



M E D / A H U B

**Mediahub Study Finds Boycott Boosters Have High Expectations for Brands,
Have Shifted Social Attention Elsewhere During Facebook Boycott**



JULY 2020

3 TAKEAWAYS



Recent studies have found that only about half of U.S. consumers are aware of the current Facebook boycott, suggesting the marketing industry is paying more attention to this than the average person. Indeed, our own research has shown that 54% of people have heard “nothing at all” or “not too much” about the boycott.

However, for those consumers who are aware of the boycott, it is a powerful motivator for brand perception and loyalty. These are the Boycott Boosters, who believe in #StopHateForProfit and more importantly believe in brands to drive change.

Mediahub fielded a Scout consumer study with 600 respondents across the U.S. to better understand where consumers stand in regards to the movement today, and how this shapes their perception on brands. The study was in field from 7/17–7/22.

We found that 46% of consumers aware of the boycott say they would view a brand more favorably for participating in the boycott, compared to 21% who viewed it unfavorably. For those viewing the boycott positively, this equated to nearly 45 million people—a significant cohort for any brand.

WHO THEY ARE: MEET THE BOYCOTT BOOSTERS

These Boycott Boosters skew younger, more affluent, left-leaning, and coastal.*

- 55% of consumers aged 18-39 say they would have a more favorable view of a company boycotting Facebook, compared with 39% of aged 40-64 who said the same.
- 77% of consumers with an income of \$100k-\$200k say they would have a more favorable view of a boycotting company, compared with 42% of consumers with an income less than \$100k.
- 63% of self-described Democrats say they would have a more favorable view of a boycotting company, compared with 23% of Republicans who said the same
- 55% of consumers living in urban areas say they would have a more favorable view of a boycotting company, compared with 31% of consumers living in suburban areas
- 60% of consumers living in the West and 53% of consumers living in the Northeast say they would have a more favorable view of a boycotting company, compared with 44% of consumers living in the Midwest and 38% of consumers living in the South.

*Mediahub found no statistical relevance in gender or ethnicity

In addition, 35% of this group has themselves scaled back their time spent on Facebook platforms, instead moving towards platforms where they feel comfortable creating.

In the last thirty days:

- 60% are spending more time on Pinterest
- 44% are spending more time on TikTok
- 40% are spending more time on Twitter
- 31% are spending more time on Snapchat
- 24% are spending more time on Reddit

These Boycott Boosters expect all brands to “fight the fight” — not just brands who tout social and environmental responsibilities as part of their core values and marketing messages. It’s actually quite the opposite. Technology brands rank as the top category Boycott Boosters expect to support the Facebook boycott, followed closely by big box stores, apparel, and clothing brands, and electronics.

Some of the reasons cited by respondents included that “seeing their advertisements and feeling it would make a big difference” and “their cultural involvement spreads value.”

WHAT TYPES OF BRANDS DO YOU THINK SHOULD SUPPORT THE FACEBOOK BOYCOTT?

Select all that apply.

Technology	58.2%
Entertainment (e.g., TV networks, Netflix, Hulu)	55.7%
Big box stores (e.g., Target, Walmart)	47.8%
Apparel/clothing	45.3%
Electronics	42.8%
High-fashion	41.3%
Restaurants	40.8%
Automotive	39.3%
Fitness brands	38.3%
Beauty	37.8%
Wholesale clubs (e.g., Costco, Sam’s Club)	37.8%
Airlines	37.3%
Hotel	36.8%
Jewelry	36.8%
Discount/off-price (e.g., TJ Maxx, Ross Stores)	34.3%
Socially responsible brands (e.g., Toms shoes, Whole Foods)	27.4%

So what does this mean for brands that are considering lifting their spends as we get closer to August?

As always, understand your consumer. While not everyone places the same weight on a brand’s media spend choices, for certain audiences it is top-of-mind. Consider your consumer carefully and measure against your own brand’s values when determining your August digital media strategy.