

Redirection Economy: 10 Slides Behind the Billion Dollar Consumer Shift

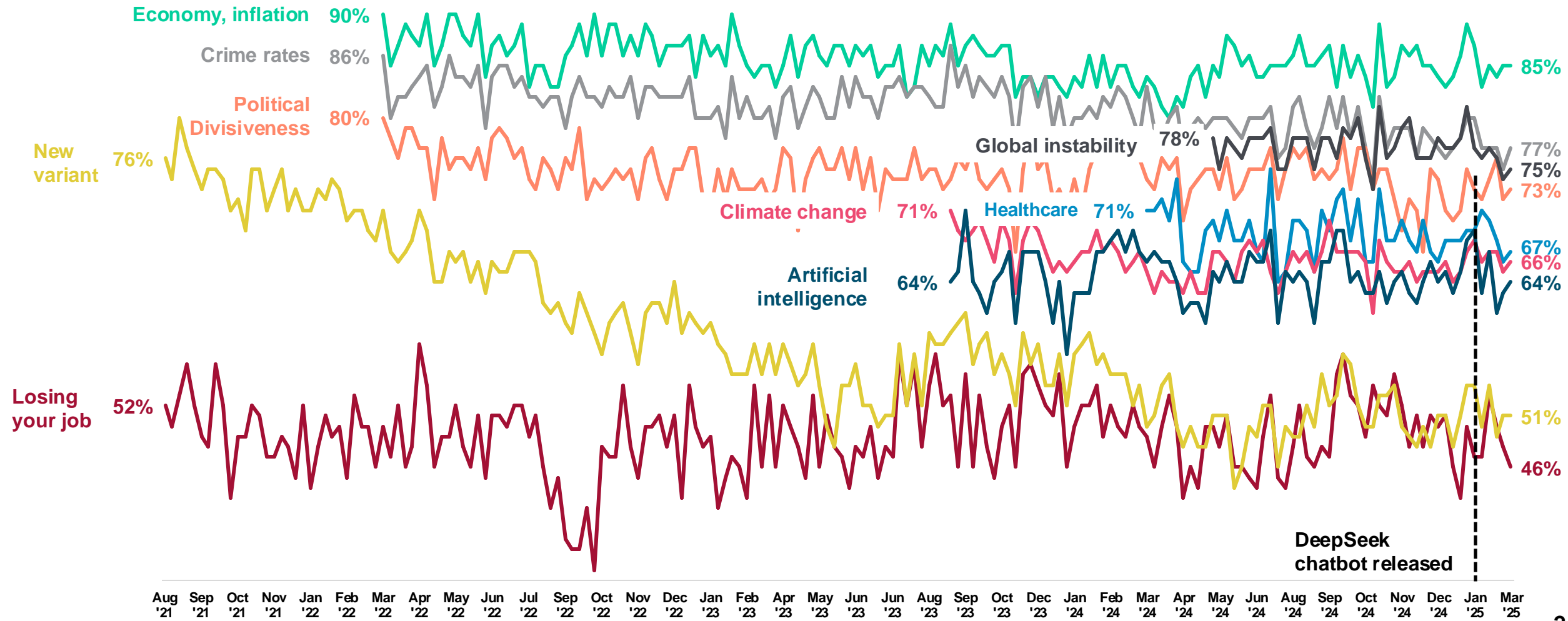
Harris Thought Leadership Group: March 2025





