

Survey + Behavior Stories:

Who visits the Walmart App 75% more?

On MFour Studio, we have a unique opportunity to follow 2,000 consumers each month who provide their behavior and survey data, providing a syndicated insights journey. How do these shoppers' attitudes and habits change over time? Thankfully our surveys and fair trade data provide a peek into just that.

How are consumers shopping when they're struggling financially?



52% more likely
to visit the Dollar Store.



59% higher
visitation frequency
to the Dollar Store.

75% more likely
to use the Walmart
shopping app.



What do we recommend?

Discount stores have the opportunity to offer grocery staples in smaller, more affordable packages, and advertise the economical packaging on their grocery shopping apps, targeting budget-conscious consumers.

10,000+ monthly surveys with the press of a button with helpful insights, all for \$100/month. Only on **mfour** STUDIO.



NEED RESEARCH?

Contact us now: solutions@mfour.com or call 714-754-1234.
Data witnessed November 2022.

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