





THE MORNING CONSULT DIFFERENCE

	Reasons why you should partner with Morning Consult	Reasons why the industry competition falls short
 SPEED	<ul style="list-style-type: none"> • Daily, real-time data collection. • User-friendly, self serve platform with easy access to brand and data analysis tools. • Quickly and efficiently assess sample availability so that surveys can be operational on any time zone. 	<ul style="list-style-type: none"> • Competitors take weeks to get the data back. • No daily tracking. • Collects surveys from more traditional methods that result in slower turnaround times.
 SCALE	<ul style="list-style-type: none"> • Field 200 daily surveys on 4000+ brands, enabling 75,000 interviews per brand per year. • Track key economic indicators every day from 15 countries, giving unprecedented insight into customers' financial situation and spending ability. • Unprecedented amount of sample availability in order to operationalize on any number of different levels. • Ability to analyze complex demographics and create highly customized audience profiles. • Large sample sizes give broad flexibility to define and track your audience quickly and efficiently. • Analyze over 100 million social media posts and over 85,000 news media outlets every day. 	<ul style="list-style-type: none"> • Competitors have not invested in extensible infrastructure in the way Morning Consult has. • Will frequently run into issues with ensuring large-scale and representative samples in markets outside of national or the top few DMAs. • Ability to sample in small, but important, DMAs is far more limited.
 QUALITY	<ul style="list-style-type: none"> • Extensive access to survey panel providers across the world to ensure we are maximizing our reach in the ever-changing market. • Use stratified sampling to conduct daily national surveys to get stable data across demographics including gender, age, and language. • Reduces variance when applying weights in post-processing to deliver quality data at every DMA. • Regular enhancements to our products and features to meet the needs of our clients. 	<ul style="list-style-type: none"> • Competitors have smaller proprietary panel. • Unable to analyze demographics as frequently or with the depth as Morning Consult allows. • Far more likely to duplicate respondents in their surveys significantly more frequently.
 SERVICE	<ul style="list-style-type: none"> • Servicing is unlimited, and is not charged hourly or by project. • Team is staffed with experienced researchers and data scientists who are dedicated to your account and can assist with reporting and briefings on a regular cadence. • Receive instant service, whether by email, shared Slack channels, or by phone. • Typical requests are turned around in a matter of hours and seldom exceed 48 hours. • Our market research platform gives clients self service capabilities to access current data and the ability to slice-and-dice data in whatever way desired. • Our self-service tools allow clients to output data to CSV, PNG, PPT formats and even provide automated significance testing to ensure data is properly interpreted. 	<ul style="list-style-type: none"> • Fees for additional reporting, billing extra hours to chase down leads, or billing for extra seats. • Often have hidden service charges crop up down the line. • Not open and transparent with costs and what you can expect to receive for those costs.