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Boycott Risk & Brand Exposure



About this report

Data Source: All data in this report comes from [Morning Consult Intelligence](#).

Sample: The demographic and attitudinal analysis is based on a sample of 512,262 U.S. adults. Brand usage data covers 3,140 brands, with brand-level sample sizes varying. The data was collected between February 18, 2025 and February 18, 2026.

Boycotter Definition: "Boycotters" are U.S. adults who reported having boycotted or stopped purchasing from a brand for social reasons. "Democratic Boycotters" and "Republican Boycotters" are the subset of boycotters who self-identify with the respective political party. "All Adults" represents the full U.S. adult population sample and serves as the benchmark for comparison.

Boycott Exposure Metric: Brand boycott exposure is calculated as the simple percentage-point difference between a brand's usage rate among a boycotting group and its usage rate among all U.S. adults. For example, if 84.73% of all boycotters use a brand versus 81.13% of all adults, the boycott exposure is +3.60 percentage points. Brands with higher exposure figures have user bases that are disproportionately concentrated among boycotters, meaning they face greater potential revenue impact from boycott activity.

Key Takeaways

- 1. Boycotters are more educated, affluent and active consumers:** Only 55% of boycotters have less than a college education, compared to 64% of all adults. This education advantage translates directly into income: 21% of boycotters earn \$100K+ annually versus 17% of all adults. Boycotters shop online more frequently, eat at restaurants more, and travel more.
- 2. This is a persona that not only cares about social causes, but also belonging.** Among dozens of tested psychographic and behavioral traits, the ones where boycotters over-index most include environmental-consciousness, community connectedness and staying up to date on current affairs.
- 3. Democratic boycotters are more vocal:** Both sides pose threats to brands, although those threats are not the same. Democrats use social media to share opinions at higher rates, follow journalists and politicians more, and are more tuned in to news.
- 4. Republican boycotters have more purchasing power:** They earn more, invest more, own more property, travel more expensively, and are more willing to pay premiums across the board.
- 5. Kerrygold and Barnes & Noble are the most structurally exposed brands to boycotts:** More than any of the 3,000+ brands evaluated these are the two where the boycotting population is most disproportionately concentrated among their users.

Want to understand what boycotters think about your brand and category?

Data featured in this report comes from [Morning Consult Intelligence](#), the Always On Consumer Signal. The platform helps you understand your audience, brand, competitors and market in a way traditional research companies can't.

United States Bookmark Export

All Boycotters

This Audience was created by me (Last saved Feb 25, 2026) | [View this Audience's properties](#)

Benchmark: All Respondents | Date range: Last 12 months | Start date: 02/25/2025 | End date: 02/25/2026

Sample size: ✓ n=512,262, MoE +/- 0.1% [See methodology](#)

- Overview
- > Demographics
- Media Usage**
- > Behaviors
- Psychographics
- Brands
- Consumer Sentiment
- Politics

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Social Media Usage ?

Segment	Audience % ↓	Difference
YouTube	94% 92%	2 pp
Facebook	84% 85%	-1 pp
Facebook Messenger	77% 77%	0 pp
Instagram	68% 64%	4 pp
TikTok	57% 56%	1 pp

● All Boycotters ● All Respondents

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1.

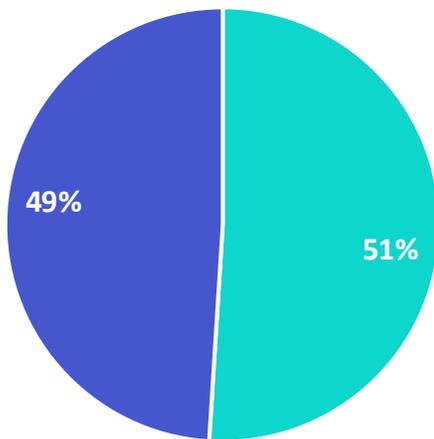
Understanding the Modern Boycotter

Demographic Foundation: Who Are Boycotters?

