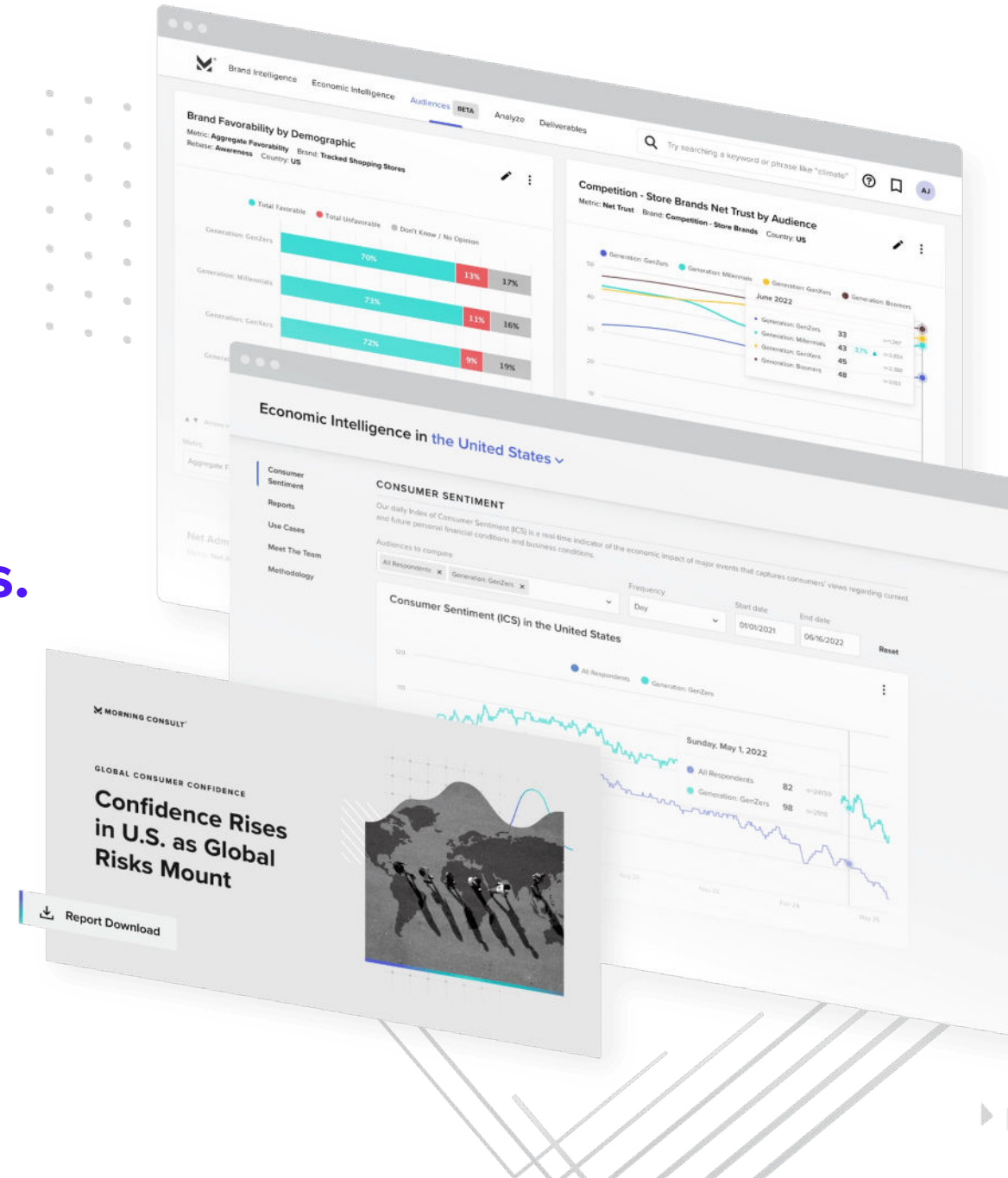




Morning Consult

Intelligent Data. Intelligent Decisions.

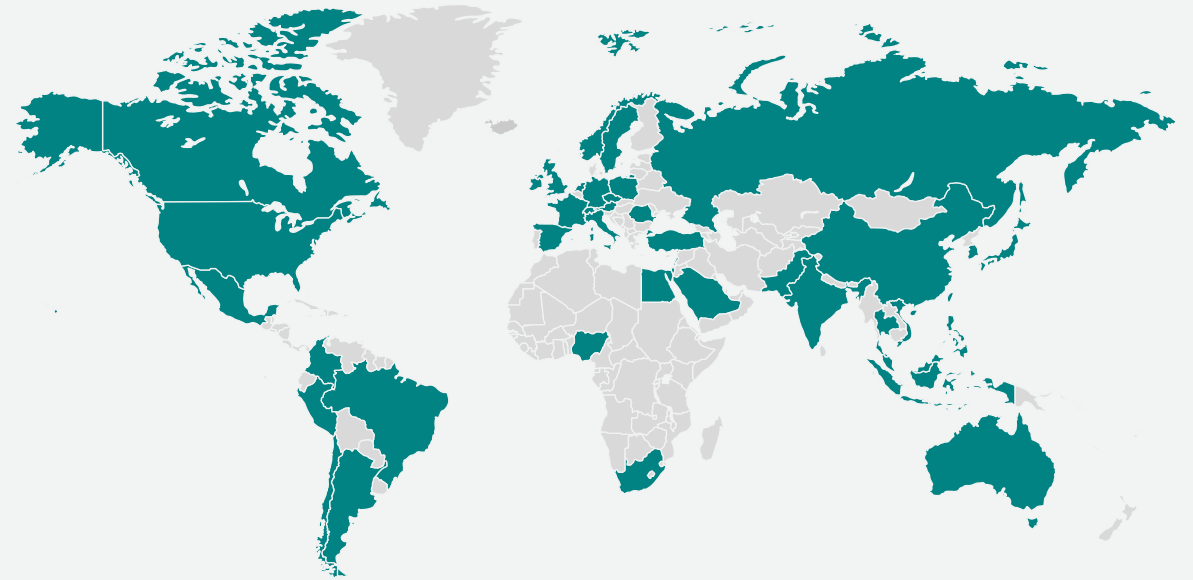


Daily tracking of political attitudes in 43 global markets

Morning Consult conducts 30,000 daily surveys 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.

LEARN MORE



Daily syndicated tracking of political attitudes in the following markets:

- Argentina
- Australia
- Austria
- Belgium
- Brazil
- Canada
- Chile
- China
- Colombia
- Czech Republic
- Egypt
- France
- Germany
- India
- Indonesia
- Ireland
- Israel
- Italy
- Japan
- Malaysia
- Mexico
- Netherlands
- Nigeria
- Norway
- Pakistan
- Peru
- Philippines
- Poland
- Romania
- Russia
- Saudi Arabia
- Singapore
- South Africa
- South Korea
- Spain
- Sweden
- Switzerland
- Thailand
- Turkey
- UAE
- United Kingdom
- United States
- Vietnam

MEET THE ANALYSTS



JASON I. MCMANN, PHD

Head of Political Intelligence
@jimcmann

Jason I. McMann leads the political analysis team at Morning Consult. He leverages the company's high-frequency survey data to advise clients on how to integrate political risks into their decision-making. Jason previously served as head of analytics at GeoQuant (now part of Fitch Solutions). He holds a Ph.D. from Princeton University's politics department.

Read Jason's recent analysis [here](#)



SONNET FRISBIE

Deputy Head of Political Intelligence
@SonnetFrisbie

Sonnet Frisbie leads Morning Consult's political analysis offering for Europe, the Middle East and Africa. Prior to joining Morning Consult, Sonnet spent over a decade at the U.S. State Department specializing in issues at the intersection of economics, commerce and political risk in Iraq, Central Europe and sub-Saharan Africa. She holds an MPP from the University of Chicago.

Read Sonnet's recent analysis [here](#)



SCOTT MOSKOWITZ, PHD

Senior Analyst, APAC
@ScottyMoskowitz

Scott Moskowitz is senior analyst for APAC at Morning Consult, where he leads political analysis of China and broader regional issues. Scott holds a Ph.D. in sociology from Princeton University and has years of experience working in and conducting Mandarin-language research on China, with an emphasis on the politics of economic development and consumerism.

Read Scott's recent analysis [here](#)



CAMERON EASLEY

Lead Analyst, U.S. Politics
@cameron_easley

Cameron Easley is Morning Consult's lead analyst for U.S. politics. Prior to moving into his current role, he led Morning Consult's editorial coverage of U.S. politics and elections from 2016 through 2022. Cameron joined Morning Consult from Roll Call, where he was managing editor. He graduated from the University of North Carolina at Chapel Hill.

Read Cameron's recent analysis [here](#)



ELI YOKLEY

Analyst, U.S. Politics
@eyokley

Eli Yokley is Morning Consult's U.S. politics analyst. Prior to his current role, Eli was Morning Consult's senior U.S. politics reporter. Eli joined Morning Consult in 2016 from Roll Call, where he reported on House and Senate campaigns after five years of covering state-level politics in the Show Me State while studying at the University of Missouri in Columbia, including contributions to The New York Times, Politico and The Daily Beast.

Read Eli's recent analysis [here](#)

Agenda

5 The View from the West (and Why it's Not Like the Rest)

- Demand for corporate activism is high around the world, but means different things
- Views of corporate action post-Ukraine invasion

18 The View from Russia

- Russia is now more militaristic, nationalistic, and closed to foreign business
- We can use Russian views on Western brands to forecast the future of brands and conflict

Two Key Takeaways

- Consensus on geopolitical issues will prove elusive, with views breaking down by region and demographic
- Russians have decisively turned on the West and its brands, but with patterns that can help us predict how brands will be affected by geopolitics in the future

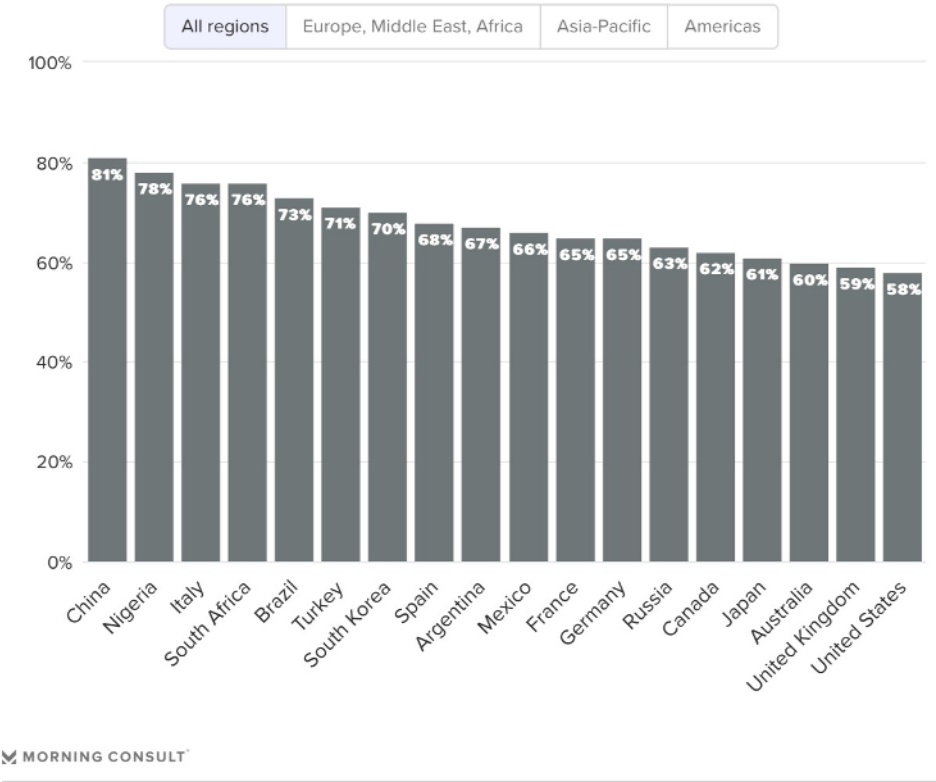
The View from the West (and the Rest)

