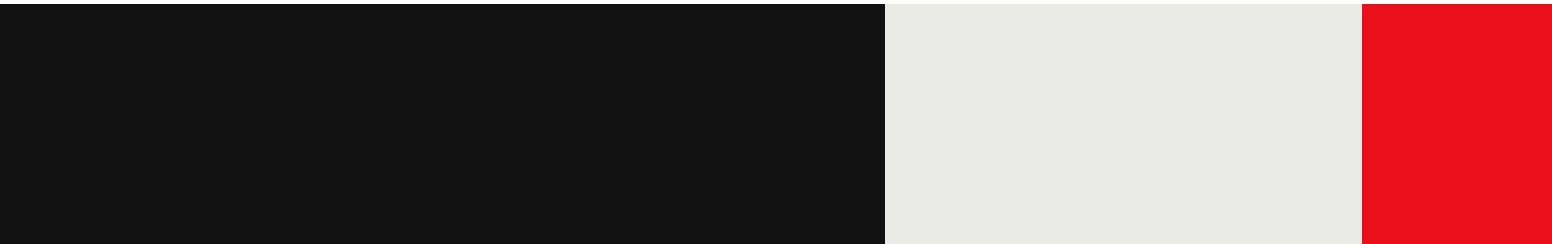


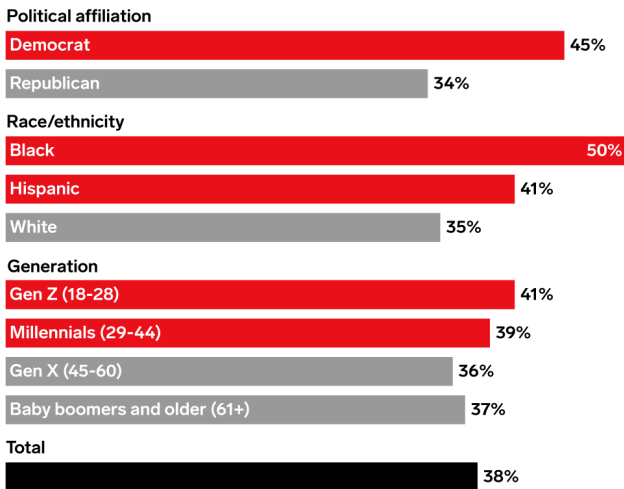
Politics are shaping how consumers shop

Article



Politics Drive Shopping Decisions, Especially for Younger, Liberal, and Minority Consumers

% of US adults who recently stopped shopping at companies with differing political views, by demographic, Feb 2025



Note: in the past few months
Source: The Harris Poll as cited by Axios, Feb 18, 2025

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Key stat: 50% of Black consumers say they’ve recently stopped shopping at companies with differing political views, the highest among racial demographics, generations, or political affiliations, according to a February Harris Poll cited by Axios.

Beyond the chart:

- Many consumers are pulling back their spending amid a rising number of [retailers](#) rolling back DEI initiatives.
- For example, Atlanta-based Rev. Jamal Bryant recently called for a [40-day boycott of Target](#) because it “turned its back” on the Black community, reported CNN.

Use this chart: [Marketers](#) can use this chart to illustrate the risks of taking public political positions and help them tailor messaging that will resonate with their core customer base.

Related EMARKETER reports:

- [How CMOs Balance Brand Integrity and Bravery](#) (EMARKETER subscription required)
- [Black Consumers’ Digital Habits 2024](#) (EMARKETER subscription required)

Methodology: Data is from a February 2025 The Harris Poll survey as cited by Axios. 2,108 US adults were surveyed online during January 30-February 1, 2025