Overall, 38% of U.S. adults say they have boycotted a brand over social issues.

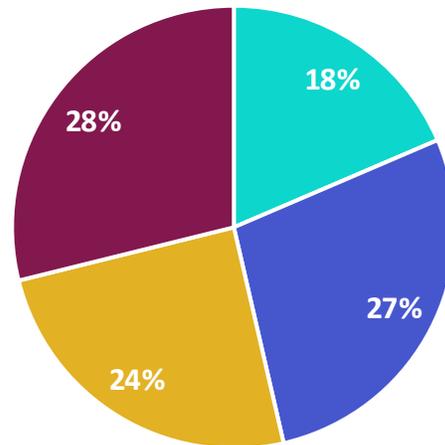
This is a diverse set that represents a large contingent of each gender, generation and party. On the next slide, we cover how they differ from the general population.

Gender



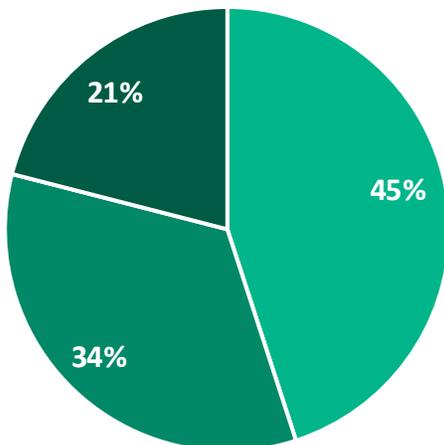
■ Men ■ Women

Generation



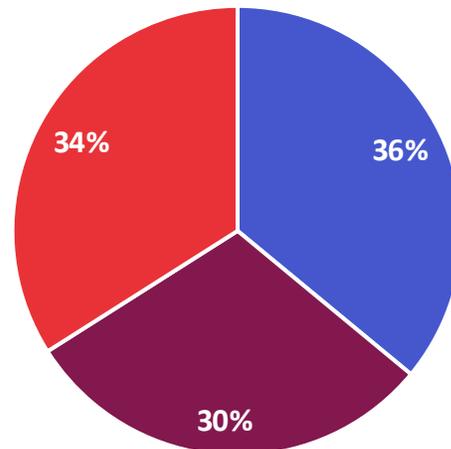
■ GenZers ■ Millennials ■ GenXers ■ Boomers

Income



■ Under \$50k ■ \$50-100k ■ \$100k+

Party



■ Democratic ■ Independent ■ Republican

How Boycotters Differ From the General Population

They Are More Educated and More Affluent: Only 55% of boycotters have less than a college education, compared to 64% of all adults. They over-index on both bachelor's degrees (28% vs. 22%) and graduate degrees (17% vs. 13%). This education advantage translates directly into income: 21% of boycotters earn \$100K+ annually versus 17% of all adults, and 32% hold \$50K+ in investments compared to just 26% of the general population.

They Are More Politically Engaged: This is perhaps the single most defining trait. Boycotters are dramatically more politically interested: 56% describe themselves as “extremely” or “very” interested in politics, compared to just 41% of all adults. They skew more ideologically extreme on both ends—more “very liberal” (14% vs. 8%) and more “very conservative” (13% vs. 11%)—with fewer moderates (23% vs. 29%).