Consumers and Geopolitics: Issue salience by region

Most consumers around the world want to buy from values-aligned companies

Values-Based Consumerism

Shares of adults who said they “strongly” or “somewhat” prefer to buy goods and services from companies that reflect their social values

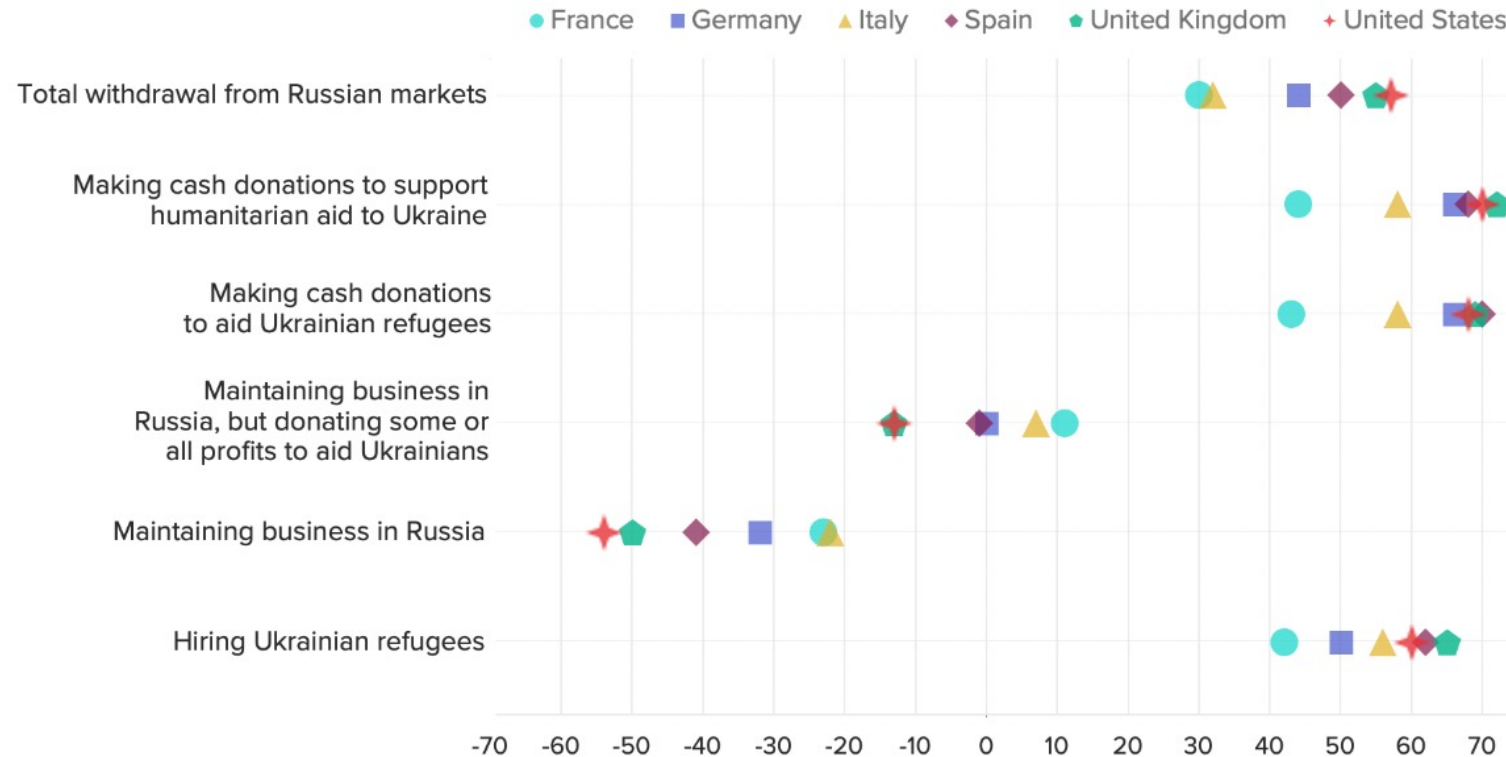


Polls conducted in July 2023, among a representative sample of roughly 1,000 adults, per country with unweighted margins of error of up to +/-3%.

VALUES-BASED PURCHASING AMID THE WAR IN UKRAINE

But “values” vary across countries and demographics, posing challenges for business leaders

Net approval for a variety of business actions in response to Russia’s invasion of Ukraine



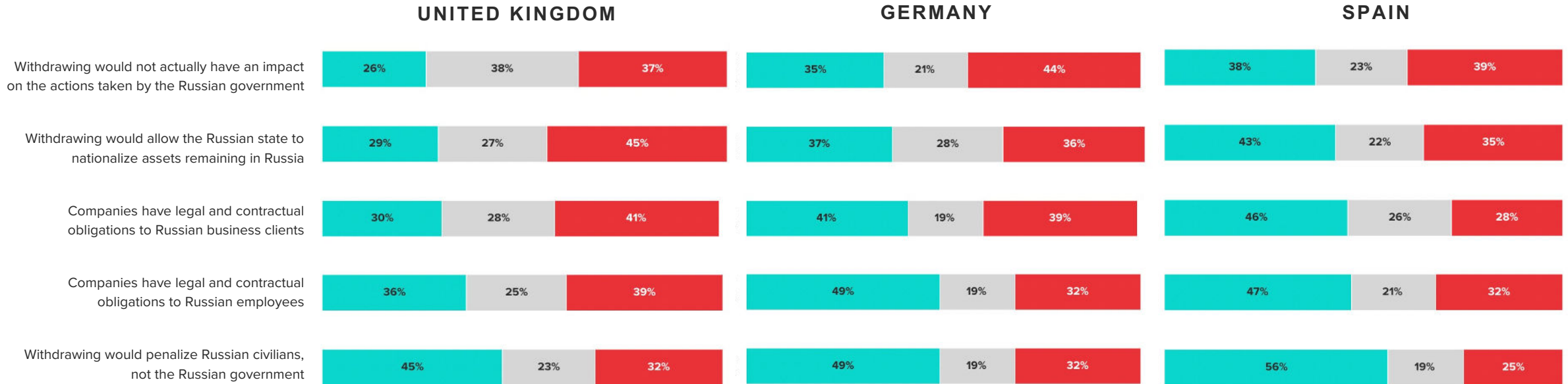
Survey conducted March 29-31, 2022, among representative samples of 2,100 U.S. adults and roughly 990 adults in each of the European countries shown, with an unweighted margin of error of up to +/-3 percentage points. Net approval is the share of respondents who said they “strongly” or “somewhat” support each action minus the share who said they “strongly” or “somewhat” oppose it.

RUSSIA/UKRAINE

There is nuance even within culturally similar markets

Respondents in the following countries were asked how convincing they find each of these corporate justifications

■ Convincing ■ Don't know/No opinion ■ Not convincing

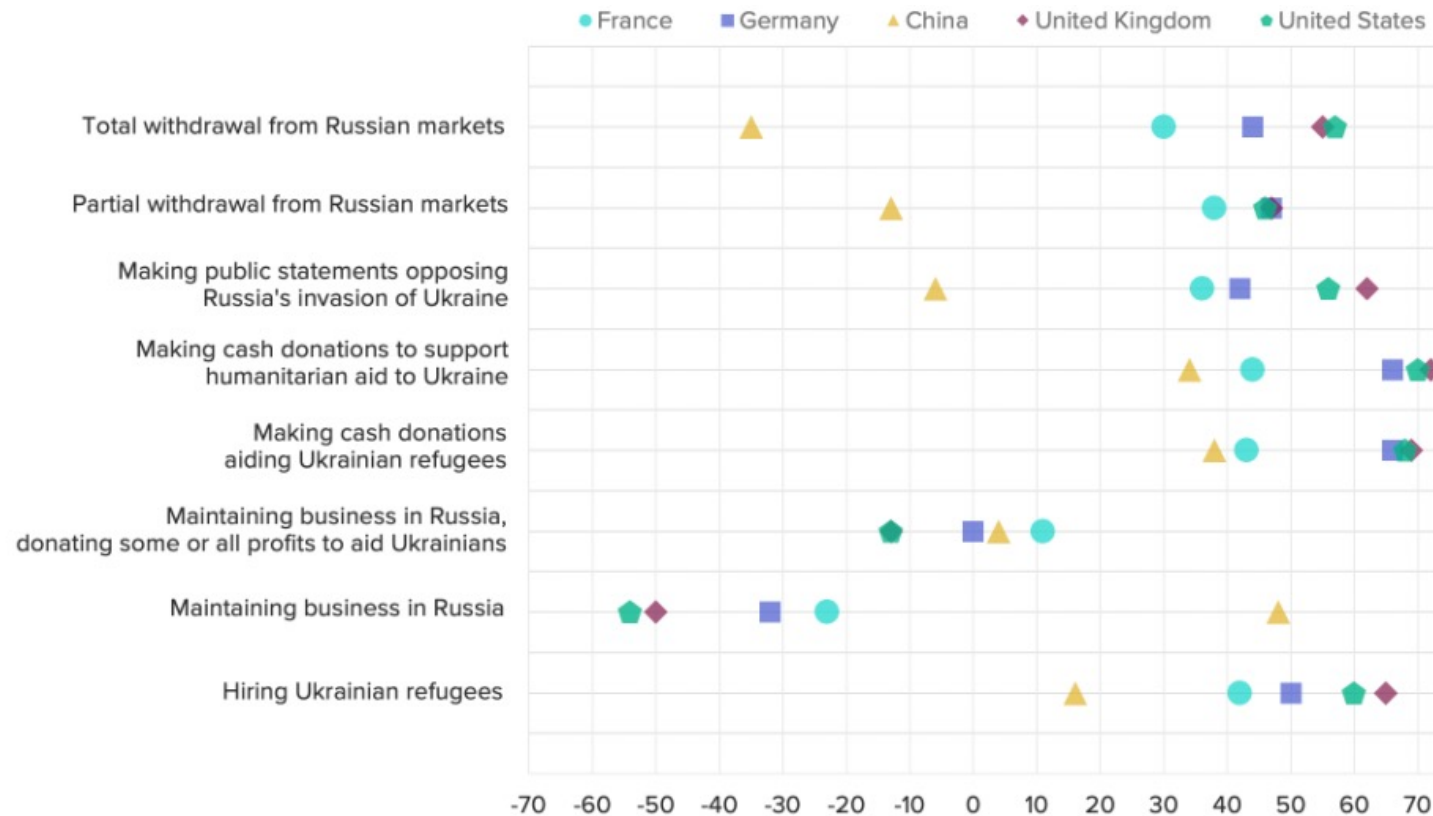


Survey conducted March 29-31, 2022, among representative samples of 2,100 U.S. adults and roughly 990 adults in each of the European countries shown, with an unweighted margin of error of up to +/-3 percentage points. Figures may not add up to 100% due to rounding.

