

30% OF CONSUMERS ARE SHOPPING MORE FREQUENTLY AT DOLLAR STORES COMPARED TO A YEAR AGO

- 90% of consumers are increasing or maintaining the frequency of their shopping at dollar stores compared to the year prior
- Only 10% are shopping at dollar stores less than the year before



Sample: n=1,047 social media savvy consumers ages 18-54. NOTE: These findings represent take-aways from only 1 of 10 survey questions.

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