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.

30% of people who plan to vote by mail or absentee ballot shop at Target.

19% of people who plan to vote in-person shop at 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.