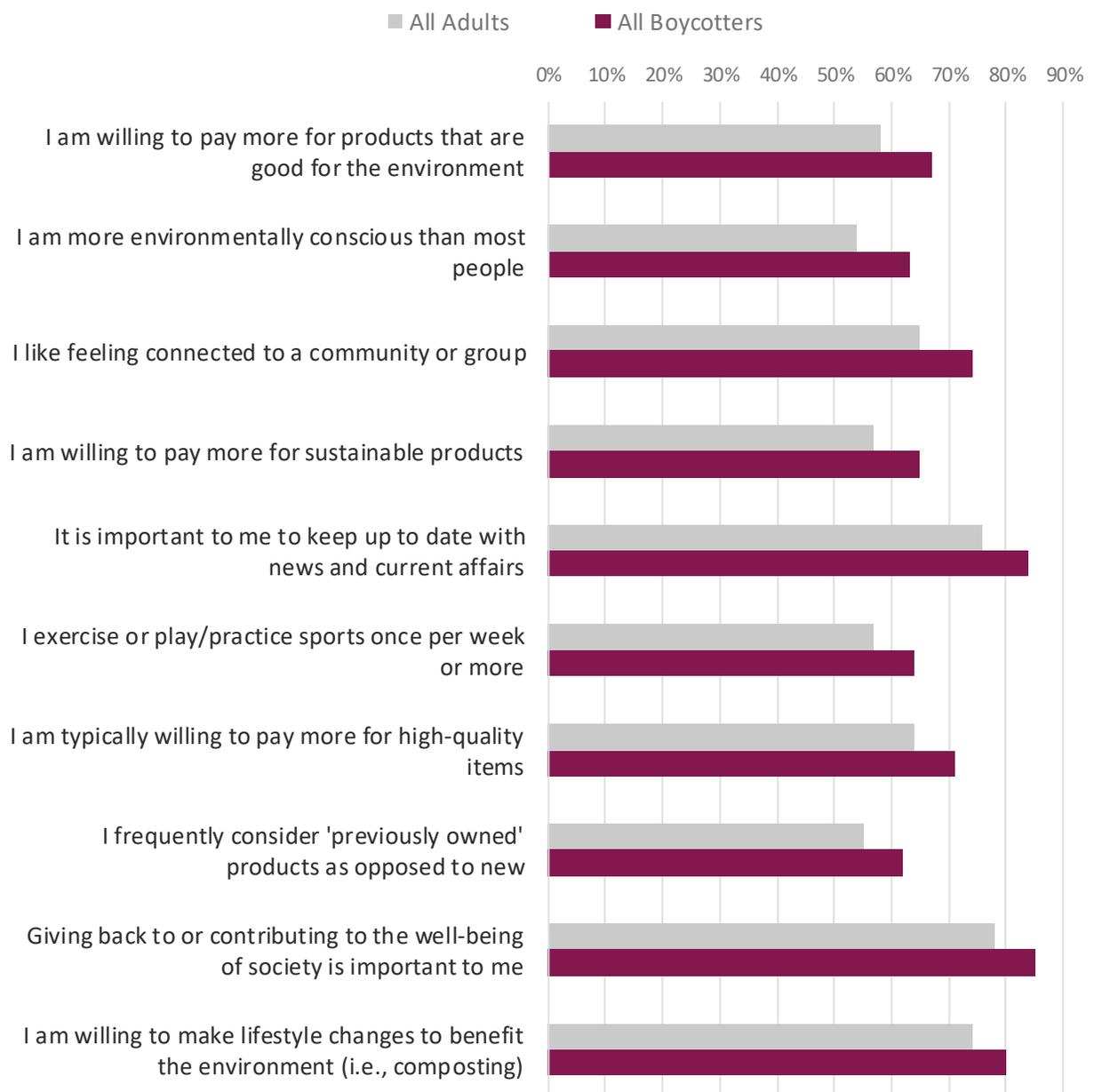
They Are More Active Consumers: Boycotters shop online more frequently, use Amazon Prime at higher rates, eat at restaurants more, make online restaurant reservations more (53% vs. 46%), and travel substantially more. Half of boycotters flew on an airplane in the past year vs. 44% of all adults; 71% traveled for leisure vs. 64%. They exercise more (64% exercise weekly vs. 57% of all adults) and attend more concerts and entertainment events.

