

Morning Consult Intelligence: Data Sets We Track

Morning Consult Intelligence is your always-on consumer signal, delivering real-time insights from over 30,000 daily interviews across 45 global markets. Our syndicated data covers macroeconomic trends, consumer attitudes, and brand health, enabling business leaders to inform strategy, assess risk, and stay ahead in a rapidly changing world.

Global Context

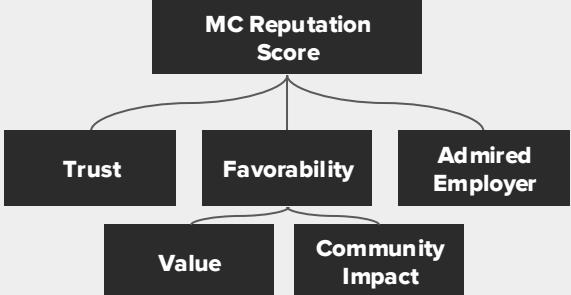
Our macro social, economic, and political data provides critical context for business decisions, highlighting shifts in global macro events, industry trends, and how those impact your consumers

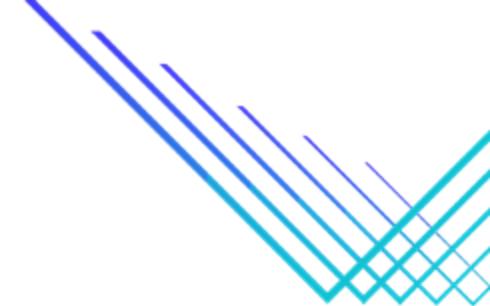
|  The Economy |  Politics |  Industry Trends |
|---|---|--|
| Daily — 45 Countries <ul style="list-style-type: none">Consumer Sentiment (ICS, ICC, ICE) Monthly — US Only <ul style="list-style-type: none">Tariffs TrackerSupply ChainsInflationConsumer SpendingConsumer Health Index | Daily — 45 Countries <ul style="list-style-type: none">Country Leader ApprovalCountry FavorabilityRight Track / Wrong Direction Monthly — Select Countries <ul style="list-style-type: none">Global Geopolitical Risk Tracker (GPR)International HH Finances | Daily — US Only <ul style="list-style-type: none">Senator & Governor ApprovalTop Voting Issue Monthly — US Only <ul style="list-style-type: none">Food & BeverageTravel & HospitalityRetailSportsAutomotive |

Brand

Brand metrics help you evaluate brand health from top to bottom. Spanning the marketing funnel, affinity, reputation, and overall buzz.

Questions are asked daily for all paid brands, and other brands are tracked weekly.

|  Brand Health / Marketing Funnel |  Affinity / Reputation |
|--|--|
| Align with outcomes or actions where consumers express a choice (i.e., intent to purchase), a preference (i.e., favorability), or have used (e.g., memory of an action).  <p>Metrics include:<ul style="list-style-type: none">Awareness/BuzzFavorabilityPurchase ConsiderationUsageNet Promoter Score</p> | Associations the consumer makes. Inputs that may help increase the likelihood of certain outcomes. Aggregated in the MC Reputation Score composite metric.  <pre>graph TD; MC[MC Reputation Score] --> Trust[Trust]; MC --> Fav[Favorability]; MC --> Adm[Admired Employer]; MC --> Val[Value]; MC --> Com[Community Impact]; Fav --> Adm; Fav --> Val; Fav --> Com</pre> |



Consumers

Our consumer and audience data provide a deep understanding of your consumers, who they are, their motivators, and how to reach them.

Questions are asked daily in all markets unless otherwise noted.

|  Demographics |  Behaviors & Habits |  Consumer Sentiment |
|---|---|--|
| <ul style="list-style-type: none">General (age, gender, ethnicity)Home & FamilyWork & EducationIncome & FinanceHealth | <ul style="list-style-type: none">Shopping HabitsLeisure & EntertainmentTravel & HospitalityLife Events <p>Monthly — US Only</p> <ul style="list-style-type: none">SportsWorkAutomotive | <ul style="list-style-type: none">Health & ExerciseFinance HabitsFood & AlcoholWorkTransportation <p>Index of consumer sentiment built on five core questions measuring:</p> <ul style="list-style-type: none">Personal FinancesBusiness ConditionsBuying Conditions |
|  Attitudes & Beliefs |  Media Consumption | |
| <ul style="list-style-type: none">PsychographicsPolitical Leaning | <ul style="list-style-type: none">Social MediaNews ServicesStreaming <p>Monthly — US Only</p> <ul style="list-style-type: none">Social Media – Deep Dive | |

Confident Decisions Start With The Right Signals

Curious how daily consumer signals can help you drive growth and stay ahead?
[Connect with our team](#) to get started.