

Morning Consult Political Intelligence: Global Tracking Methodology Primer

Morning Consult values transparency in survey research. Our high-frequency data allows us to generate large sample sizes and shed light on key demographics with consistency and stability.

This methodology primer provides an overview of the political data collected using our global survey research capabilities, and is available to clients via Morning Consult's Political Intelligence product. Data comes from the following proprietary sources:

1. Daily global tracking survey
2. Monthly global tracking survey

Daily Tracking

Overview

Morning Consult conducts thousands of daily interviews on key political issues across 43 countries, making our unified data set on political attitudes the largest globally. Every day, we gauge public opinion on world leaders, international organizations, policy issues and other countries to provide customers with data at the scale and speed needed to navigate the changing global political landscape in real time. All interviews are conducted online. Morning Consult samples among demographically defined strata to reach a desired target audience in each country. Portions of our syndicated monthly surveys do not field in China, Russia, Saudi Arabia and the United Arab Emirates due to political sensitivities.

Data series

Morning Consult tracks three main sets of political issues globally:

Data series

Leader approval¹

Whether respondents approve or disapprove of their chief executive

Country trajectory

Respondents' views on whether their country is heading in the right direction or going down the wrong track

Views of other countries & global institutions²

Views of other countries and key international institutions, including the International Monetary Fund, the United Nations, NATO and others

Question text & response options

Question: Do you approve or disapprove of how [chief executive's name] is doing?

Response options: 4-point approval scale, plus don't know/no opinion

Question: Now, generally speaking, would you say that things in your country are going in the right direction, or have they pretty seriously gotten off on the wrong track?

Response options: right direction, wrong track

Question: Do you have a favorable or unfavorable impression of the following?

Response options: 4-point favorability scale, plus don't know/no opinion and heard of/no opinion

Country coverage & target sample sizes

Tracking start dates and target sample sizes vary by country. As of January 2024, average daily sample sizes on the daily tracker are as follows:

¹ Leader approval is not tracked in China, Saudi Arabia and the United Arab Emirates, and is not continuously tracked in Russia.

² The countries and institutions rotate, such that not every respondent is asked about each target country or institution on a daily basis. This yields smaller daily sample sizes relative to our leader approval and country trajectory batteries.

Region	Country	Tracking start	Target sample size
Americas	Argentina	Nov '21	150-250
	Brazil	Dec '18	200-300
	Canada	Dec '18	350-450
	Chile	Nov '21	150-250
	Colombia	Nov '21	150-250
	Mexico	Dec '18	300-400
	Peru	Nov '21	150-250
	United States	Oct '16	3,650-3,750

Region	Country	Tracking start	Target sample size
Europe	Austria	Sep '21	100-200
	Belgium	Nov '21	100-200
	Czech Republic	Nov '21	100-200
	France	Nov '18	300-400
	Germany	Nov '18	300-400

	Ireland	Sep '21	100-200
	Italy	Apr '20	200-300
	Netherlands	Sep '21	100-200
	Norway	Sep '21	50-150
	Poland	Sep '21	150-250
	Romania	Nov '21	150-250
	Russia	Jan '19	150-250
	Spain	Apr '20	200-300
	Sweden	Sep '21	100-200
	Switzerland	Nov '21	50-150
	United Kingdom	Oct '18	550-650

Region	Country	Tracking start	Target sample size
Middle East & Africa	Egypt	Oct '21	150-250
	Israel	Oct '21	50-150
	Nigeria	Oct '21	150-250

	Saudi Arabia	Oct '21	100-200
	South Africa	Oct '21	150-250
	Turkey	Oct '21	150-250
	UAE	Nov '21	100-200

Region	Country	Tracking start	Target sample size
Asia-Pacific	Australia	Jan '19	300-400
	China	Feb '19	300-400
	India	Feb '19	350-450
	Indonesia	Aug '21	150-250
	Japan	Jan '19	400-500
	Malaysia	Aug '21	100-200
	Pakistan	Dec '21	150-250
	Philippines	Aug '21	150-250
	Singapore	Aug '21	100-200
	South Korea	Jun '20	150-250

	Thailand	Aug '21	100-200
	Vietnam	Aug '21	150-250

Weighting, representativeness & population targets

Data is weighted to approximate representative samples of the target population among adults in each country surveyed. Weighting parameters vary by country and are derived from national statistics offices whenever available. Weights are updated periodically. Please contact us for additional details on weighting parameters used in particular countries.

Population targets for Morning Consult's daily syndicated surveys vary by country and include the general, online or literate population, as indicated in the table below.

