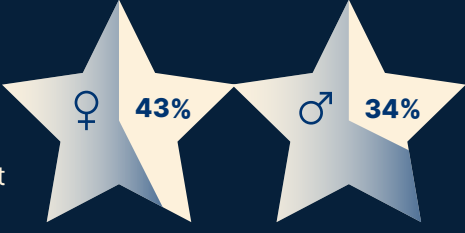


American voters are often divided into two distinct groups: those who prefer to cast their ballots in person and those who opt to mail in their ballots. What may seem like a simple choice of voting method is, in fact revealing an intriguing connection with people's shopping habits.

38%

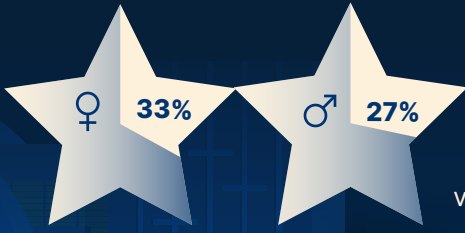
of people who plan to vote in-person shop at Walmart.



Walmart

30%

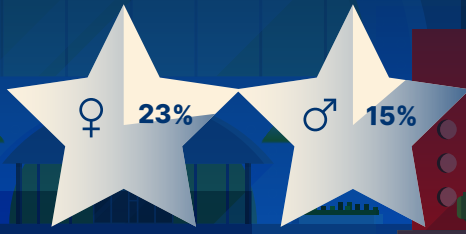
of people who plan to vote by mail or absentee ballot shop at Target.



TARGET

19%

of people who plan to vote in-person shop at Dollar General.



DOLLAR GENERAL

HOW YOUR VOTING PLAN

Shapes Your Store Selection



NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.
Data witnessed September 2023.

[LEARN MORE](#)

mfour