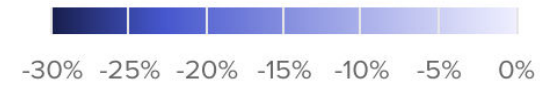
VALUES-BASED PURCHASING AMID THE WAR IN UKRAINE

A one-size-fits-all approach is even more elusive between regions, as evidenced by divergent understandings of values among consumers in Asia, versus Europe and the United States

The share who approve minus the share who disapprove of the following measures in response to Russia's invasion of Ukraine:



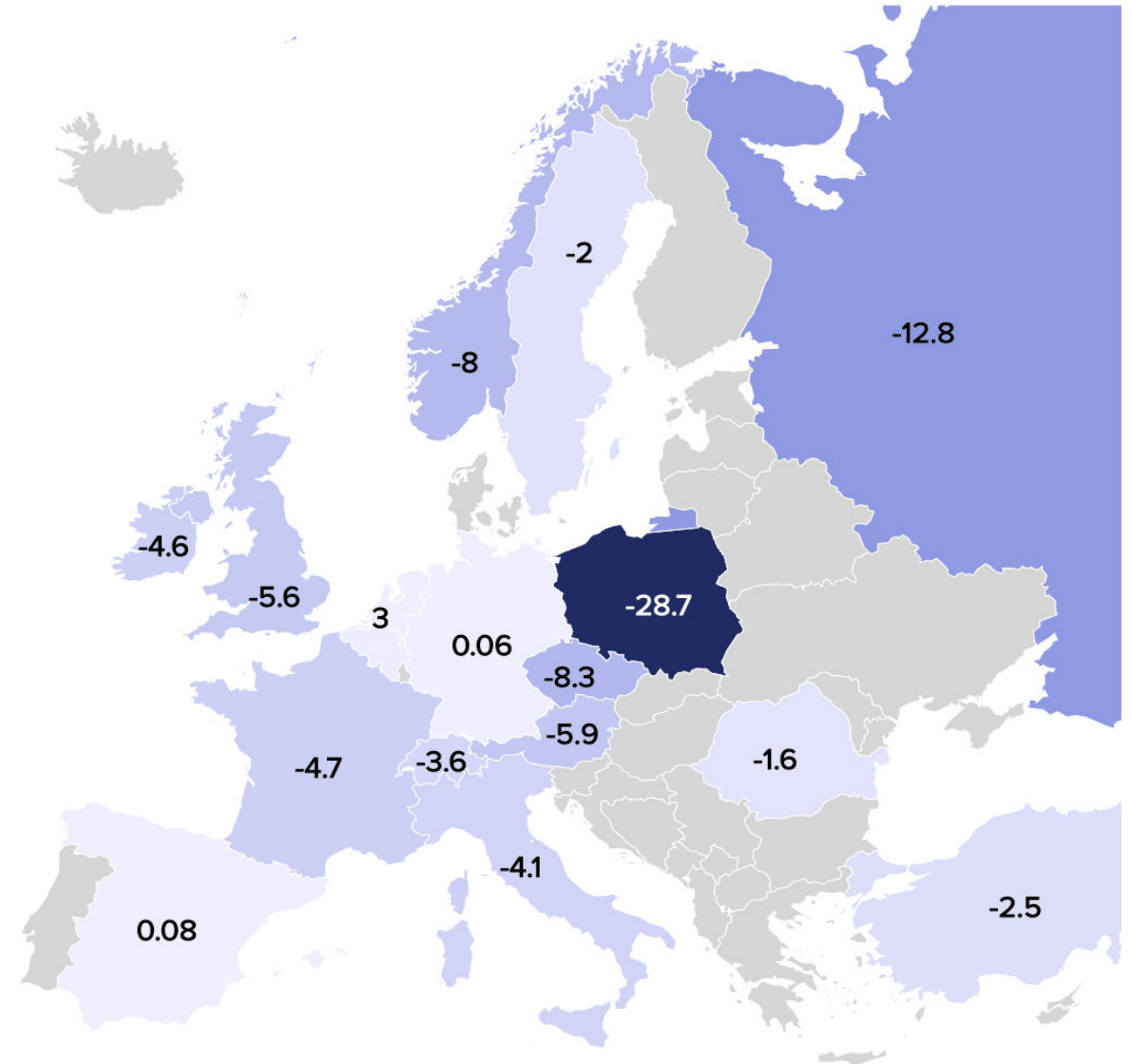
Surveys conducted April 11-14, 2022, among a representative sample of 998 Chinese adults and March 29-30 among roughly 990 U.K., German and French adults each, with unweighted margins of error of +/- 3 percentage points. Survey conducted March 30-31 among a representative sample of 2,210 U.S. adults, with an unweighted margin of error of +/- 2 percentage points.



RUSSIA/UKRAINE

There was no painless option for this company, which had operations and customers in both markets

Cross-country comparison in Europe of percentage point change in views: Feb to April 2022



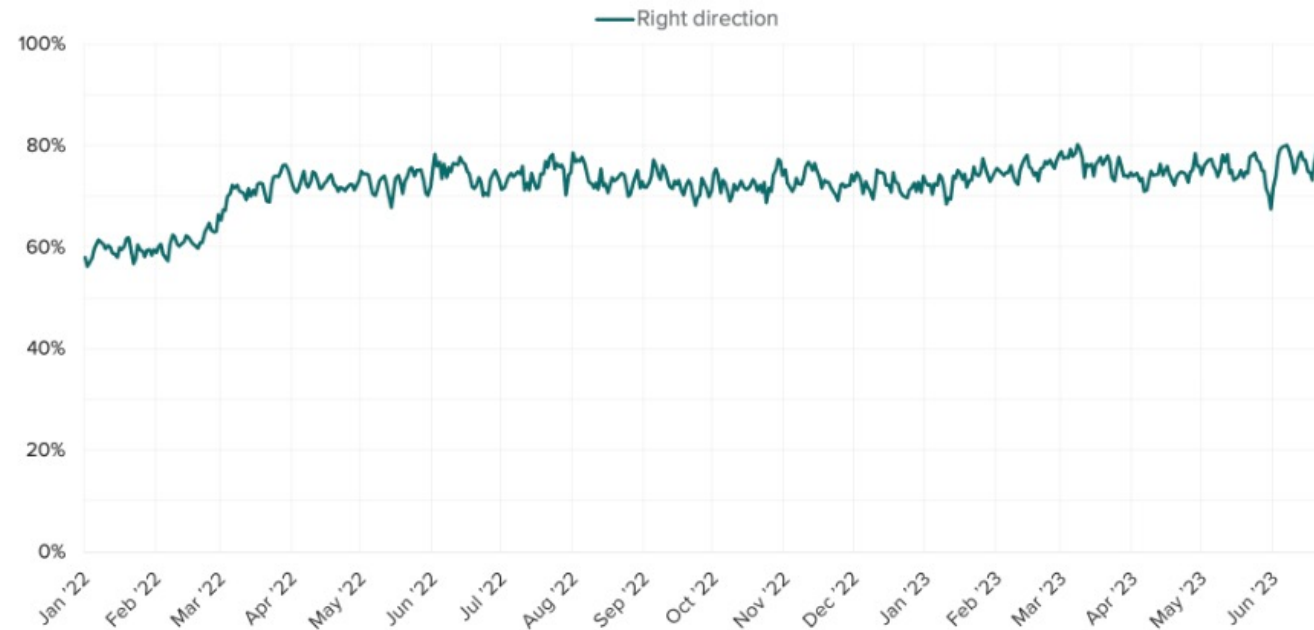
The view from Russia

Russia is now
More Militaristic,
More Nationalistic, and
More Closed to Foreign Business

Russians rallied around the flag...and are still there

Russians' Views of Their Country's Trajectory Hold Steady Despite Wagner Group March on Moscow

Share of respondents who say Russia is headed in the right direction



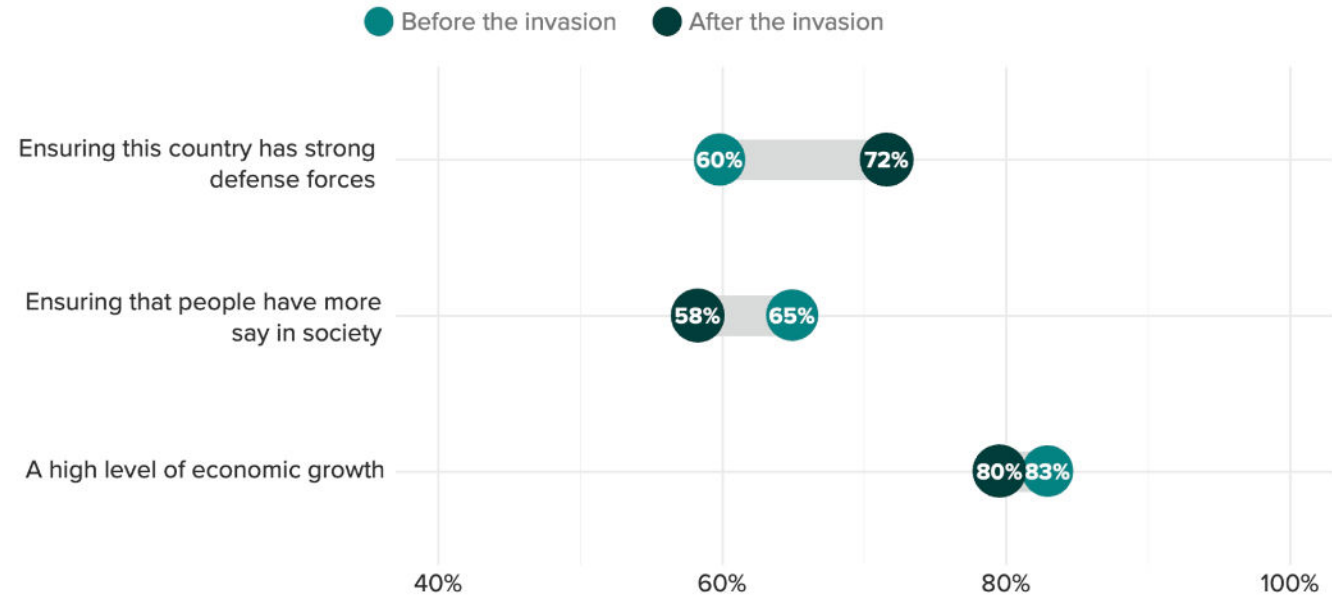
MORNING CONSULT

Each data point reflects a three-day moving average of surveys conducted among representative samples of roughly 400-1000 Russian adults with unweighted margins of error of +/-3-5 percentage points.

