




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
<p>Daily — 45 Countries</p> <ul style="list-style-type: none">• Consumer Sentiment (ICS, ICC, ICE) <p>Monthly — US Only</p> <ul style="list-style-type: none">• Tariffs Tracker• Supply Chains• Inflation• Consumer Spending• Consumer Health Index	<p>Daily — 45 Countries</p> <ul style="list-style-type: none">• Country Leader Approval• Country Favorability• Right Track / Wrong Direction <p>Monthly — Select Countries</p> <ul style="list-style-type: none">• Global Geopolitical Risk Tracker (GPR)• International HH Finances <p>Daily — US Only</p> <ul style="list-style-type: none">• Senator & Governor Approval• Top Voting Issue	<p>Monthly — US Only</p> <ul style="list-style-type: none">• Food & Beverage• Travel & Hospitality• Retail• Sports• Automotive

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
<p>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> <div><div><div>59% Awareness</div><div>48% (81%) Favorability</div><div>32% (78%) Consideration</div><div>15% (52%) Usage</div></div><div>Metrics include:</div><ul style="list-style-type: none">• Awareness/Buzz• Favorability• Purchase Consideration• Usage• Net Promoter Score</div>	<p>Associations the consumer makes. Inputs that may help increase the likelihood of certain outcomes. Aggregated in the MC Reputation Score composite metric.</p> <div><div>MC Reputation Score</div><div><div>Trust</div><div>Favorability</div><div>Admired Employer</div></div><div><div>Value</div><div>Community Impact</div></div></div>



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

- General (age, gender, ethnicity)
- Home & Family
- Work & Education
- Income & Finance
- Health



Behaviors & Habits

- Shopping Habits
- Leisure & Entertainment
- Travel & Hospitality
- Life Events
- Health & Exercise
- Finance Habits
- Food & Alcohol
- Work
- Transportation

Monthly — US Only

- Sports
- Work
- Automotive



Consumer Sentiment

Index of consumer sentiment built on five core questions measuring:

- Personal Finances
- Business Conditions
- Buying Conditions



Attitudes & Beliefs

- Psychographics
- Political Leaning



Media Consumption

- Social Media
- News Services
- Streaming

Monthly — US Only

- 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.