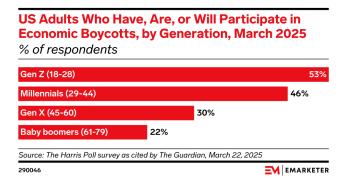


Gen Z leads the charge in economic boycotts

Article







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 <u>TikTok</u> and <u>Instagram</u>.

Use this chart: Brand <u>marketers</u> can use this chart to make the case for committing to social and political issues that align with Gen Z values, proactively monitoring <u>social media</u> channels for emerging concerns, and highlighting ethical practices.

Related EMARKETER reports:

- Brand Safety on Social Media in 2025 (EMARKETER subscription required)
- Impact of Tariffs on US Businesses (EMARKETER subscription required)

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.

