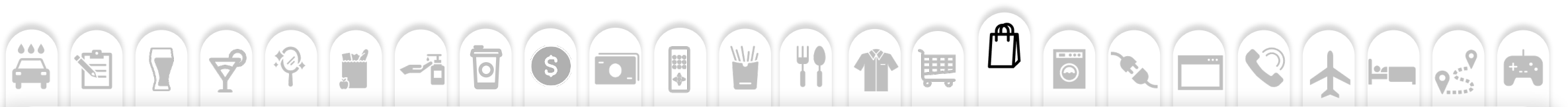
YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 6,600; Conservatives: n> 6,500). Category does not include supermarkets.

Q: When you are in the market next to purchase groceries, from which of the following would you consider purchasing?

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Which **retail stores** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Target	54.8%	26.3%	28.5
2	IKEA	37.9%	21.4%	16.5
3	Barnes & Noble	45.7%	33.1%	12.6

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Hobby Lobby	30.8%	9.9%	20.9
2	Bass Pro Shops	30.6%	12.6%	18.0
3	Cabela's	28.4%	13.0%	15.4

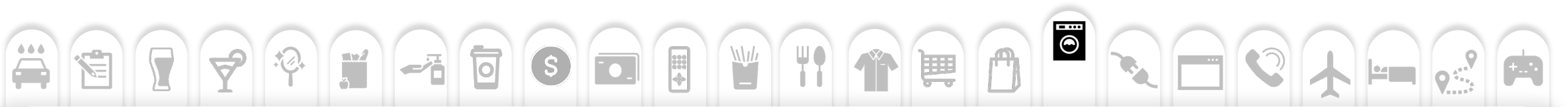
YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 6,200; Conservatives: n> 6,200)

Q: When you are in the market next to purchase products or goods, from which of the following would you consider purchasing?

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Which **appliance brands** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Dyson	21.8%	13.9%	7.9
2	Samsung	44.3%	39.2%	5.1
3	Ninja	16.5%	11.5%	5.0

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Maytag	32.8%	29.1%	3.7
2	Kenmore	26.7%	24.5%	2.2
3	Whirlpool	38.4%	36.5%	1.9

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 6,100; Conservatives: n> 6,300)

Q: When you are in the market next to purchase a major appliance, from which of the following would you consider purchasing?

A previous version of this report listed Samsung's consumer electronics consideration for the appliances sector. This has been amended, moving Samsung from #1 to #2 for the list of brands more considered by liberals than conservatives.

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Which **consumer electronics brands** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Nintendo	30.5%	12.0%	18.5
2	Apple	42.8%	33.8%	9.0
3	Microsoft	33.6%	25.9%	7.7

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	HP	30.1%	25.7%	4.4
2	Dell	25.1%	22.0%	3.1
3	SiriusXM	18.5%	15.6%	2.9

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 4,300; Conservatives: n> 3,800)

Q: When you are in the market next to purchase or subscribe to products/services, from which of the following would you consider buying?

A previous version of this report listed Samsung's appliances consideration for the consumer electronics category. This has been amended, removing Samsung from the list of brands more considered by conservatives than liberals. Apple consideration data adjusted for similar reasons, but amendment does not impact ranking position.

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Which **online brands** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Google Docs	36.1%	18.7%	17.4
2	Reddit	29.2%	12.1%	17.1
3	Instagram	47.3%	30.8%	16.5

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	X	28.4%	22.9%	5.5
2	Realtor.com	14.8%	12.3%	2.5
3	AutoTrader.com	8.4%	7.2%	1.2

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 7,400; Conservatives: n> 7,300). Online newspaper websites removed from sector ranking.
 Q: Which of the following online brands would you consider visiting (through desktop/laptop, tablet, or mobile phone)?

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Which **mobile networks** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	T-Mobile	26.3%	22.5%	3.8
2	Mint Mobile	10.2%	6.6%	3.6
3	Google Fi	7.2%	4.0%	3.2

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Straight Talk Wireless	7.5%	5.3%	2.2
2	Tracfone	6.8%	5.6%	1.2
3	Consumer Cellular	9.7%	8.9%	0.8

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 7,800; Conservatives: n> 7,600)

Q: When you are in the market next to purchase or subscribe to products/services, from which of the following would you consider buying?

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Which **airlines** do Americans prefer?

Liberals

Brand	US liberals considering	US conservatives considering	Difference
1 British Airways	15.4%	8.2%	7.2
2 JetBlue	21.1%	14.5%	6.6
3 Air Canada	11.4%	4.8%	6.6

Conservatives

Brand	US conservatives considering	US liberals considering	Difference
1 Allegiant Airlines	8.6%	6.9%	1.7
2 Southwest	36.1%	35.4%	0.7

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 7,200; Conservatives: n> 7,100). Conservatives were more likely to consider only two airlines.
 Q: When you are in the market next to book a flight, from which of the following would you consider purchasing a ticket?