Three Years of Economic Cortisol

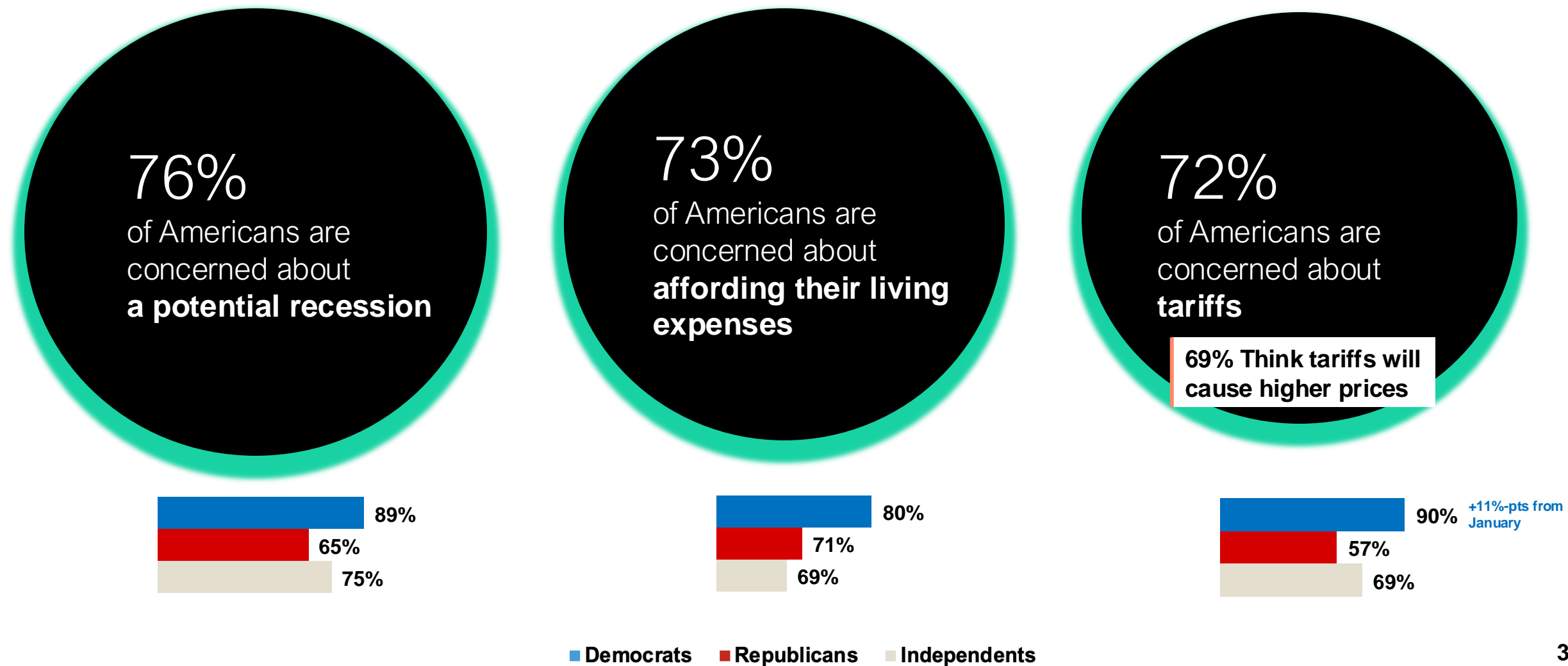
While other crises peak and valley, economic anxiety has remained Americans' constant companion since 2022, creating sustained stress that shapes all consumer decisions.





Recession Concerns Re-Enter the Chat

Protectionism is top of mind as Americans reevaluate their spending In real-time. Democrats are significantly more concerned.