They Are More Brand-Loyal and Value-Driven: Boycotters over-index on nearly every attitudinal measure related to brand engagement. They are more likely to say “when I find a product I like, I stick with it” (93% vs. 91%), more willing to pay premiums for quality (71% vs. 64%), more willing to recommend brands they love (85% vs. 81%), and more attentive to news and current affairs (84% vs. 76%). They are also significantly more environmentally conscious: 80% are willing to make lifestyle changes for the environment vs. 74% of all adults, and 67% will pay more for sustainable products vs. 58%.

Psychographic and Behavioral Differentiators

This is a persona that not only cares about social causes, but also belonging. Among dozens of tested psychographic and behavioral traits, the ones where boycotters over-index most include environmental-consciousness, community connectedness and staying up to date on current affairs.

Top 10 Over-Indexing Traits Among Boycotters



Snapshots: The Median Democratic and Republican Boycotter

The Democratic Boycotter

Picture This: A 30-something woman living in a city or inner suburb. She rents, is single, and has a bachelor's degree. She's on Instagram and Reddit, streams Netflix and Hulu, reads CNN and the NYT, and follows journalists and influencers.

How She's Feeling: Anxious. 86% say the country is on the wrong track. She expects the economy to get worse and is deeply frustrated with the current political direction. She channels that frustration into her purchasing decisions.

Where She Shops: Amazon, Target, Starbucks, CVS, Whole Foods, Ben & Jerry's. She'll choose the affordable option, but will pay a premium for sustainability.

The Republican Boycotter

Picture This: A married man in his mid-40s who owns his home in the suburbs, has kids. He earns six figures, holds \$50K+ in investments, and just bought a new car. He watches Fox News and ESPN, checks X and Facebook daily, and follows the NFL and NASCAR on weekends.

How He's Feeling: Optimistic. He strongly approves of the president, expects the economy to keep improving, and thinks it's a good time to buy. He feels in control of his future (75%) and sees the country heading in the right direction (80%).

Where He Shops: Walmart, Amazon, Home Depot, Lowe's, Chick-fil-A. He uses Great Value and Facebook Marketplace. He'll pay a premium for quality (75%) and convenience (61%)—he is not a bargain-only buyer.

Do Democratic or Republican Boycotters Represent a Bigger Threat for Brands?

Both represent an important threat, but for different reasons:

The Case for Watching **Democratic Boycotters**

- Democratic boycotters represent the larger group in absolute terms (36% of all boycotters identify as Democratic vs. 34% Republican, with 30% Independent).
- They are more vocal—they use social media to share opinions at higher rates, follow journalists and politicians more, and are more tuned in to news.
- They are more likely to believe companies should “speak out,” which means they have higher expectations for corporate behavior and are more likely to be disappointed by silence or perceived misalignment.
- They also dominate cultural and media amplification channels like Instagram, Reddit, and digital news platforms. A Democratic boycott is more likely to become a viral story.

The Case for Watching **Republican Boycotters**

- Republican boycotters are the higher-value cohort on nearly every financial measure. They earn more, invest more, own more property, travel more expensively, and are more willing to pay premiums across the board.
- They are also, critically, more brand-loyal—they stick with products they like (92%), prefer time-tested brands (86%), and are creatures of habit (85%).
- This means that when a Republican boycotter does defect, the lifetime value loss per customer is likely larger.

2.