Population targets							
Argentina	General	France	General	Nigeria	Online	South Korea	General
Australia	General	Germany	General	Norway	General	Spain	General
Austria	General	India	Online	Pakistan	Online	Sweden	General
Belgium	General	Indonesia	Online	Peru	Online	Switzerland	General
Brazil	Literate	Ireland	General	Philippines	Online	Thailand	Online
Canada	General	Israel	General	Poland	General	Turkey	General
Chile	General	Italy	General	Romania	General	UAE	General
China	Online	Japan	General	Russia	General	U.K.	General
Colombia	Online	Malaysia	General	Saudi Arabia	General	U.S.	General

Czech Republic	General	Mexico	Online	Singapore	General	Vietnam	Online
Egypt	Online	Netherlands	General	South Africa	Online		

Additional data considerations: sample sizes and margins of error

Unless otherwise noted, all data referenced in Morning Consult’s political analysis utilizes weighted sample sizes and unweighted margins of error. As a general rule, sample sizes of roughly 2,000 respondents have unweighted margins of error of +/-2 percentage points, while sample sizes of roughly 1,000 respondents have unweighted margins of error of +/-3 percentage points.

In some countries, weighted sample sizes for certain demographics are small. As such, inferences about those groups should be made cautiously.

Monthly Tracking

Overview

Morning Consult surveys approximately 19,000 adults in 19 countries on key political, policy and economic issues every month. Issue coverage is spread across eight core themes, with historical coverage of 2+ years. All interviews are conducted online. Morning Consult samples among demographically defined strata to reach a desired target audience in each country. Surveys generally begin fielding in the last week of each month. Portions of our syndicated monthly surveys do not field in China and Russia due to political sensitivities.

Data series

Morning Consult tracks a variety of issues across eight core themes.

Themes

Representative topical coverage

Business & regulatory climate

Views on taxation, antitrust, wages, data protection, property rights, economic and policy stability, and judicial fairness

Trade & investment policy climate

Attitudes toward tariffs, local manufacturing, foreign-owned business operations and general market openness

Social policy & labor market dynamics

Views on income inequality, workplace and labor protections, generational mobility, and productivity as a means of advancement

Nationalism & internationalism

Views on global cooperation, isolationism, immigration and global institutions, alongside assessments of national pride

Threat perceptions

Concern about various global and domestic threats, including COVID-19, cross-country conflict, civil unrest and climate change

Trust & governance

Evaluations of trust in politicians, local and national government, and business, plus views of democracy and authoritarianism

ESG & corporate responsibility

Attitudes toward environmental and social considerations, racial and gender equity, corporate and government responsibilities, and emissions reductions

Policy priorities

Views on the importance of national security and defense, trade-offs between democracy and growth, and climate resiliency

Country coverage & target sample sizes

Tracking start dates vary by country.

Country	Tracking start	Target sample size
Argentina	Jun '22	1,000
Australia	Jan '21	1,000
Brazil	Jan '21	1,000
Canada	Jan '21	1,000
China	Jan '21	1,000
France	Jan '21	1,000
Germany	Jan '21	1,000
India	Jan '21	1,000
Italy	Jan '21	1,000
Japan	Jan '21	1,000
Mexico	Jan '21	1,000
Nigeria	Jan '23	1,000
Russia	Jan '21	1,000
Spain	Jan '22	1,000

South Africa	Jan '21	1,000
South Korea	Jan '21	1,000
Turkey	Jan '22	1,000
United States	Jan '21	1,000
United Kingdom	Jan '21	1,000

Weighting, representativeness & population targets

Data is weighted to approximate representative samples of the target population among adults in each country surveyed. Weighting parameters vary by country and are derived from national statistics offices whenever available. Weights are updated periodically. Please contact us for additional details on weighting parameters used in particular countries.

Population targets for Morning Consult’s monthly syndicated surveys are identical to the targets used for our daily syndicated surveys.

Additional Data Considerations

Sample sizes and margins of error

Unless otherwise noted, all daily and monthly syndicated data referenced in Morning Consult’s political analysis utilizes weighted sample sizes and unweighted margins of error. As a general rule, sample sizes of roughly 2,000 respondents have unweighted margins of error of +/-2 percentage points, while sample sizes of roughly 1,000 respondents have unweighted margins of error of +/-3 percentage points.

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Questions?

For questions regarding Morning Consult Political Intelligence and related data assets, please contact politics@morningconsult.com.

For press engagements, please contact communications@morningconsult.com.

For inquiries about [Morning Consult Pro](#), please contact pro@morningconsult.com.