

Gen Z leads the charge in economic boycotts

Article



US Adults Who Have, Are, or Will Participate in Economic Boycotts, by Generation, March 2025
% of respondents

Gen Z (18-28)	53%
Millennials (29-44)	46%
Gen X (45-60)	30%
Baby boomers (61-79)	22%

Source: The Harris Poll survey as cited by The Guardian, March 22, 2025
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Key stat: 53% of US [Gen Z](#) adults say they have, are, or will participate in an economic boycott—more than any other generation, per a March 2025 Harris Poll.

Beyond the chart:

- Top boycott motivations include demonstrating consumer power (53%), dissatisfaction with current government policies (49%), and opposition to companies rolling back DEI initiatives (46%).
- Gen Z's digital fluency enables rapid mobilization and dissemination of boycott campaigns, often originating or gaining traction on platforms like [TikTok](#) and [Instagram](#).

Use this chart: Brand [marketers](#) can use this chart to make the case for committing to social and political issues that align with Gen Z values, proactively monitoring [social media](#) channels for emerging concerns, and highlighting ethical practices.

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Methodology: Data is from a March 2025 The Harris Poll survey as cited by The Guardian. 2,137 US adults were surveyed online during March 8-12, 2025.