Thanksgiving

How Red and Blue America Shop, Eat and Live

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The authors covered foreign affairs at Amazon, Instacart, Verizon and other places.
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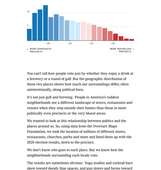
There are thousands of **golf courses** in the United States. You can find them in every state, in nearly every county; there's probably one near you.

But if you look at the politics of the neighborhoods around those golf courses, a pattern emerges. Many of them are in Republican precincts, places that voted for Donald J. Trump in 2020.

Take all those data points, and you can see that there are more golf courses for every 100,000 voters in redder neighborhoods than in blue ones.



7-Eleven
Locations

Regional convenience store chains in redder areas include Casey's General Store and Allsup's.

Casey's General Store
Locations

Allsup's
Locations

Religious institutions

The bastioners of the Mormon Church are in blue Salt Lake City. But it has many temples in rural parts of the Mountain West.

The Church of Jesus Christ of Latter-day Saints
Locations

First Congregational Church, on the other hand, is a common name for a church in the United Church of Christ, a socially liberal Protestant denomination common in New England.

First Congregational Church
Locations

First United Methodist churches are in redder areas:

First United Methodist Church
Locations

Hindu and Buddhist temples are both typically in more liberal areas.

Buddhist temples
Locations

Hindu temples
Locations

Professionals

Occupations also have recognizable patterns in our data, probably in large part because of the rural-urban political divide.

Some professions lend themselves to cities:

Public relations
Locations

Others, to the countryside:

Taxidermists
Locations

And yet others can find business just about anywhere:

Insurance agencies
Locations

Leisure

A lot of the activities we do for fun also map across politics.

Rodeos
Locations

Baseball fields
Locations

Ski resorts
Locations

Bars
Locations

Comedy clubs
Locations

Services

Even basic services follow similar patterns. Fire departments skew red because they have to be everywhere, regardless of how many people live there. Even a small, rural area needs a fire department. When you consider population density, you get this:

Fire departments
Locations

Elementary schools, meanwhile, are more population dependent.

Elementary schools
Locations

Train stations, including those with subway stops, tend to be in more urban areas.

Train stations
Locations

And propane suppliers, though everywhere, typically have more business in rural areas, further from natural gas pipelines.

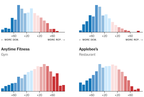
Propane suppliers
Locations

Taken together, the patterns are a reminder of how big and varied the country is — in its places and its politics.

You can explore the distribution of 100 large coffee chains, grocery stores, shops and other places below.

See More: Political Geography of 100 Large American Businesses

7-Eleven
Convenience store



AAM Restaurant
Restaurant

Aaron's Inc.
Furniture store

ALDI USA
Grocery store or supermarket

American Eagle Outfitters
Clothing store

ampm
Convenience store

Anytime Fitness
Gym

Applebee's
Restaurant

Arby's
Restaurant

Ashley
Furniture store

Show 100

Methodology:

Place of interest data is from Meta and Microsoft via the Overture Maps Foundation. Nearly 19 million locations are used in this analysis. This is the most comprehensive data set of its kind available publicly, but it is by no means perfect.

The data includes businesses and places that have tagged their locations on either Meta or Microsoft Bing services as of Oct. 15, either through an official social media account, or when a large chain offers all of its location data to the platforms. Locations may also be included if they were mentioned by users in posts to Meta and Microsoft apps.

The data includes some erroneous locations, typos, mislabeled locations and closed stores. It includes some locations that are not open to the public, such as offices. To the best of our ability, we filtered the data using Overture's confidence measure and excluded locations with fewer than 25 votes.

The 2020 precinct-level election results were compiled from Harvard Dataverse. For each precinct, the vote margin was calculated by comparing the number of votes for Donald Trump and Joe Biden.

Additional work by Josh Katz

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