The View From Russia

Thinking of the Coming Decade, More Russians Now Prioritize Defense Over Social and Economic Issues

Share of Russian adults who said each of the following is “very important” for their country over the next 10 years:



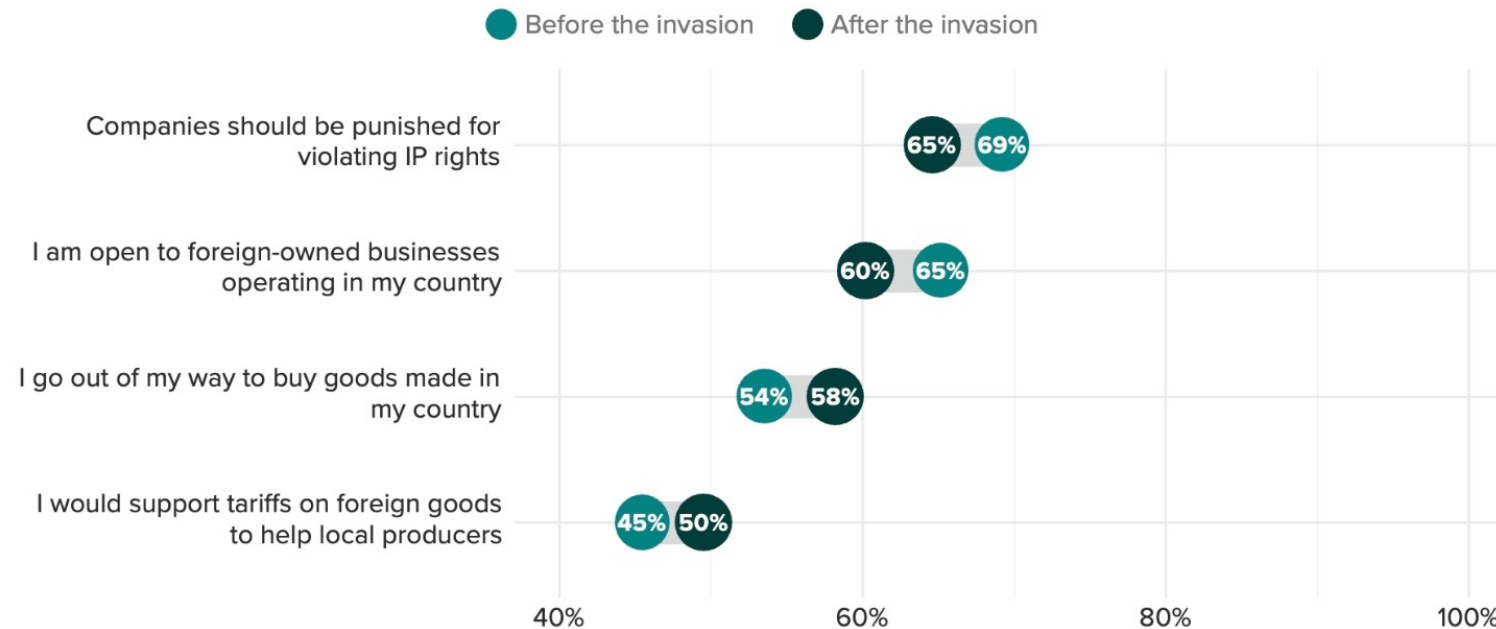
MORNING CONSULT® All differences in means were statistically significant at the 1% level using a two-sample t-test.

Values are simple averages of monthly data corresponding to the prewar (January 2021-January 2022) and postwar (March 2022-February 2023) periods.

Russia is not open for business

Economic Nationalism Has Grown in Russia Since the Invasion

Share of Russian adults who said they “strongly” or “somewhat” agree with each of the following statements:



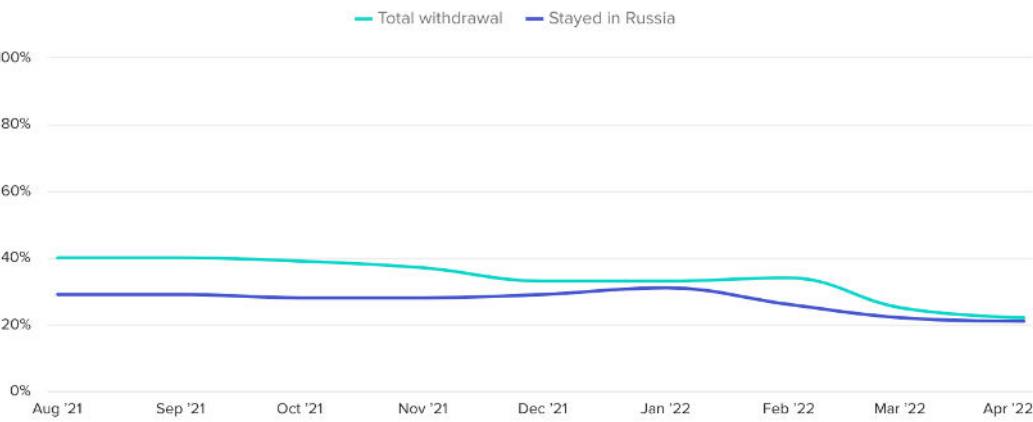
MORNING CONSULT™

All differences in means were statistically significant at the 1% level using a two-sample t-test.

Values are simple averages of monthly data corresponding to the prewar (January 2021-January 2022) and postwar (March 2022-February 2023) periods.

Salience by location: Russia

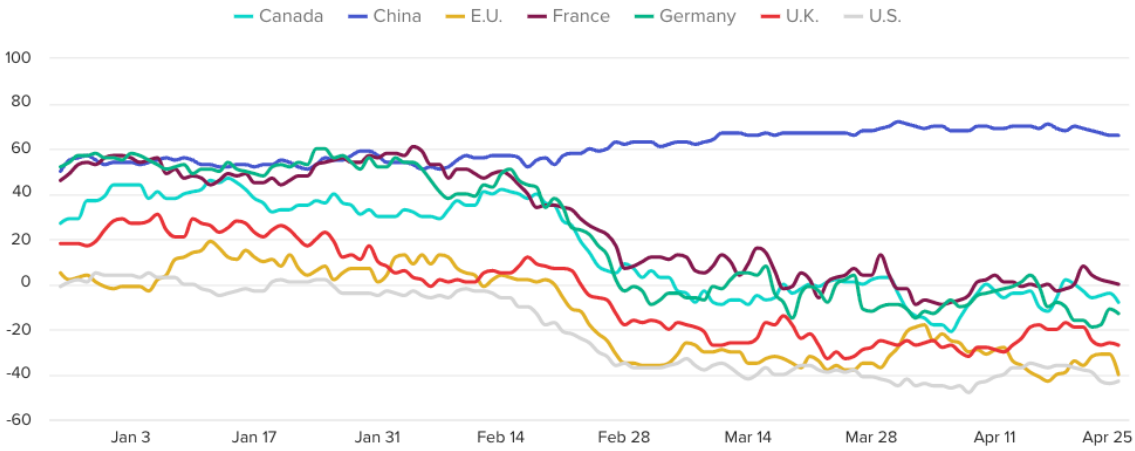
Russian net favorability for 20 Western brands dropped, with large declines for companies that withdrew from the country’s market and smaller but still substantial declines for those that stayed



MORNING CONSULT Net favorability is the share of respondents who have a favorable view minus the share who have an unfavorable view

Morning Consult Brand Intelligence interviews about 200 adults per brand daily and over 12,000 adults around the globe every day through multiple online survey panel providers. Interviews are conducted among a representative sample of adults in the world’s emerging and largest economies.

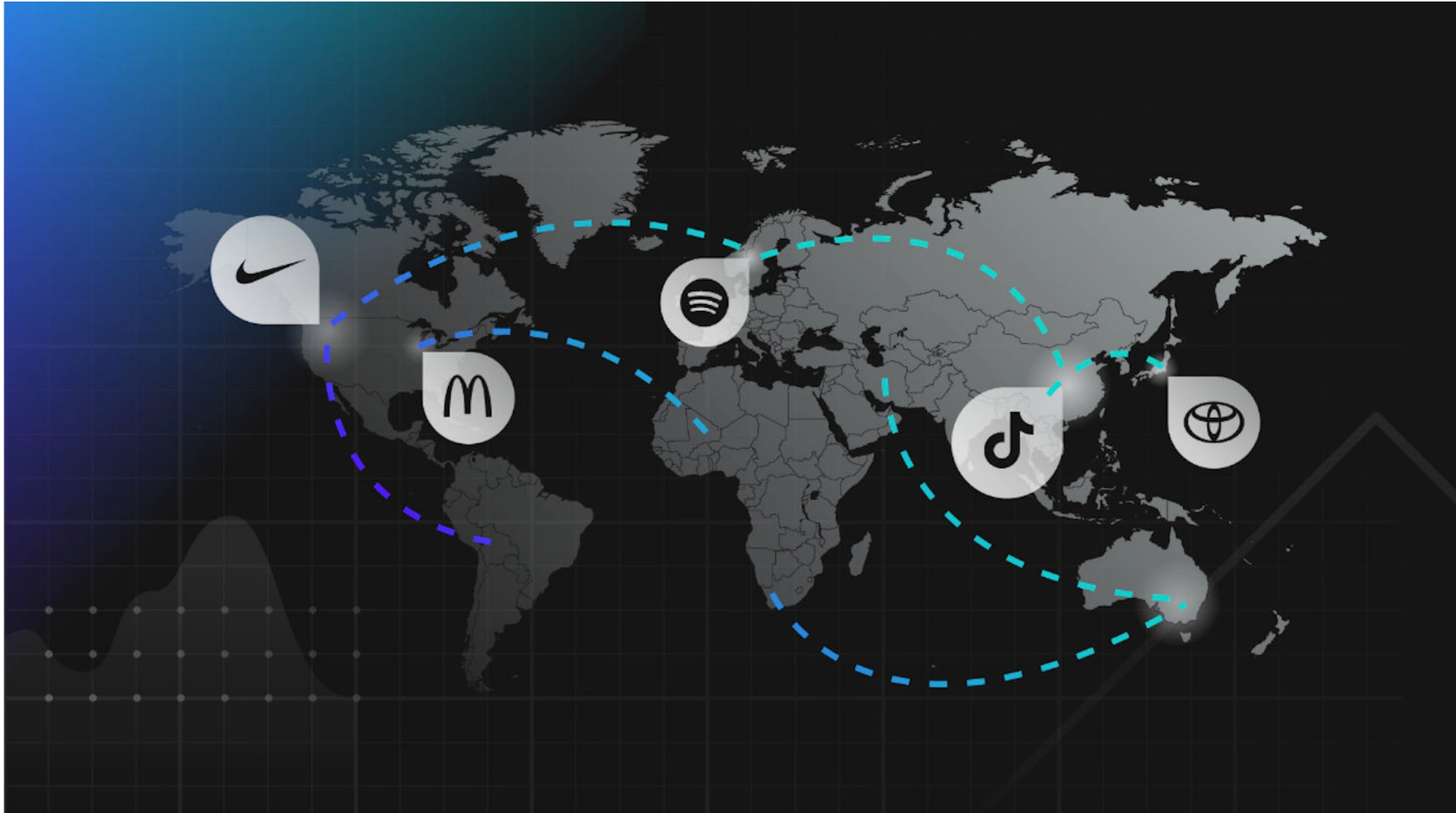
Western countries’ net favorability ratings plummet as Russians turn their backs on Western companies