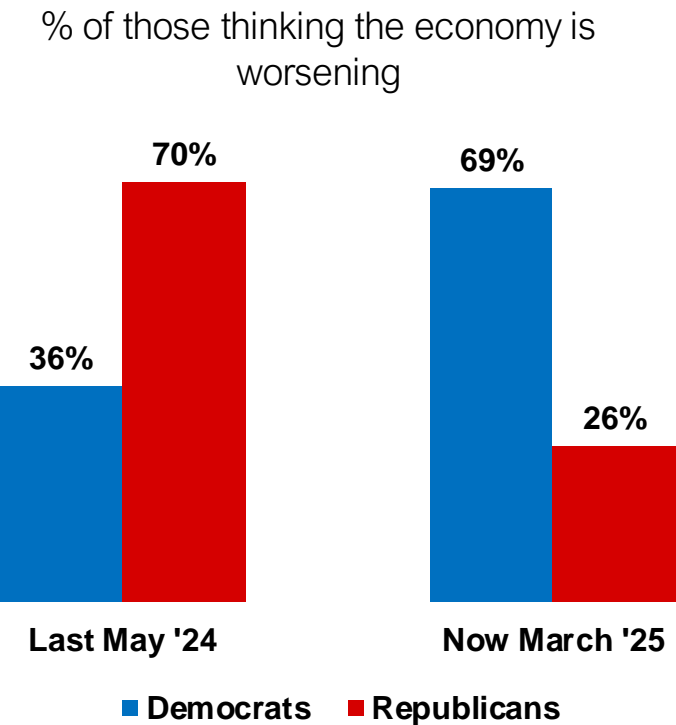




The Economy is Biased, But The Kitchen Table Isn't

Political affiliation drives economic outlook, but everyday, kitchen table, costs dampen everyone's reality.

Democrats and Republicans have completely reversed economic outlooks since 2024



Yet, kitchen table economics are at the forefront of all Americans outlook

76% of Americans
Economists may say things are getting better, but we're not feeling it where I live
(79% GOP, 71% DEM)

88% of Americans
Gas, groceries, and housing costs – not stocks – are the real economic indicators I care about.
(85% GOP, 83% DEM)



The Triple Threat: Rights Concerns Complete the Consumer Anxiety Trifecta

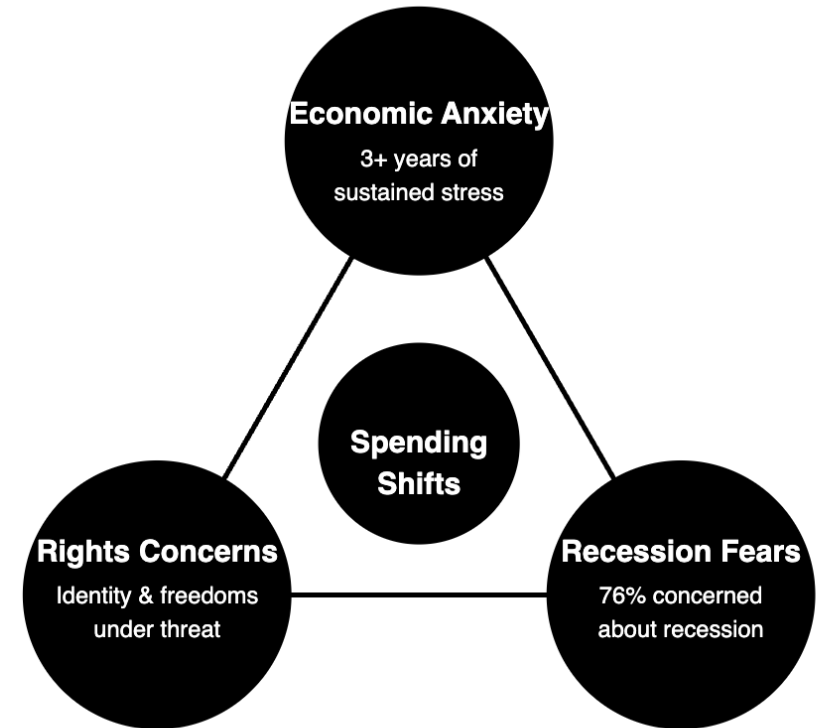
Economic worry + recession fears + rights concerns = motivation to create permanent spending shifts



67% of LGBTQIA+ Americans believe **their rights are becoming more compromised in the U.S.**

