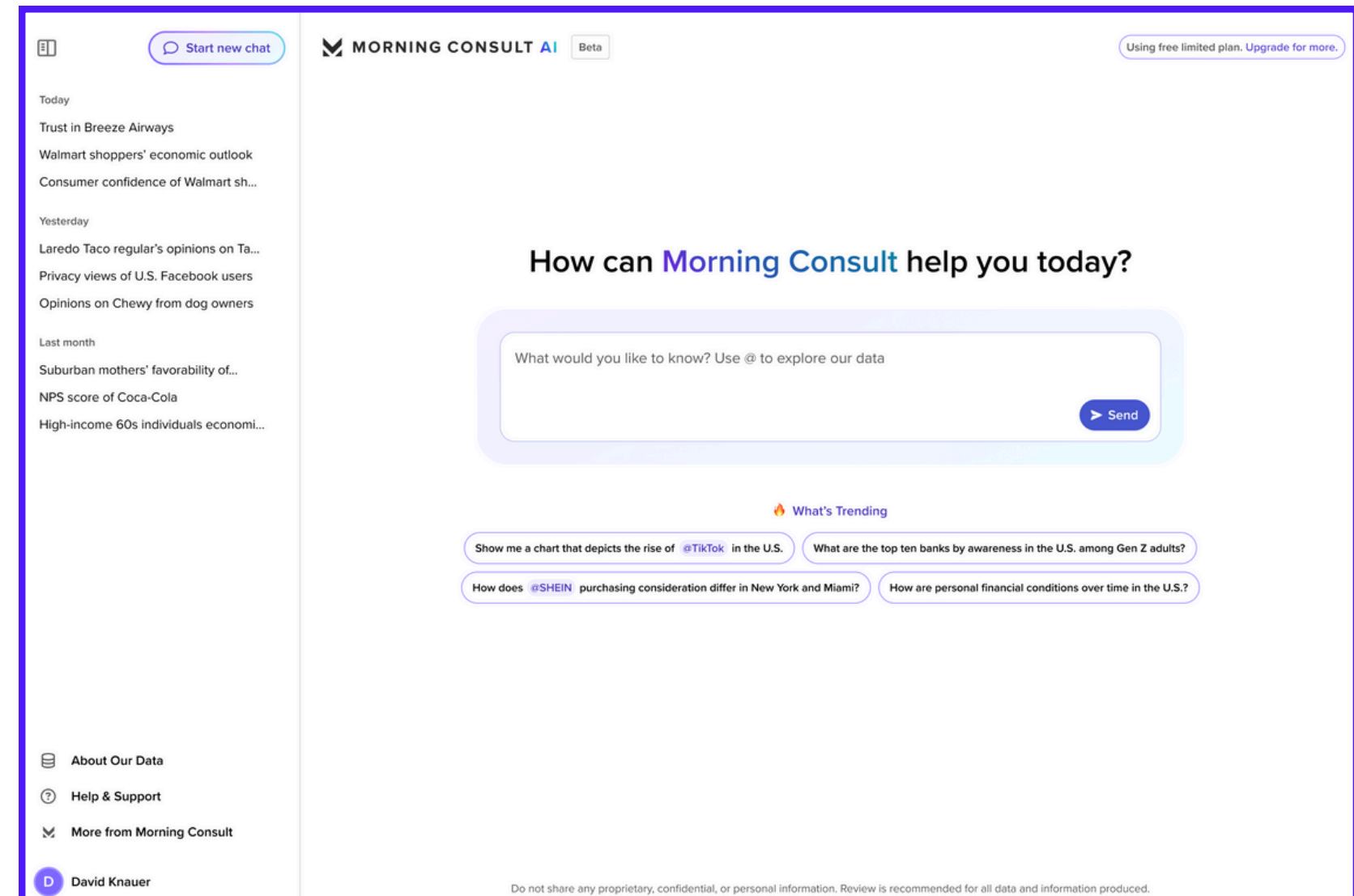




# MorningConsult.AI Cheat Sheet

Morning Consult.AI connects you directly to 30,000 daily interviews in 40+ countries **on over 5,000 brands**.