MORNING CONSULT Net favorability is the share of respondents who have a favorable view minus the share who have an unfavorable view

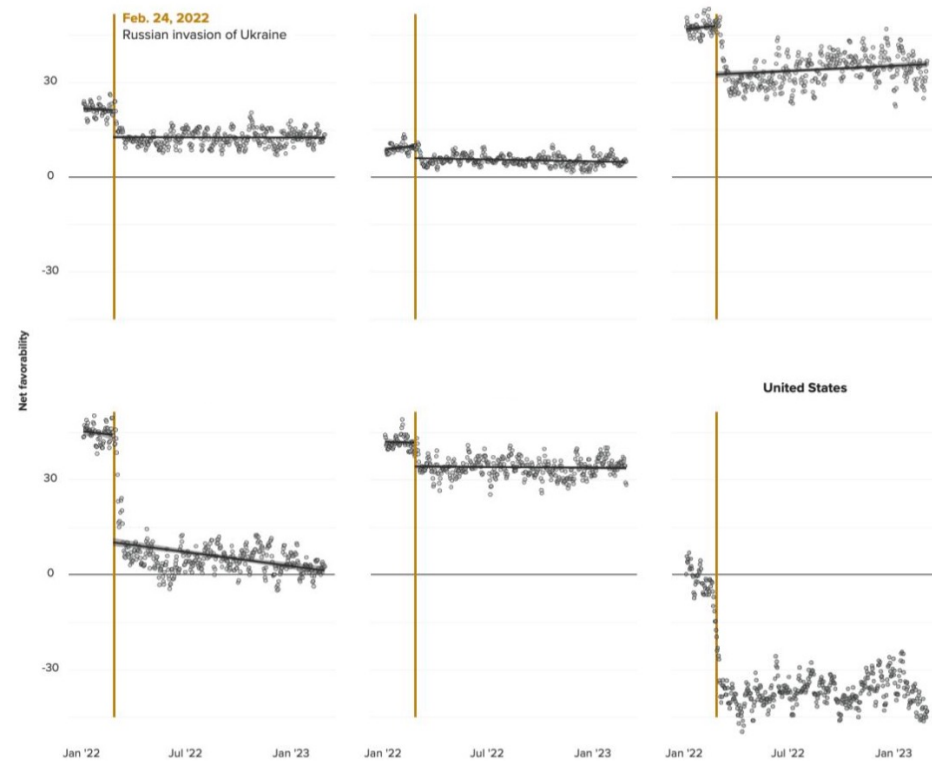
Morning Consult Brand Intelligence interviews about 200 adults per brand daily and over 12,000 adults around the globe everyday through multiple online survey panel providers. Interviews are conducted among a representative sample of adults in the world’s emerging and largest economies.

Country Affinity



U.S. brand reputation in Russia plummeted post Ukraine invasion

Russian Consumers' Views of the United States and Major U.S. Brands Plummeted After the Invasion

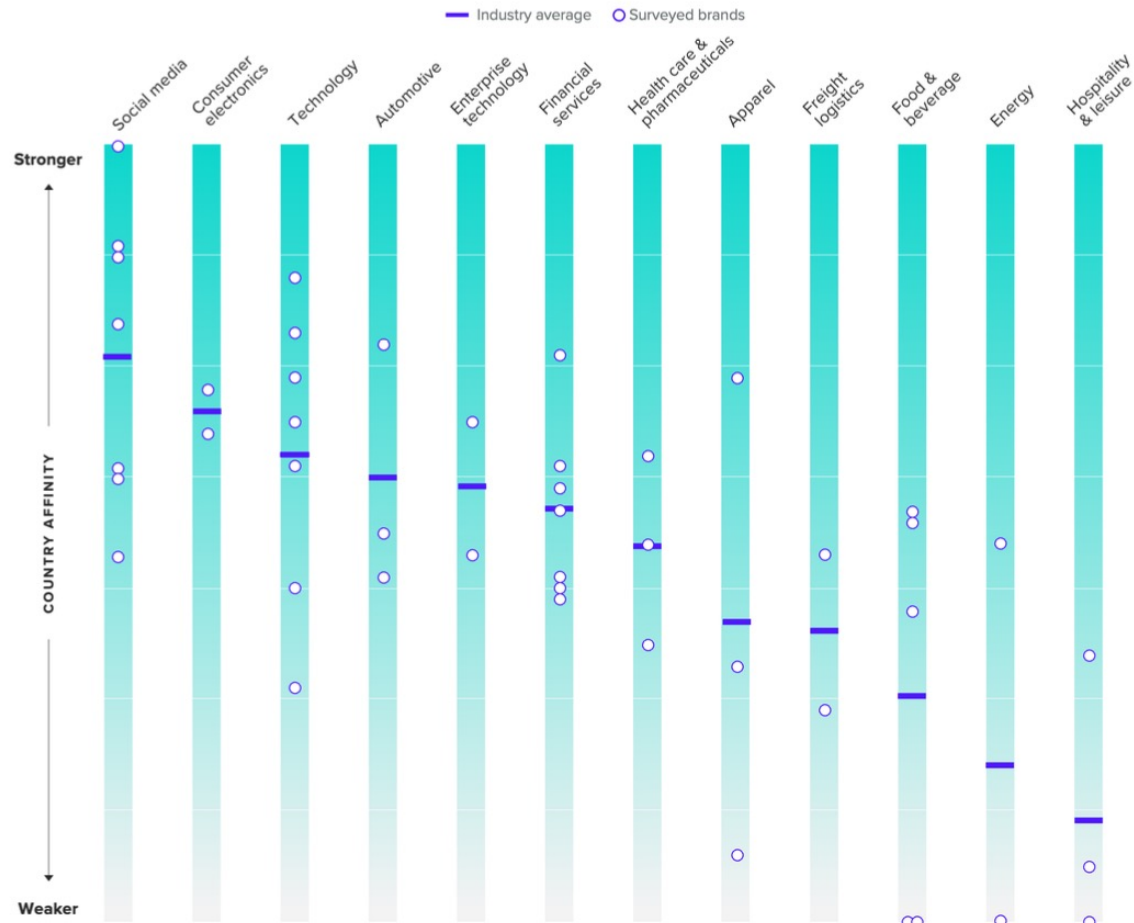


Each data point represents a trailing 5-day moving average of Russian consumers' net favorability toward the indicated brand. Underlying data derives from daily surveys conducted Dec. 31, 2021-Feb. 28, 2023, among Russian respondents. Solid lines represent best-fit lines before and after the invasion using ordinary least squares regression. "Net favorability" is the share of adults who say they hold favorable views minus the share who say they do not.

Country Affinity

Country affinity varies by industry

Country Affinity as Measured by Correlation and Organized by Industry

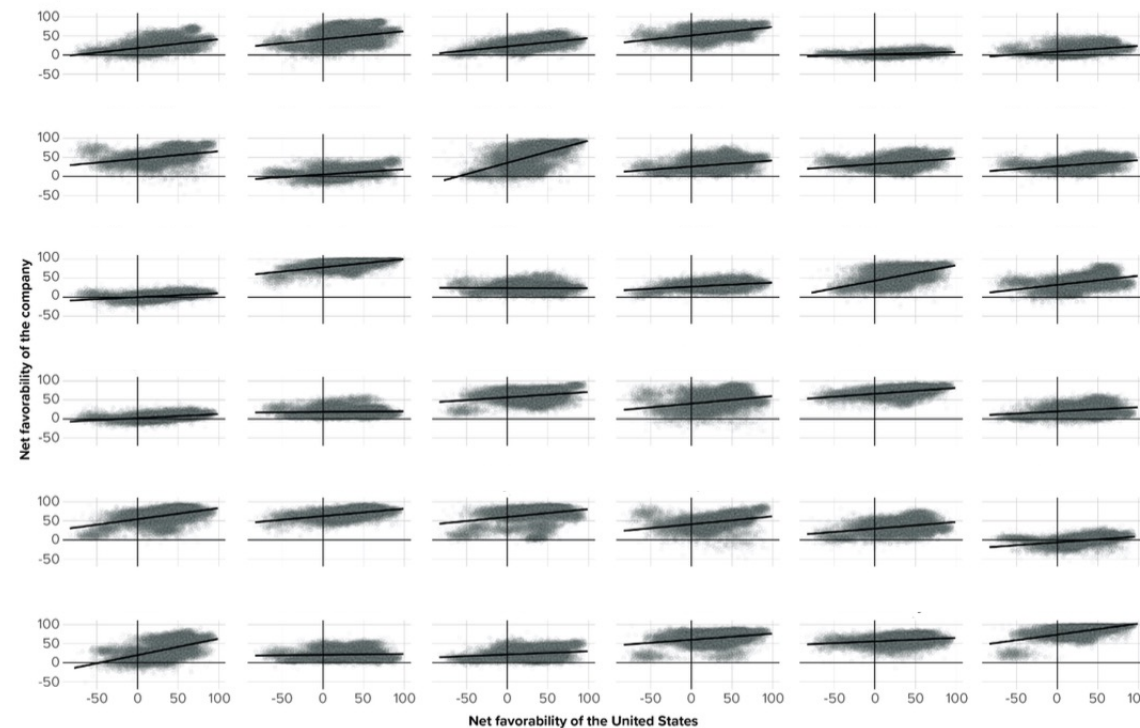


Using the correlation coefficient, we show industry averages (through z-score averaging) and overall relationship strength. Underlying data derives from daily surveys conducted Dec. 31, 2021-Feb. 28, 2023, across 43 countries.

