

# ECONOMIC INTELLIGENCE

## GLOBAL CONSUMER CONFIDENCE TRACKING

Using the same questions as the University of Michigan's Survey of Consumers, Morning Consult conducts more than 11,000 daily interviews and 300,000 monthly interviews with adults around the globe to constantly gauge sentiment on the economy, businesses and their own personal financial future. The scale, frequency, and depth of survey research provides daily insight into key indicators among subpopulations and geographies not available elsewhere.

Consumer confidence provides a key indicator of the overall shape of the economy. It measures how confident people feel about their income stability and the impact it has on their decisions around spending activity. Used by investors, manufacturers, retailers, banks, strategists and government agencies, consumer confidence tracking data will help make strategic decisions around economic and market volatility.

### GLOBAL MARKET COVERAGE

Clients receive access to daily data in 15 countries: U.S., U.K., Australia, Brazil, Canada, China, France, Germany, India, Japan, Mexico, Russia, Italy, Spain and South Korea.

### ACCESS TO FULL CONSUMER CONFIDENCE DATA SET

Track multiple consumer confidence data points to get a granular look at how business and personal financial expectations change over time.

### DAILY REPORTING & DATA DELIVERY

Data is delivered to customers every morning, hours before the U.S. market opens.

### DATA AMONG INCOME LEVELS

Daily consumer confidence data is broken out by income level, in all 15 countries.

### DATA BY EMPLOYMENT SECTOR

Clients receive daily consumer confidence data among workers in the U.S. in nearly a dozen industries, including agriculture, manufacturing, financial services, retail, health care, hospitality, and more.

### ACCESS TO SPECIALISTS

Clients receive access to Morning Consult's team of economists, data scientists and survey research experts.

AS SEEN IN:



Bloomberg



REUTERS



MOODY'S ANALYTICS

**“This is the future.”**

– *Moody's Analytics Chief Economist Mark Zandi on Morning Consult's daily consumer confidence data*

GET IN TOUCH WITH OUR SPECIALISTS

## What Clients Receive

Clients will receive data every morning before 6 a.m. and have a 3+ hour head start before U.S. markets open:

DAILY TRACKING IN 15 COUNTRIES	DAILY REPORTING ON KEY DEMOGRAPHICS	DATA ON CONSUMER INDICES & SURVEY QUESTIONS
<ul style="list-style-type: none"> <li>• United States</li> <li>• China</li> <li>• Japan</li> <li>• Germany</li> <li>• India</li> <li>• United Kingdom</li> <li>• France</li> <li>• Brazil</li> <li>• Canada</li> <li>• Russia</li> <li>• Mexico</li> <li>• Australia</li> <li>• Italy</li> <li>• Spain</li> <li>• South Korea</li> </ul>	<ul style="list-style-type: none"> <li>• All respondents, 18+</li> <li>• Income Breakouts</li> </ul> <p><b>Labor Sectors (US only):</b></p> <ul style="list-style-type: none"> <li>• Manufacturing</li> <li>• Financial Services</li> <li>• Food &amp; Beverage</li> <li>• Retail</li> <li>• Health Care</li> <li>• Technology</li> <li>• Construction</li> <li>• Leisure &amp; Hospitality</li> <li>• Professional &amp; Business Services</li> <li>• Transportation</li> </ul>	<p><b>Definitions of Indices:</b></p> <ul style="list-style-type: none"> <li>• Index of Consumer Sentiment (ICS)</li> <li>• Index of Consumer Expectations (ICE)</li> <li>• Index of Current Conditions (ICC)</li> </ul> <p><b>Survey Questions:</b></p> <ul style="list-style-type: none"> <li>• Personal Finances: Current Conditions</li> <li>• Personal Finances: 12 Month Expectations</li> <li>• Business Conditions: 12 Month Expectations</li> <li>• Business Conditions: 5 Year Expectations</li> <li>• Current Buying Conditions</li> </ul>

## What Sets Us Apart

Morning Consult's competitive advantage gives clients unrivaled access to daily data on consumer confidence that is unavailable elsewhere:

### SAMPLE SIZE

Morning Consult surveys 11,000 people daily, 300,000+ monthly in 15 countries.

- Michigan surveys roughly 600 people in the U.S. per month.
- Conference Board surveys 3,000 people in the U.S. per month.
- Ipsos surveys only 17,500+ a month in 24 countries (Between 500-1,000 per country per month).

### FREQUENCY

Morning Consult reports data daily, hours before U.S. markets open.

- Michigan, Ipsos and Conference Board report on data that is already a month old by the time it is released.
- Michigan releases data twice a month – a preliminary data set with 400 respondents halfway through the month, and then the full 600 after.
- Ipsos and Conference Board only release data monthly, detailing confidence for the previous month.

### DEMOGRAPHIC DEPTH

Morning Consult reports consumer views daily broken out by income levels and key labor markets in the U.S., including agriculture, manufacturing, financial services, retail, health care, hospitality, and more.

- Michigan, Ipsos and Conference Board have limited demographics due to small sample sizes and high margins of error.