58% of American women **fear growing restrictions** on their rights

57% of POC Americans feel **their rights are under threat**

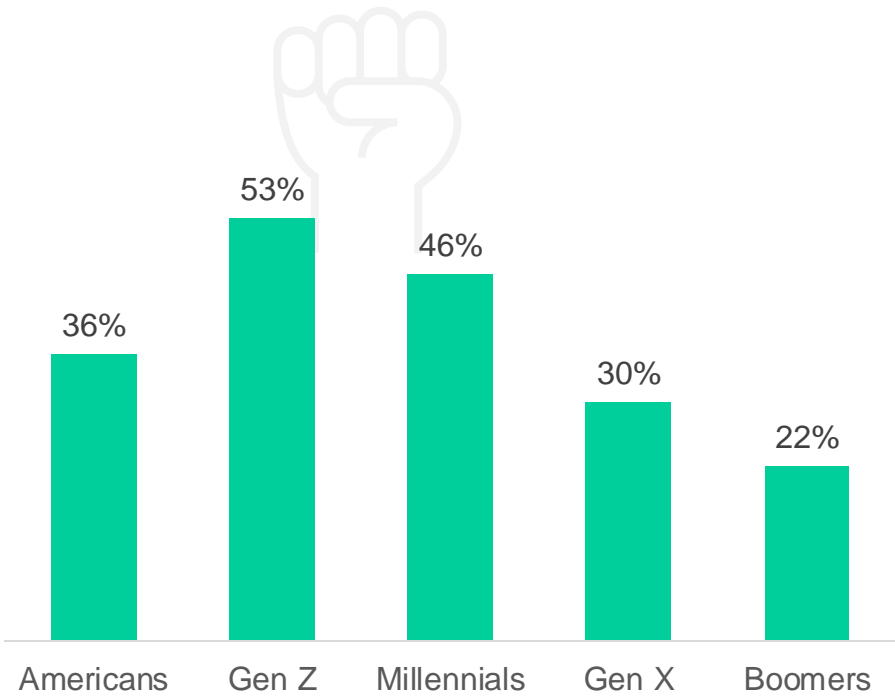




Youth Boycott Nation

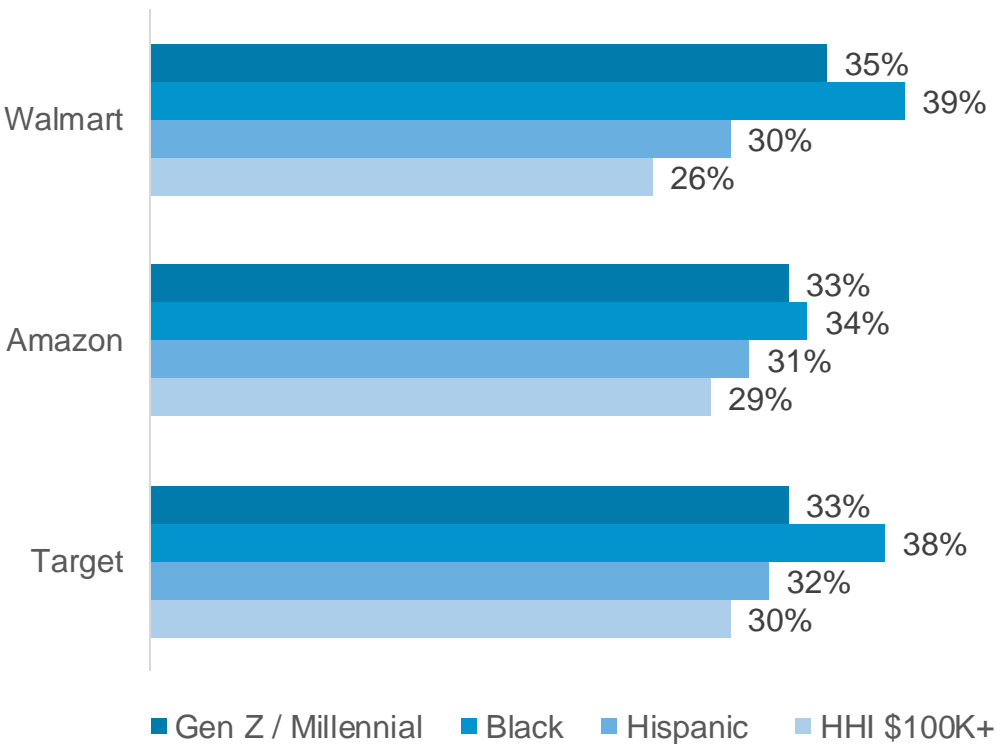
Economic boycotts gain momentum across demographics, with Gen Z, Millennials, Black and Hispanic Americans leading principled boycott movements

