Q4 2023 CALENDAR

Morning Consult Pro

The consumer, economic and industry trends we’re watching this quarter
MORNING CONSULT PRO IN Q4

We launched Morning Consult Pro with the mission to make our subscribers the smartest people in the room, arming them with the data they need to tackle the issues of today and the in-depth analysis to capture opportunity tomorrow.

As we enter the final quarter of another challenging year, our mission remains the same. The AI revolution, evolving work expectations, the intersection of brands and politics, volatile consumer spending and China’s growing influence will continue to dominate headlines and upend industries.

We’re covering all of that and more for our MC Pro subscribers — by pairing our high-frequency survey research with the expertise of our whip-smart industry, economic and political analysts.

Read on for a sneak peek at what’s in store this quarter for Morning Consult Pro subscribers.

Jeff Cartwright
Chief Growth Officer & Head of Morning Consult Pro
Q4 KEY HIGHLIGHTS

Consumer Trends & Analysis

How Brands Should Navigate Our Divisive Politics
As our increasingly divided country hurtles toward another divisive election, Morning Consult's playbook on brands and politics will help key corporate decision-makers decide how and when they should be prepared to speak their values — and what to do if they misstep.

Fastest Growing Brands 2023
Back for its fifth year, Morning Consult's Fastest Growing Brands® of 2021 is the definitive measure of brand growth for both emerging and established brands, showcasing a wide range of companies and products that have accelerated their consumer appeal and awareness in 2023.

Brands Playbook: How to Survive a Chinese Consumer Boycott
China is a critical growth market for many multinational companies — and, at times, a treacherous one. This playbook will break down how to navigate a boycott in China while continuing to grow your brand.

The Ultimate Gen Z Guide
As Gen Zers continue to age and become cultural trendsetters and financially powerful, our team of industry analysts will build on our Gen Z research to provide the most up-to-date guide on how brands can tap into this important generation.

The AI Revolution
As AI continues to transform industries, we will look at how consumers are reacting to changes and opportunities across sectors — from marketing and advertising to entertainment to e-commerce.

Category-Level Consumer Spending Trend
Our team of economists will continue to track and provide insights into the economic landscape, including monthly reporting on category-level spending, the jobs & labor market and inflation.
Q4 KEY HIGHLIGHTS

Political Trends & Analysis

2024 Election Watch Report
A monthly look at the state of the 2024 election, breaking down how American voters feel about front-runner candidates, key issues, President Joe Biden and senators and governors who are up for re-election.

Approval Ratings for Every U.S. Senator & Governor
A comprehensive look at approval ratings in all 50 states — and covering every U.S. senator and governor — available in a downloadable report with easy access to charts and the latest analysis.

The State of U.S.-China Relations
Our yearly report analyzing the risks and opportunities facing multinationals, investors, asset managers and policymakers amid the persistently strained U.S.-China relationship, covering top-line issues in bilateral relations, business concerns at the intersection of tech and national security and where relations are headed over the next five years.

Topical Outlook: Global Views on Societal Polarization & Nationalism
Our report for subscribers who are concerned about domestic political polarization and societal unrest that could result in political and/or policy stability that materially affects their operations.

Topical Outlook: Global Views on the Trade & Investment Policy Climate
Snapshots of global views on trade and tariffs, foreign manufacturing, domestic manufacturing, purchasing considerations and more, along with a streamlined six-month forecast of where things are headed.

Global Leader Approval & Country Trajectory Outlooks
A brand-new memo series providing a monthly read on global political leaders’ approval ratings and country trajectories, covering APAC, EMEA, and the Americas. The series is firmly oriented toward subscribers who are keeping an eye on political risk and electoral dynamics and want a data-driven read on political stability instead of punditry.
Q4 KEY HIGHLIGHTS

Economic Trends & Analysis

**Consumer Spending Analysis & Chart Pack**  
A look at consumer spending across demographics and categories, released ahead of the U.S. Bureau of Economic Analysis’ monthly Personal Consumption Expenditures Price Index.

**Inflation & Price Pressures Analysis**  

**Jobs & Labor Analysis & Chart Pack**  
Monthly updates on key employment and labor trends in the United States, released ahead of the monthly BLS jobs report.

**Global Consumer Confidence Analysis & Chart Pack**  
Monthly updates on consumer confidence around the globe, highlighting key trends in dozens of countries.

**Small- and Medium-Sized Businesses’ Economic Conditions & Expectations**  
A quarterly update on the economic and financial conditions and expectations of SMB owners and decision-makers.

**Bloomberg/Morning Consult: SHEED Survey**  
In collaboration with Bloomberg News, Morning Consult surveys approximately 11,000 U.S. adults each quarter on their households’ capacity to absorb emergency expenses and related economic decisions.

**Axios/Morning Consult: Income Inequality Index**  
Each month, Morning Consult conducts over 260,000 survey interviews on a wide variety of economic and financial topics, allowing us to precisely gauge how economic inequality is shifting in response to policy developments, business conditions and current events. This data is inputted into the Morning Consult/Axios Income Inequality Index.
Q4 KEY HIGHLIGHTS

Additional Analysis & Data: What to Expect

Holiday Shopping & Spending Trends

Dupe Culture & Its Impact on Consumer Expectations

What's Shaping Corporate Purpose in 2024

The Rise of Creator Brands

Inflation's Impact on Food & Beverage Spending

Retail Subscriptions & Brand Loyalty

The State of Shopping on Social Media

A Deep Dive Into College Football Fandom

Weekly Primary and General Election Data

Expected Impact of Swing Voters on the 2024 Elections

U.S. Foreign Policy Tracker & Chart Pack

What Else is New?

Data Downloads

Morning Consult Pro subscribers will be able to access the underlying data powering our analysis via an easy download in content.

Charts, Charts, Charts

We know Morning Consult Pro subscribers love our ready-made chart packs, and you can expect even more of them in Q4.

Virtual Events

We will launch our first Morning Consult Pro virtual events in Q4. Stay tuned for more details and your exclusive invitation.

Have feedback? Email us at pro@morningconsult.com or reach out to your Morning Consult representative.
Visit Morning Consult Pro today to stay up-to-date with our in-depth analysis:

pro.morningconsult.com