Country Affinity

Country Affinity as a metric is based on correlations, and as a concept is based on theory and experiments

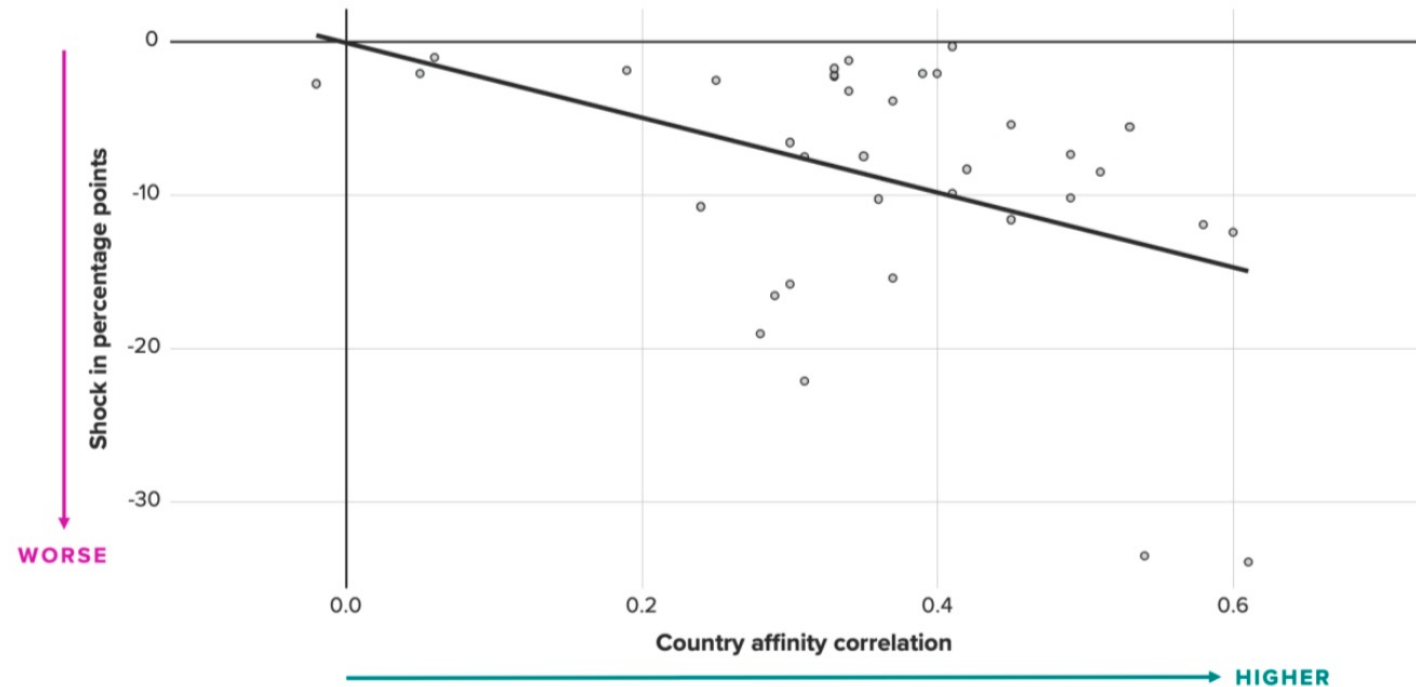
U.S. Companies' Global Reputations Correlate Positively With the United States' Reputation



Each point represents net favorability toward the United States and net favorability toward the company in question on a given day in a single market. Underlying data derives from daily surveys conducted Dec. 31, 2021-Feb. 28, 2023, across 43 countries. Average sample sizes per day per market can be found in Appendix [4.1](#). "Net favorability" is the share of adults who say they hold favorable views minus the share who say they do not.

The country affinity score is a useful tool for understanding geopolitical brand risk

Country Affinity Scores Are Predictive of Reputational Damage After a Crisis



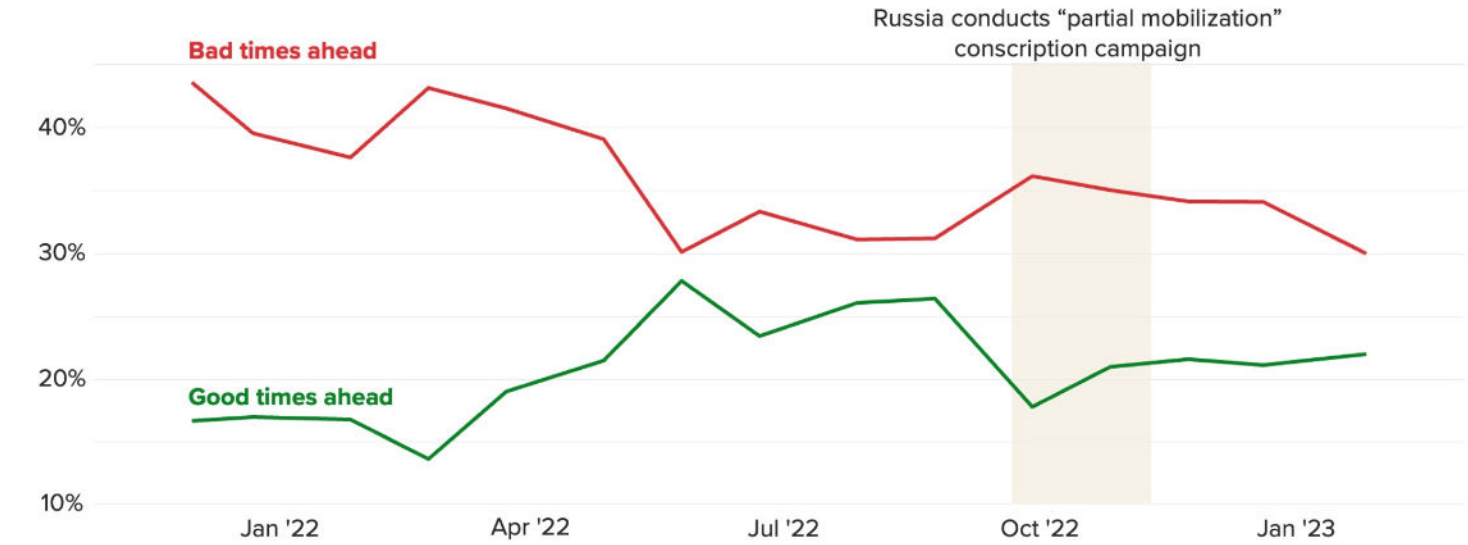
The y-axis shows the coefficients for each company of the interrupted time series post-invasion shock; the x-axis plots the country affinity score for each company as calculated earlier in this white paper, with Russian data removed. Underlying data derives from daily surveys conducted Dec. 31, 2021-Feb. 28, 2023, across 42 countries. Solid line represents a best-fit line using ordinary least squares regression.



Extra Slides

Fewer Russians, Though Still a Plurality, Expect Bad Times in the Coming Year

Share of Russian adults who said they expect good/bad times financially in the year ahead



MORNING CONSULT

Surveys conducted monthly among representative samples of roughly 1,000 Russian adults each, with unweighted margins of error of +/-3 percentage points.

For Gen Z, the Future of Corporate Activism is Local First, Global Second

 MORNING CONSULT®

Net shares of each generation who say they are proud to live in the United States



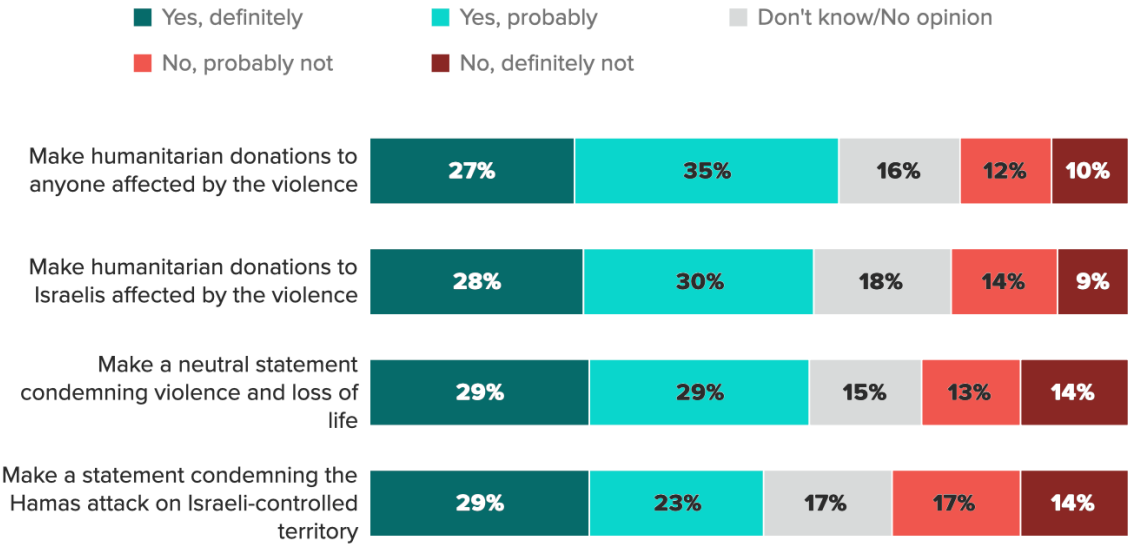
Polls conducted in May 2023, among a representative sample of roughly 1,000 adults, with unweighted margins of error of up to +/-3%.

Israel/Hamas

A Brief Digression

Consumers Prefer Humanitarian Donations to Statements Alone

Share of informed U.S. adults who said that brands should do each of the following:



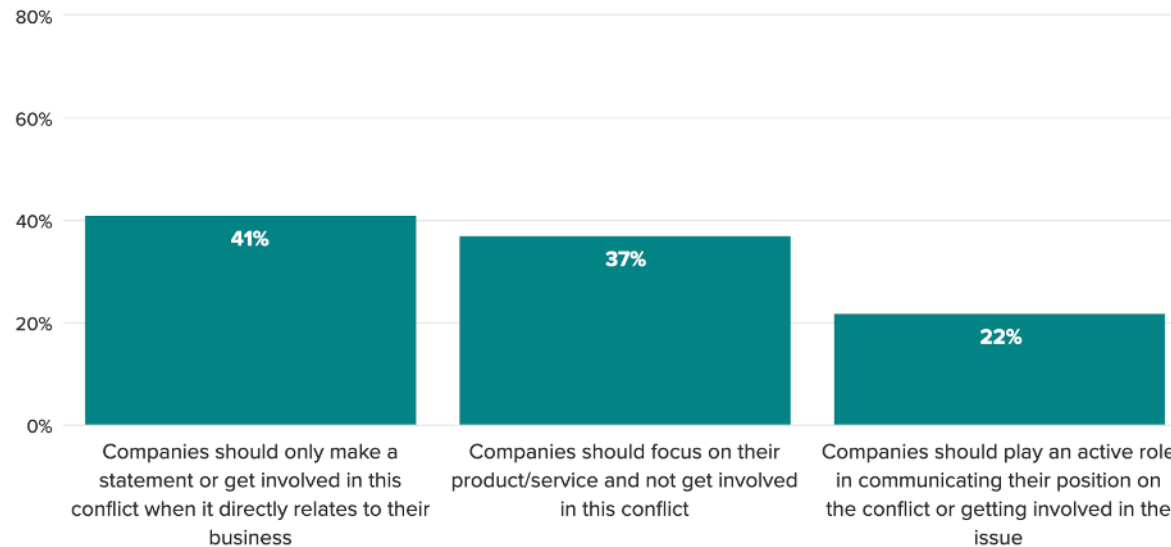
MORNING CONSULT

Survey conducted Oct. 10-11, 2023 among a representative sample of 2,142 U.S. adults, 1,546 of whom said they know "a lot" or "some" about the broader Israeli-Palestinian conflict or had seen, read or heard "a lot" or "some" about Hamas' attack, with an unweighted margin of error of +/-2 percentage points.

