

# Consumers views on the economy affect shopping behavior.



Find out how consumer outlooks inform purchasing decisions.

## Economic views affect consumer shopping behaviors.

Consumer's sentiment on the current economy can be connected to their correlated online and purchasing behavior.

Those who think the country's economy is going in the right direction strive to secure their economic situation, while those on the wrong track show to deprioritize saving. These groups get their news from vastly different sources, with different agendas and narratives.



### "How do you view our economy?"

#### On the Right Track



**More likely**  
to visit the Citizen app

**22% More likely**  
to visit 7-11



**MSN.com & CNN** are the preferred news sources

#### On the Wrong Track



**2X more likely**  
to visit NextDoor App

**25% More likely**  
to visit Dollar General



**Fox News & USA Today** are the preferred news sources

Look into the full picture of how your consumer thinks, buys and watches with MFour Studio .

## About MFour.

Better outcomes on MFour Studio: the first platform to behave like your consumer. Using the nation's most downloaded, highest-rated, and only Apple-approved data collection and survey app, MFour has finally united market research and data science. MFour Studio is the only place for real-time app, web, and foot traffic united with validated consumer surveys for unprecedented insights to help you capture the modern consumer's attention.

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