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Which **hotel & accommodation brands** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Airbnb	27.9%	19.1%	8.8
2	Hyatt	26.6%	18.7%	7.9
3	DoubleTree by Hilton	29.0%	21.8%	7.2

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Trump Hotels	17.1%	3.2%	13.9
2	Comfort Inn	29.1%	26.7%	2.4
3	Country Inn & Suites	18.6%	16.7%	1.9

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 7,200; Conservatives: n> 7,100)

Q: When you are in the market to stay at a hotel or accommodation service, with which of the following would you consider staying?

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Which **travel brands** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Amtrak	25.8%	13.7%	12.1
2	Lyft	21.4%	10.7%	10.7
3	Uber	28.5%	18.2%	10.3

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	SeaWorld	10.9%	7.7%	3.2
2	Carnival Cruise Line	11.2%	8.3%	2.9
3	Royal Caribbean Cruises	13.9%	11.5%	2.4

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 9,500; Conservatives: n> 9,300)

Q: When you are in the market next to purchase or use travel or leisure services, from which of the following would you consider purchasing or using?

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Which **video game franchises** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	The Legend of Zelda	18.9%	10.7%	8.2
2	The Sims	15.8%	7.7%	8.1
3	Animal Crossing	13.3%	5.4%	7.9

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Madden NFL	11.0%	9.2%	1.8
2	Call of Duty	16.9%	15.2%	1.7
3	Medal of Honor	5.6%	4.2%	1.4

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 5,700; Conservatives: n> 5,200)
 Q: Which of the following games would you consider playing?

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Which **video game franchises** do Americans prefer?

Liberals

	Brand	US liberals considering	US conservatives considering	Difference
1	Steam	13.9%	7.5%	6.4
2	Rockstar Games	11.8%	7.2%	4.6
3	Electronic Arts (EA)	15.6%	11.8%	3.8

Conservatives

	Brand	US conservatives considering	US liberals considering	Difference
1	Nintendo	27.4%	20.4%	7.0
2	DICE	2.0%	1.9%	0.1

YouGov BrandIndex: August 1, 2023 – July 31, 2024 (Liberals: n> 5,300; Conservatives: n> 5,000). Conservatives were more likely to consider only two video game franchises.
Q: Which of the following brands would you consider purchasing games or in-game content from?

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Just 29% of major US brands are bipartisan

Of the 2,200+ brands measured in this study, 982 brands were considered for purchase by at least 10% of conservatives or 10% of liberals.

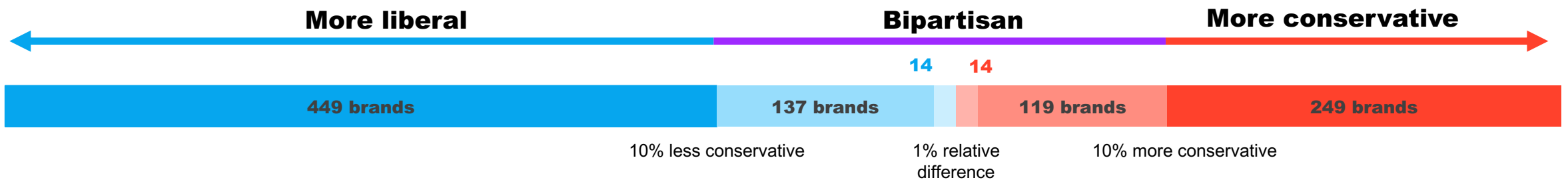
From that group of 982 brands, only 284 (or 29%) were considered nearly equally by Americans of each ideology.

For this analysis, we considered brands to be “bipartisan” if the **relative difference in purchase consideration** between liberals and conservatives was 10% or less.

Of that group of 284 bipartisan brands, 28 brands had just a 1% relative difference in purchase consideration between liberals and conservatives.

To identify our top 10 most bipartisan brands, we had to narrow even further to find the brands that had the *closest* split between both liberals and conservatives.

These are America’s most bipartisan brands.



Most bipartisan brands



	Brand	Sector	US liberals considering	US conservatives considering
1	American Eagle	Fashion	15.7%	15.7%
2	KFC	Fast food & QSRs	25.9%	25.9%
3	La Quinta by Wyndham	Accommodations	20.7%	20.7%
4	MLB	Sports	20.9%	20.8%
5	Enterprise	Travel	20.6%	20.6%
6	Best Western	Accommodations	29.0%	29.1%
7	Neosporin	Hair & skincare	31.4%	31.5%
8	Pandora	Online brands	19.9%	19.8%
9	Maybelline	Hair & skincare	20.4%	20.3%
10	Amazon	Online brands	80.7%	80.5%

YouGov BrandIndex & Profiles: August 2023-2024. 2,203 brands measured. Sample of each ideology per brand ranges from 136 to 11,599. 2,186 brands exceeded a sample of 1,000 per ideology. Threshold of 10% minimum of either ideology considering. Consideration: % of population who would consider brand next time they are in-market. Must be tracked 183 days to rank.