Participating in the economic boycotts seen in the news
(e.g., 40-day blackout of Target, 7-day blackout of Amazon, etc.).



(Participating: Black: 53%, Hispanic: 51% v. white: 29%)

Planning or have participated in the following boycotts





The Loyalty Divorce: Why Consumers Are Walking Away

Consumers strategically withdraw their financial support from brands they once loved, creating a kind of consumer grief where both shoppers and retailers feel the sudden break in relationships.

Why Consumers Are Redirecting Their Dollars?

53% Americans
To show companies that
customers have economic
power and influence

46% of mass affluent
consumers say it's to
align my spending with
my personal values

46% Americans
To protest a company's rollback
of DEI initiatives
55% of Black Americans,
57% of DEMs

BI Business Insider

Target flip-flopped on diversity. Now its stock is down 57%.

Target is facing tough times as consumers cut back on spending. It's also at the center of culture war controversies over DEI and Pride.



iamshenisenicole 3d

And I prob accounted for about 10% of that. 😂
Recovering Target girlie. but it feels good to
stand for what's right. Standing firm too.



1,724

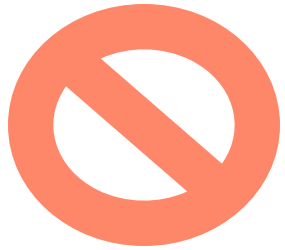
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The Permanence Factor

37% of Gen Z boycotting
say they plan to continue until specific company
changes are made or even indefinitely

Whiplash Causes Lasting Injuries

Value-switching costs brands dearly as Gen Z consumers end relationships with companies whose actions contradict their stated values



32% Of Gen Z
Don't shop at their favorite store anymore because of the company's politics
(24% all Americans)

Have stopped or reduced business because



48% Of Gen Z
the company is **more focused on profits than customers**
(41% all Americans)



44% Of Gen Z
it's brand **no longer reflects original and core values**
(34% all Americans)



37% Of Gen Z
ethical concerns or questionable brand practices
(37% all Americans)

Winter is Coming for Businesses

For the first time in a decade Americans are turning on the private sector as a solution to societies woes, instead pointing the finger at big businesses for economic challenges and price increases.

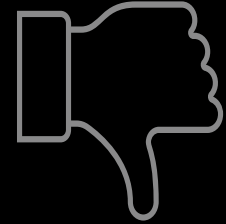
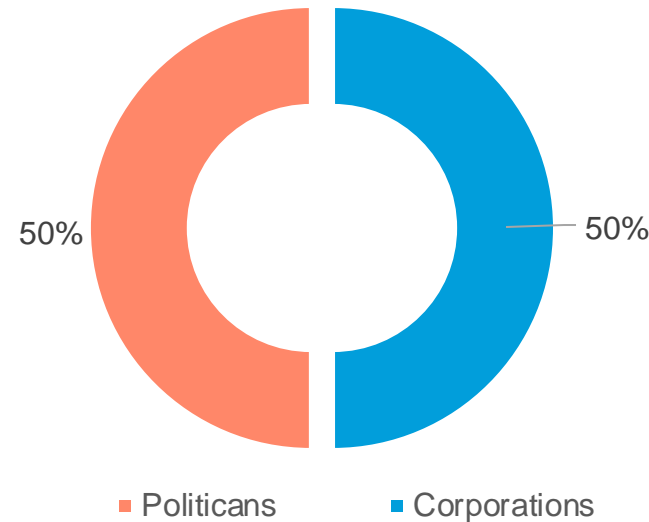
2022: Business was a source of hope

