

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.

MFour solves the issues of data fraud and commoditization in research using validated consumer data and a groundbreaking end-to-end insights platform. Utilizing the 4.5 star rated iOS & Android Surveys On The Go® app, MFour collects validated consumer behaviors + surveys to gain deep insights into consumer journeys. This data is seamlessly integrated into MFour Studio™, the only platform combining validated surveys with real-time app, web, and location data. This comprehensive approach empowers businesses to make informed decisions using validated consumer opinions and behaviors.

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