Most bipartisan brands by sector

Sector	Brand	Sector	Brand	Sector	Brand
Accommodations	La Quinta by Wyndham	Consumer electronics	Samsung	Liquor	Maker's Mark
Airlines	Southwest	Fashion	American Eagle	Mobile networks	Verizon Wireless
Appliances	Keurig	Fast food & QSR	KFC	Online brands	Pandora
Beer & hard seltzers	Mike's Hard Lemonade	Food	Progresso	Payments	Capital One
Cable & streaming	YouTube TV	Grocery stores	Aldi	Retail stores	Famous Footwear
Car brands	Jeep	Hair & skincare	Maybelline	Snacks	Tostitos
Casual dining	Buffalo Wild Wings	Home & personal	OxiClean	Soft drinks & beverages	Juicy Juice
Charities & advocacy groups	AAA	Insurance	Humana	Travel	Enterprise
Consumer banks	Wells Fargo	Investment	Charles Schwab	TV networks	TLC

YouGov BrandIndex & Profiles: August 2023-2024. 2,203 brands measured. Sample of each ideology per brand ranges from 136 to 11,599. 2,186 brands exceed a sample of 1,000 per ideology. Threshold of 10% minimum of either ideology considering. Consideration: % of population who would consider brand next time they are in-market. Must be tracked 183 days to rank.

Most bipartisan attitudes



	Attitude	US liberals in agreement	US conservatives in agreement
1	"I try to take care of myself emotionally"	85.4%	85.4%
2	"The way the next generation lives and works will be fundamentally different to those who came before them"	85.7%	85.5%
3	"Everyone should have an emergency kit in their car"	92.4%	92.2%
4	"I always look whether the basic version of a car has what I need (e.g. air conditioning)"	81.5%	81.7%
5	"Each time I go to a supermarket I end up buying things which I wasn't intending to purchase"	64.1%	64.1%
6	"I prefer fresh or shelf-stable food over frozen foods"	63.1%	63.0%
7	"I enjoy entertaining people at home"	56.2%	56.2%
8	"I think advertisements are just a waste of my time"	55.3%	55.2%
9	"I like to think of myself as well-dressed"	52.2%	52.2%
10	"I bring lunch from home most days"	50.4%	50.3%

YouGov Profiles: August 2023 – August 2024 (n> 17,250)

Minimum 50% of both ideologies agree, ranked by lowest relative difference in index.

[Explore bipartisan policies](#)

Want a deeper analysis?

YouGov BrandIndex tracks 16 key brand health metrics including:

- Advertising awareness
- Brand Impression
- Corporate Reputation
- Recommendation
- Value

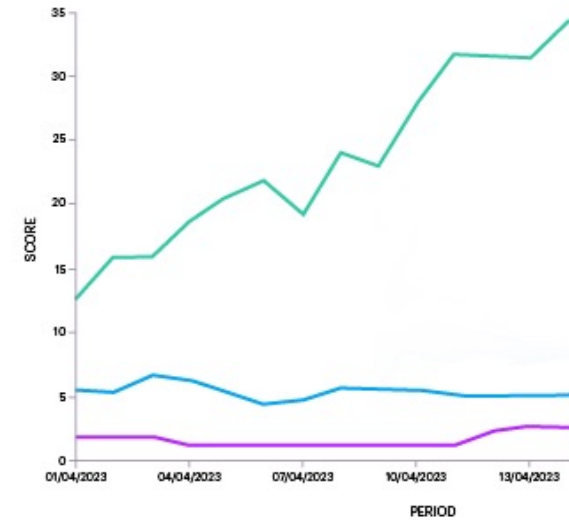
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- Advertising receptiveness
- Opinions on current events
- Political ideology
- Social media membership
- And much more

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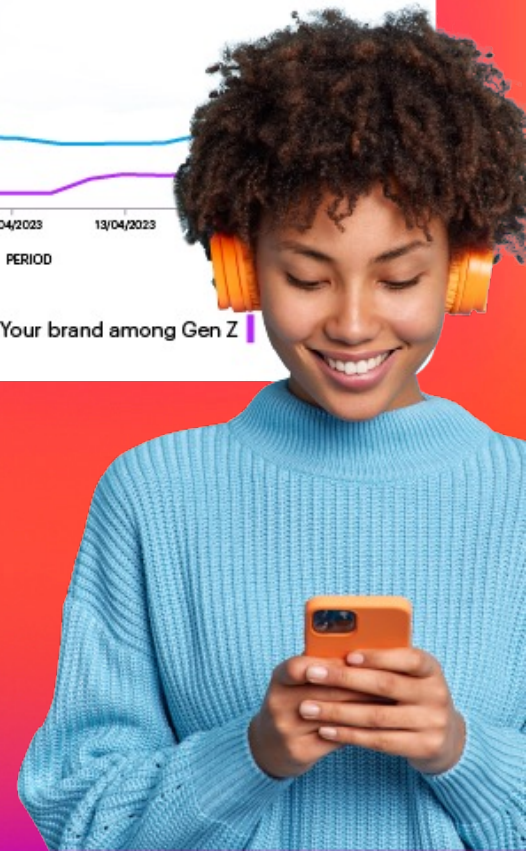
Talk to a researcher

Advertising awareness



Metrics ▾

Advertising Awareness



Thank you

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