75% of Americans believed
“Large companies with
resources, infrastructure, and
advanced logistics **are even
more vital now more than
ever to America’s future”**

60% of Americans believed,
“Companies have **been more
reliable than the government
in addressing societal
problems in recent years”**

2025: Business is a source of what’s not working

Who do you blame more for higher
prices of goods and services?



44% Of Americans
say their overall opinion
of companies in America
has recently been
worsening
(Only 12 % improving, 44%
staying the same)



The Opt-Out Economy

Gen Z women lead economic disengagement, nearly half are actively seeking ways to redirect spending power as a form of protest

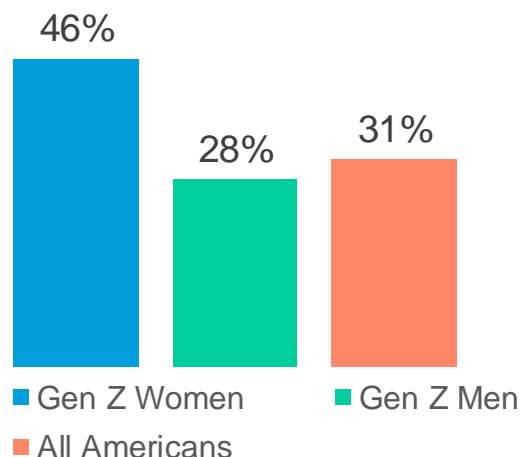
43%

of Gen Z women say
**I'm finding ways to
opt out of the
economy**

vs. 37% of Gen Z men and
36% of Americans



**I have no interest in supporting
the economy this year**



38% of Gen Z
report they are
reducing overall
consumption and
shopping less

WHERE IS THE MONEY GOING? The opt-out isn't just about withdrawal - it's about deliberate redirection to alternatives that better align with values. Understanding these new destinations reveals strategic opportunities for forward-thinking businesses.

What Everyone's Missing: Three Key Insights

Unlike previous cycles of value-based purchasing, today's redirection economy is characterized by permanence, verification, and real financial consequences.

Today's Boycotters Are Tomorrow's Core Customers



- Nearly half (49%) of Gen Z is Black, Hispanic, AAPI or multicultural
- Lifetime brand preferences formed between 18-25
- A recent Bank of America [report](#) shows Gen Z will become the richest—and largest—generation by 2035, as Gen Z is expected to grow to 30% of the global population in the next decade.

Following the Money: New Recipients



As a reaction to the boycotts Gen Z plans on:

- 40% say supporting local businesses more frequently
- 38% say reducing overall consumption and shopping less
- 28% say researching and switching to brands that better align with my values

Winners: Local and small economies, thrift stores, secondhand ecosystems, and clear value brands (e.g., Costco)

Not Just Rejection – A Reset In Spending Habits



- Over half of Gen Z and Millennials have recently shifted their spending in the last few months to align with their morals (42% of all Americans)
- A quarter of Young Americans and POC say they are **changing their consumption habits permanently** (Gen Z: 28%, POC: 27%, Millennials: 26%, Democrat: 25%, Americans 20%).
- 37% of Gen Z boycotters are planning to continue indefinitely



The Redirection Economy: What's Your Next Move?

John Gerzema, CEO

Libby Rodney, Chief Strategy Officer

RECOGNIZE: Consumers are grieving their broken relationships with brands, they feel hurt and misguided.

RECALIBRATE: Consumer are seeking agency, and they're weaponizing spending power as a cry for understanding and active listening- is your organization aligned with this new reality?

RESPOND: Contact the Harris Thought Leadership + Futures practice to understand how your specific industry and brand can navigate the Redirection Economy.