This conflict is riskier for brands among Western consumers, who are themselves more divided on the issue

Companies Should Consider Carefully if Their Action Is Authentic

Share of U.S. adults who said each statement was closest to their view

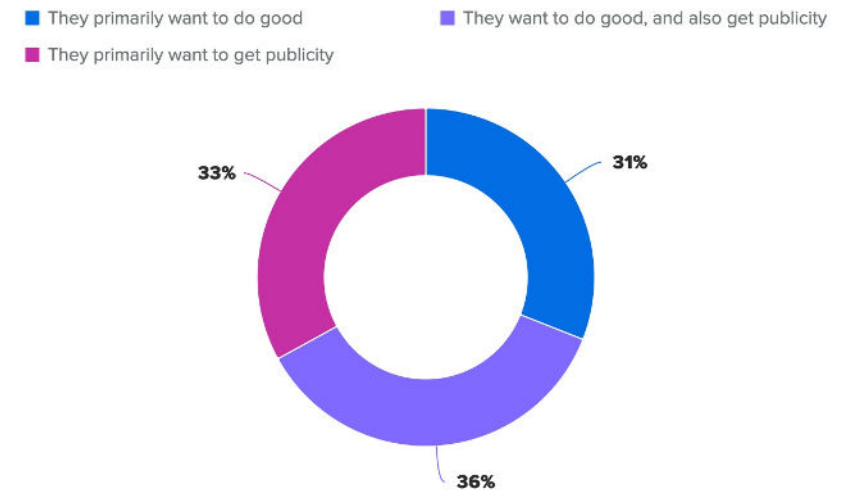


MORNING CONSULT

Surveys conducted Oct. 10-11, 2023 among a representative sample of 2,142 U.S. adults, with an unweighted margin of error of +/-2 percentage points.

Corporate Statements on Hamas' Attacks Risk Coming Across as Publicity Plays

Share of U.S. adults who had seen public statements from companies about the attacks and expressed a view of why they think companies released these statements:



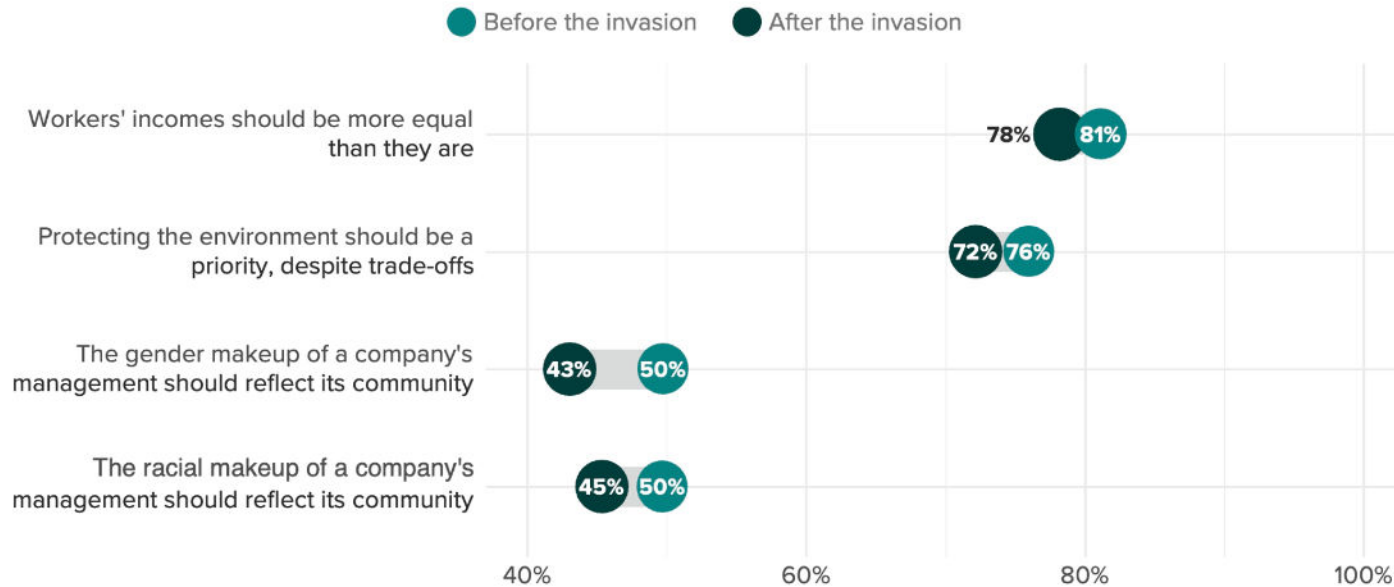
MORNING CONSULT

Survey conducted Oct. 10-11, 2023 among a representative sample of 2,142 U.S. adults, 964 of whom said they had seen a statement regarding Hamas' attacks in Israel, for an unweighted margin of error of +/-3 percentage points.

Back to the Topic at Hand

Sorely needed social investments will be delayed, stunting future growth

Share of Russian adults who said they “strongly” or “somewhat” agree with each of the following statements:



MORNING CONSULT

All differences in means were statistically significant at the 1% level using a two-sample t-test.

Values are simple averages of monthly data corresponding to the prewar (January 2021-January 2022) and postwar (March 2022-February 2023) periods.

Morning Consult Political Intelligence

U.S. Political Intelligence



Morning Consult surveys **6,000 adults** in the United States on key political and electoral issues **every day** to offer an unparalleled read on public views of political leaders and candidates, key policy issues, and vote choices, with **historical coverage of up to 6 years**.

WHAT WE TRACK

Presidential Approval

- Whether respondents (dis)approve of the incumbent president

Senator and Governor Approval

- Whether respondents (dis)approve of incumbent senators and governors (state-specific; incumbents are indicated by name)

Representative Approval

- Whether respondents (dis)approve of incumbent congressional representatives (district-specific; incumbents are *not* indicated by name)

Generic Congressional Ballot

- Vote choice (Democratic or Republican candidate) if congressional elections were held today

Policy Issues Informing Vote Choice

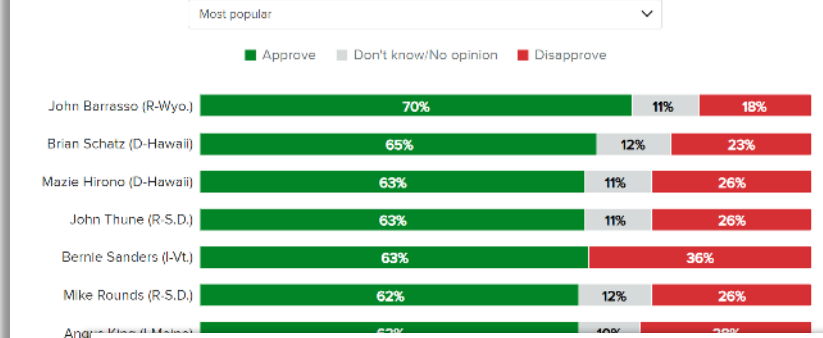
- Top set of issues informing vote choice for Congress/Senate

2020 Presidential and 2018/2022 Midterm Vote Behavior & Vote Choice

- Whether respondents voted in the 2020 presidential election and their candidate selection (Biden, Trump, other)
- Whether respondents voted in the Nov. 2018/2022 elections and their House candidate choice (Democratic, Republican, other)

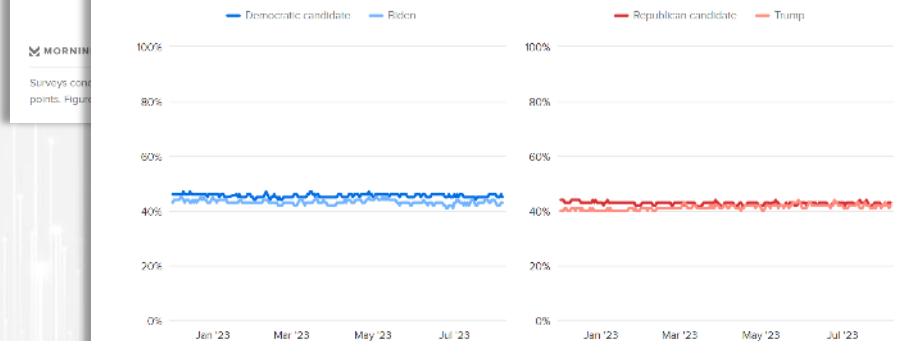
America's Most and Least Popular Senators

Share of voters in each state who approve or disapprove of the following senators' job performance:



Very Few Voters Are Separating Their Congressional and Presidential Vote Choices

Shares of voters who said they would vote for Joe Biden or Donald Trump and the Democratic or Republican candidate if elections were held today:



MORNING CONSULT

Data points reflect 3-day moving averages of representative samples of more than 5,000 registered voters, with unweighted margins of error of +/-1 percentage point.

U.S. Political Intelligence

What's included in a U.S. MCPI subscription?