Brand Boycott Exposure Analysis

How To Interpret This Data

- To assess boycott exposure, we compared over 3,000 brands' usage rates among boycotters to their baseline usage among all adults. Brands where boycotters over-index are more “exposed” because the boycotting population is disproportionately concentrated among their users.
- We also look at how this data varies among Democratic and Republican boycotters to assess which brands are most exposed to threats from one side.
- Just because a brand has relatively low exposure does not mean they are in the clear from boycotts - no brand is immune. However, having lower exposure does mean that if a threat materializes, the brand has a larger buffer of non-boycotters to help withstand the pressure.
- On the other hand, the brands with the most exposure face a higher structural risk if they do set off a controversy, because a larger share of their users are theoretically willing to take action.
- Larger boycott exposure also means there are more potential issues at play that might motivate the boycotters in their audience — especially for those brands that face higher exposure on both the left and right.
- **This data should not be read to indicate that brands with higher exposure have done anything negative to reach this point.** Boycotters tend to be more affluent and educated, so a brand like Barnes & Noble will logically be more exposed to this audience — which happens to include more boycotters — regardless of any positioning.
- Regardless of prior positioning, it is essential for brands to understand their risk profile and plan accordingly. This data – which is continually refreshing for all 3,000+ brands in [Morning Consult Intelligence](#) – can inform that effort.

The Brands Most Comparatively Exposed to Boycotters

This list compares each brand's usage rate among all boycotters to the baseline usage among all adults. Note: This list excludes media brands.

	All Adults Usage (%)	Boycotter Usage (%)	Difference
Kerrygold	23.98	33.93	9.95
Barnes & Noble	43.07	52.89	9.82
Michaels Stores	39.65	48.79	9.14
HomeGoods	37.78	46.88	9.1
Etsy	39.68	48.34	8.66
Newman's Own	31.91	40.34	8.43
Ikea	34.19	42.61	8.42
LinkedIn	37.81	46.22	8.41
Microsoft Excel	43.39	51.41	8.02
Avocados From Mexico	41.97	49.91	7.94
Trader Joe's	41.09	49.01	7.92
Rao's Pasta Sauce	33.44	41.29	7.85
Chobani	42.09	49.55	7.46
Wikipedia	51.99	59.41	7.42
Barilla	36.93	44.27	7.34
Zoom	42.92	50.25	7.33
Zelle	40.61	47.93	7.32
Microsoft PowerPoint	35.93	43.16	7.23
Ricola	33.7	40.9	7.2
Google Docs	46.79	53.95	7.16

The Brands Most Comparatively Exposed to Democratic Boycotters

This list compares each brand's usage rate among Democratic boycotters to the baseline usage among all adults. Note: This list excludes media brands.

	All Adults Usage (%)	Dem Boycotter Usage (%)	Difference
Ben & Jerry's	51.4	65.42	14.02
Barnes & Noble	43.07	56.33	13.26
Wikipedia	51.99	64.24	12.25
Ikea	34.19	46.43	12.24
Zoom	42.92	54.89	11.97
Etsy	39.68	51.6	11.92
Michaels Stores	39.65	51.56	11.91
Trader Joe's	41.09	52.35	11.26
Microsoft Excel	43.39	54.16	10.77
Pfizer	28.37	38.7	10.33
Zelle	40.61	50.86	10.25
Beyond Meat	19.08	29.23	10.15
LinkedIn	37.81	47.79	9.98
CeraVe	38.7	48.65	9.95
Max (Streaming)	40.25	49.92	9.67
Barefoot Wines	27.4	37.06	9.66
Kerrygold	23.98	33.61	9.63
Google Docs	46.79	56.34	9.55
Reddit	38.12	47.53	9.41
Newman's Own	31.91	41.2	9.29