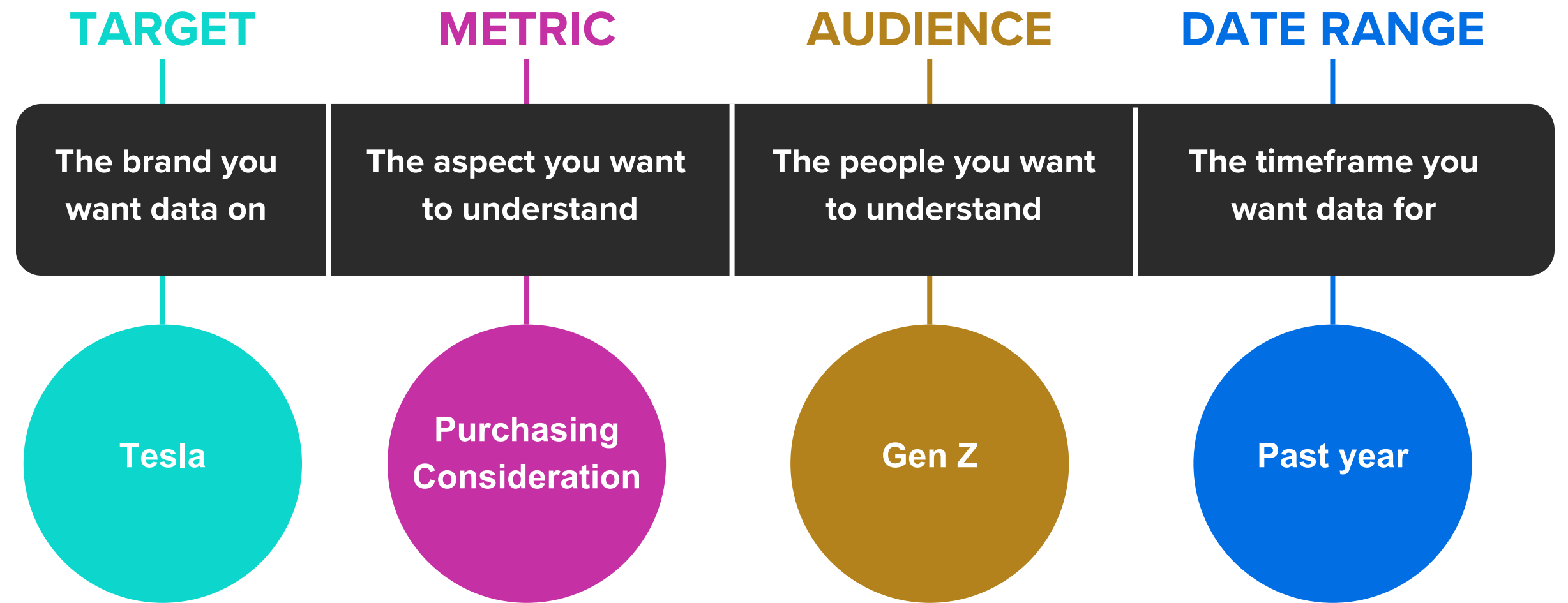
There's a world of data at your fingertips, but where to get started? This is your quick-start guide to getting the most out of MorningConsult.AI.



Try MorningConsult.AI for Free Now

# BUILDING A PROMPT

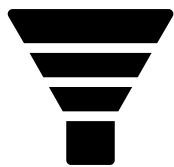
Similar to products like ChatGPT, the better your question, or prompt, the better your results. Including the following elements in your questions can help ensure Morning Consult AI quickly retrieves the data you're looking for.



“What is **purchasing consideration** for **Tesla** among **Gen Z** over the **past year**?”

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# BRAND METRICS



Morning Consult tracks full-funnel brand metrics for 5000+ brands in 40+ countries.  
**MorningConsult.AI gives you instant insight into this data.**

Brand Metric	Question Text
Buzz	Over the past two weeks, have you seen, heard or read something positive or negative about [BRAND]
Favorability	Do you have a favorable or unfavorable impression of [BRAND]?
Community Impact	Do you think [BRAND] has a positive or negative impact on your local community?
Trust	How much do you trust [BRAND] to do what is right?
Purchasing Consideration	How likely are you to consider purchasing a product or service from [BRAND]?
Usage Frequency	How often do you use or purchase something from [BRAND]?
Value	Do you think [BRAND] is a good value or poor value in relation to their cost?
Admired Employer	Thinking about your current or most recent job, would you be proud to have a similar job at the following [BRAND]
Net Promoter Score	How likely is it that you would recommend [BRAND] to a friend or colleague?

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# TRY THESE PROMPTS!

## Instant **Brand Intelligence**

The fastest way to key brand metrics on 5000+ brands and products in 40+ countries.

**Tip:** To find out if we track a brand you're interested in, ask the chat "What brands do you track in [country] and [industry], or type "@" and start typing a brand or industry name.

### Understand Full-Funnel Metrics

"What are key metrics for [BRAND] in the U.K.?"

### Track Performance Over Time

"Show me favorability for [BRAND] over the last year."

### Benchmark Against Competitors

"Rank the top 10 car companies by trust"

### Identify the Best Channels

"What are the top social media platforms for those with high purchasing consideration for [BRAND]?"

### Get Localized Granularity

"Show me a state-by-state map of favorability for [BRAND]."

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# DIG DEEPER INTO AUDIENCES

One of the most powerful things about MorningConsult.AI and the data set powering it is the sheer number of variables available, **allowing you to dig in to and compare highly targeted audiences.**

**Tip:** Ask the chat which media habits, demographics, psychographics, or behaviors you can track.



“How does Tesla favorability differ between **Millennial moms, Millennial dads, Gen X Moms** and **Gen X Dads?**”

“What is the monthly trend in Nike purchasing consideration **among Republicans who regularly use Instagram?**”

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# KEEP THE CONVERSATION GOING

Morning Consult.AI tracks the questions you ask in a conversation, allowing you to quickly iterate.

**For example, say you asked for purchasing consideration Tesla, and you want to dig in deeper.** The bolded phrases in the prompts below are a great way to keep the conversation going.



“Show me **favorability**.”

“How about **among Gen Z**?”

“What’s the trend over **the past year**?”

“How does this **compare to Ford**?”

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READY TO DIVE IN?

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Start new chat

Today

Trust in Breeze Airways

Walmart shoppers' economic outlook

Consumer confidence of Walmart sh...

Yesterday

Laredo Taco regular's opinions on Ta...

Privacy views of U.S. Facebook users

Opinions on Chewy from dog owners

Last month

Suburban mothers' favorability of...

NPS score of Coca-Cola

High-income 60s individuals economi...

About Our Data

Help & Support

More from Morning Consult

David Knauer

MORNING CONSULT AI

Beta

Using free limited plan. Upgrade for more.

How can Morning Consult help you today?

What would you like to know? Use @ to explore our data

Send

What's Trending

Show me a chart that depicts the rise of @TikTok in the U.S.

What are the top ten banks by awareness in the U.S. among Gen Z adults?

How does @SHEIN purchasing consideration differ in New York and Miami?

How are personal financial conditions over time in the U.S.?

Do not share any proprietary, confidential, or personal information. Review is recommended for all data and information produced.