Option 1: Standardized chart deck (monthly) and non-trended data delivered in PDF format (weekly)

Option 2: Trended data delivery via CSV (weekly)

For both options, chart deck and data includes:

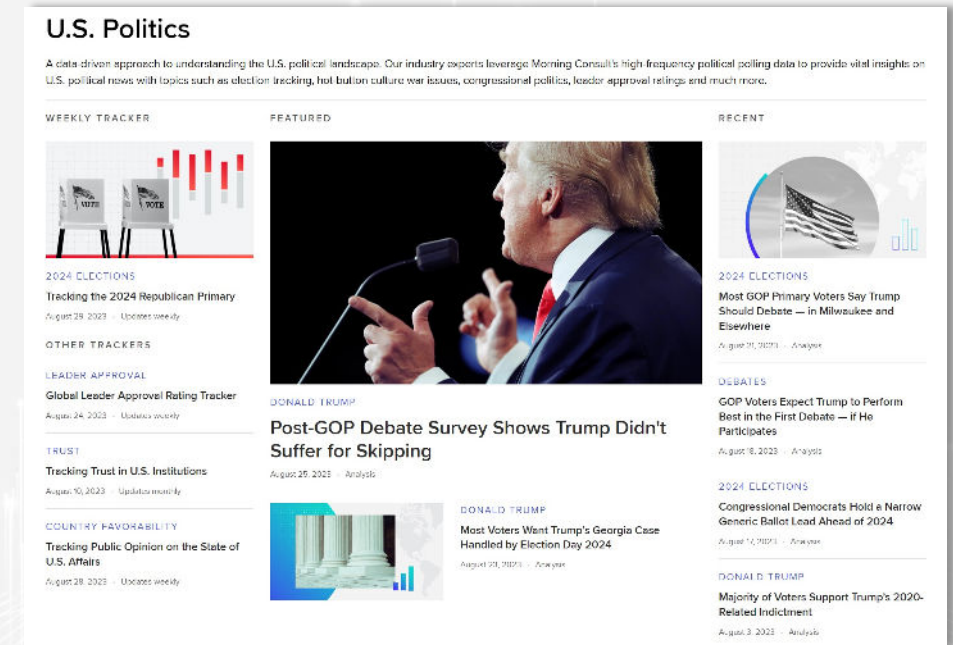
- Access to all GOP Primary Tracker data (currently live) and 2024 Election Tracker data (launching Nov 2023); chart pack visualizes core GOP Primary Tracker data series across ~250+ charts.
- Biden approval ratings
- 2024 head to heads
- Access to a *partial* set of U.S. demographics, including breakouts by: gender, age, education, race/ethnicity, party affiliation (data is based to registered voters)

Companion Analysis & Add-Ons

- One seat MC Pro subscription (5 seats included for clients who purchase Options 1 and 2)
- Access to additional demographics via CSV will be priced on a case-by-case basis.

U.S. analysis available separately via MC Pro

- Dedicated platform for U.S. political analysis authored by Morning Consult's team of analysts
- Access to memos, reports, chart packs, and trackers



Political Intelligence: U.S.-China Relations

What's included in the U.S.-China relations survey?

Survey runs monthly in both the United States and China

Delivery monthly via CSV


- Perceptions of whether the other party is friendly/an enemy
- Support for trade bans related to critical technologies
- U.S. perceptions of priority areas in which to reduce tensions
- Views on tariffs
- Views on outbound investment controls



Political Analysis

Morning Consult Pro

Morning Consult Pro

 The home for all of Morning Consult's **U.S. political analysis**, including memos, reports, trackers, chart packs & more.

Election Trackers (Weekly)

2024 General Election (weekly)

- Voters' views on candidates & issues
- *Launching in November 2023*

GOP Primary (weekly)

- Voters' views on candidates & issues
- *Launched in December 2022*

Election Reports (Monthly)

U.S. Approval & Election Watch

- U.S. voters' views on incumbents, candidates & issues, including views surrounding the 2024 elections

Topical Trackers (Quarterly)

U.S. Foreign Policy

- Voters' top concerns, isolationism vs multilateralism, troop deployments, and more

Russia-Ukraine Conflict (monthly)

- Voter enthusiasm, sanctions support

U.S.-China Relations & Transatlantic Relations

- Bilateral views, interest in resolving tensions, Cold War mentality, and policy coordination

Global Corporate Purpose*

- Navigating ESG, CSR, wokeness, and U.S. consumers' expectations of corporates

Topical Reports (Biannual)

The State of U.S.-China Relations

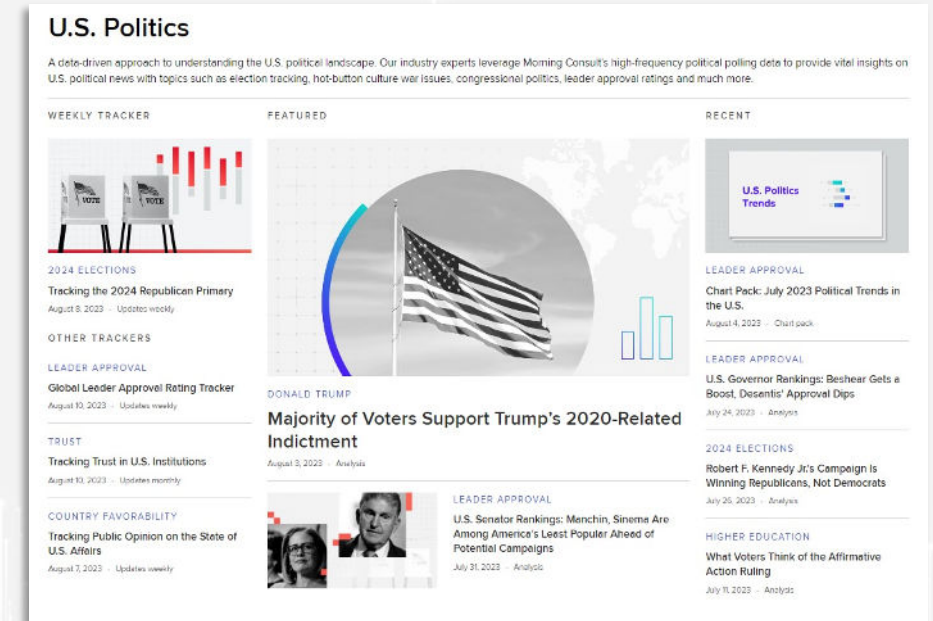
- Analysis of bilateral views, interest in policy coordination, key concerns

The State of Transatlantic Relations

- Analysis of key topical and recurring political and economic issues

What's included in an [MC Pro Subscription](#)?

- Annual access to all political analysis, including memos, research notes, reports, trackers, and chart packs
- Access to companion brand/industry and economic analysis



Morning Consult Pro



Our **U.S. topical memos** touch on everything from upcoming electoral dynamics to senator and governor approval ratings, wokeness, views of Supreme court decisions on hot-button topics, legal indictments, attitudes toward U.S. land ownership by foreign entities, & more.

Memo Cadence & Topical Coverage

U.S. Memos (weekly)

- Analysis of key policy and electoral developments, and leader approval on a weekly basis or higher

U.S. Flash Memos (twice weekly)

- Timely analysis tied to major political developments (generally same-day or next-day)

Companion Global Coverage (twice monthly per region)


- APAC, EMEA, Global Macro

What's included in an MC Pro Subscription?

- Annual access to all political analysis, including memos, research notes, reports, trackers, and chart packs



Morning Consult Pro

 The home for all of Morning Consult's **global political analysis**, including memos, reports, trackers, chart packs & more.

Trackers (Quarterly*)

The State of U.S.-China Relations*

- Bilateral views, interest in resolving tensions, Cold War mentality

Transatlantic Ties*

- Bilateral views, interest in policy coordination

U.S. Foreign Policy*

- Top concerns, isolationism

Russia-Ukraine Conflict (monthly)

- Voter enthusiasm, sanctions support

Global Corporate Purpose*

- Income inequality, unionization

Global Leader Approval (weekly)

- Approval ratings for chief executives

GOP Primary (weekly)

- Voters' views on candidates & issues

Reports (Monthly & Bi-Annual*)

The State of U.S.-China Relations*

- Biannual analysis of bilateral views, interest in policy coordination, key concerns

The State of Transatlantic Relations*

- Analysis of key topical and recurring political and economic issues

Geopolitical Risk Outlooks*

- Bi-annual global and regional outlooks (APAC, EMEA) leveraging 12 months syndicated data

Global Topical Outlooks

- Incisive, rotating monthly snapshots of views on ESG, trust & governance, threats, social policy, nationalism, and economic openness leveraging 12 months of syndicated data

Global Trade & Investment Policy Outlook*

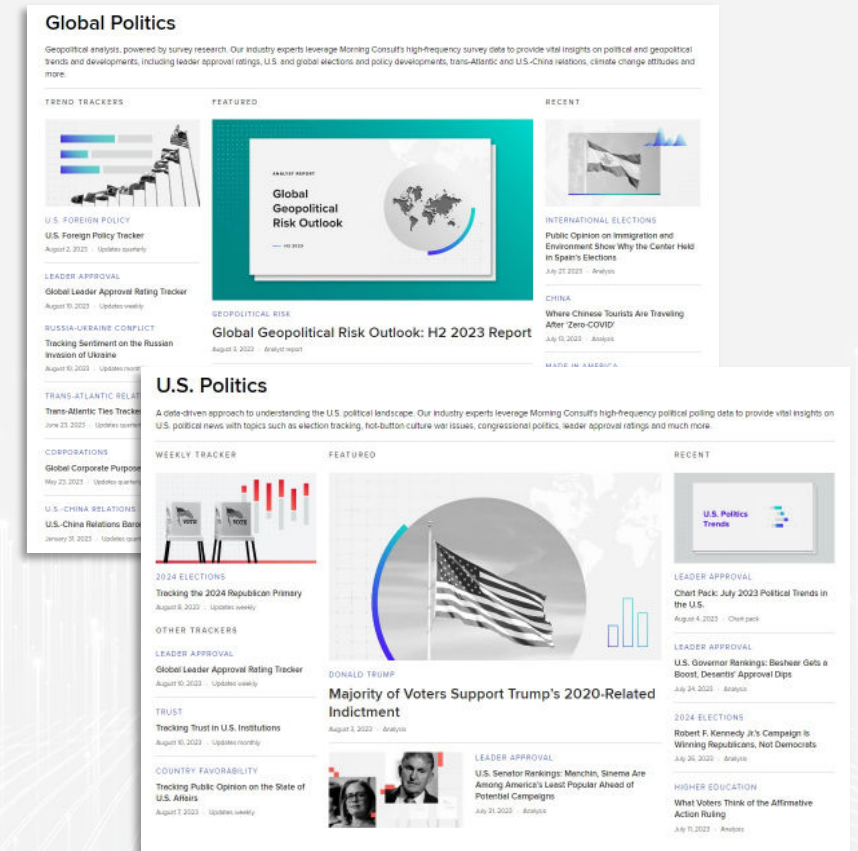
- Income inequality, unionization

U.S. Approval & Election Watch (monthly)

- U.S. voters' views on incumbents, candidates & issues

What's included in an MC Pro Subscription?

- Annual access to all political analysis, including memos, research notes, reports, trackers, and chart packs
- Access to companion brand/industry and economic analysis



Morning Consult Pro



Our **global topical memos** touch on everything from U.S.-China relations to friend-shoring, perceptions of financial market instability linked to cryptocurrency and CBDCs, how U.S. social issues affect American standing in Europe, & more.

Memo Series, Cadence & Topical Coverage

Global Coverage (twice monthly per region)

- APAC, EMEA, Global Macro

U.S. Coverage (weekly)

- Analysis of key policy and electoral developments, and leader approval on a weekly basis or higher

Global & U.S. Flash Memos (several times monthly)

- Timely analysis tied to major political developments (generally same-day or next-day)

What's included in an MC Pro Subscription?

- Annual access to all political analysis, including memos, research notes, reports, trackers, and chart packs