The Brands Most Comparatively Exposed to Republican Boycotters

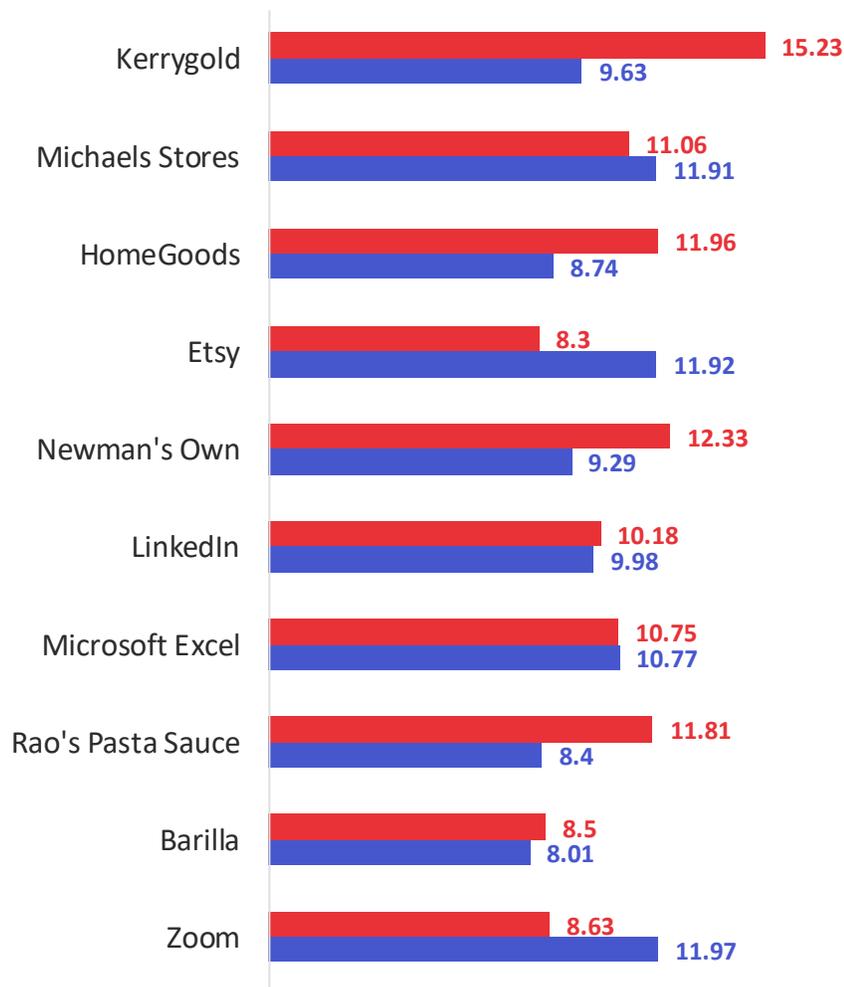
This list compares each brand's usage rate among Republican boycotters to the baseline usage among all adults. Note: This list excludes media brands.

	All Adults Usage (%)	GOP Boycotter Usage (%)	Difference
Miracle-Gro	34.06	52.63	18.57
Lea & Perrins	24.96	42.96	18
Diageo	12.24	29.84	17.6
Samsung Galaxy Watch	25.76	43.1	17.34
Costco Auto Service	21.85	39.16	17.31
U.S. Steel	15.31	32.17	16.86
Blue Buffalo	25.77	42.43	16.66
Crema	13.41	29.94	16.53
Taco Del Mar	16.53	32.87	16.34
Shark Home Appliances	23.78	40.05	16.27
Mossy Oak	18.19	34.44	16.25
Bass Pro Shops	30.69	46.67	15.98
Caymus Vineyards	12.44	28.36	15.92
Marathon Oil	20.81	36.7	15.89
DeepSeek AI	16.14	31.99	15.85
Scotts Miracle-Gro	27.22	43.05	15.83
Love's Travel Stops	27.65	43.44	15.79
Schlotsky's	19.31	35.05	15.74
Cabela's	25.06	40.69	15.63
Sherwin-Williams	29.42	45.03	15.61

In the Crosshairs: 10 Brands that Over-Index In High Usage Among Both Democratic and Republican Boycotters

These are the brands that face the most complex strategic environment. They are over-indexed by both Democratic and Republican boycotters, meaning that any political or cultural misstep could trigger backlash from either direction. Neutrality and product excellence have gotten these brands to this point, and maintaining it is paramount.

Net Difference from all adults in **Republican Boycotter Usage** and **Democratic Boycotter Usage**



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