

# Bloomberg Media

Policymaker Insights

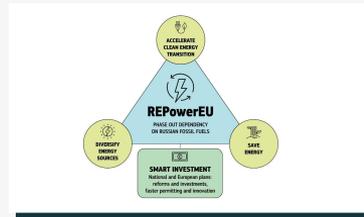


Policymakers today are tasked to answer the toughest questions from society, and are struggling to earn trust from the public.



## Inflation continues to rise

- Inflationary pressures have intensified largely due to the war in Ukraine.
- YoY inflation in the OECD as measured by the Consumer Price Index (CPI) rose to **10.5%** in September 2022. Double-digit inflation was recorded in 19 of 38 OECD countries, with the highest rates observed in Estonia, Hungary, Latvia, Lithuania and Türkiye (all above 20%).



## Green transition accelerates amidst the energy crisis

- Renewables growth opportunity: The European Commission is proposing an emergency measure to **speed up renewable project permits**.
- Countries are forming alliance: Nine countries have joined the **Global Offshore Wind Alliance** at COP27 in Egypt to scale up offshore wind energy, including Belgium, Colombia, Germany, Ireland, Japan, the Netherlands, Norway, the UK, and the US.



## Tech evolves faster than regulators can keep up

- Big tech is getting bigger: The White House is planning a post-midterms push for **antitrust legislation** that would rein in the power of the world's largest tech companies.
- Cyberattacks are on the rise: The World Economic Forum's Global Cybersecurity Outlook report indicates that cyberattacks increased **125%** globally in 2021, with evidence suggesting a continued uptick through 2022.

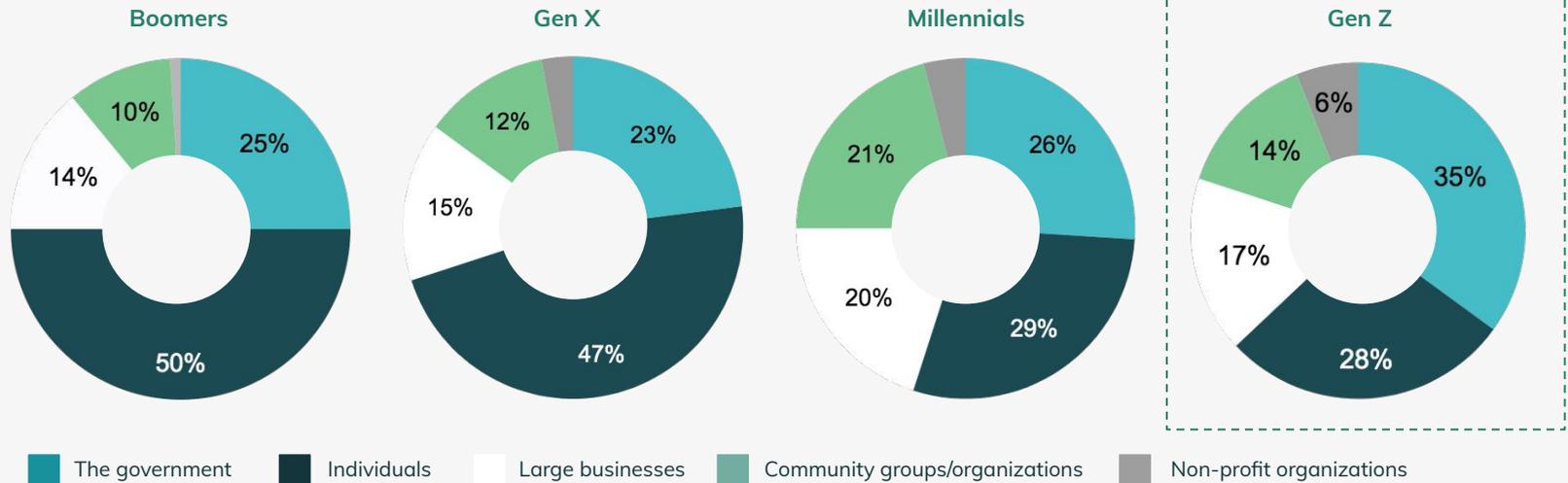


## Public trust becomes the biggest challenge

- **"The public's trust is really the Fed's -- and any central bank's -- most important asset,"** said US Federal Reserve Chair Jerome Powell.
- Inflation blunders have destroyed the trust that's anchored the global financial system since the end of the gold standard.
- With central banks rushing to lift borrowing costs to rein in prices, policymakers and economists are warning of a counterproductive clash.

The largest effort needs to be made with Gen Z – the only generation that believes the **government has the largest responsibility** to change the world.

Who has the biggest responsibility to change the world?

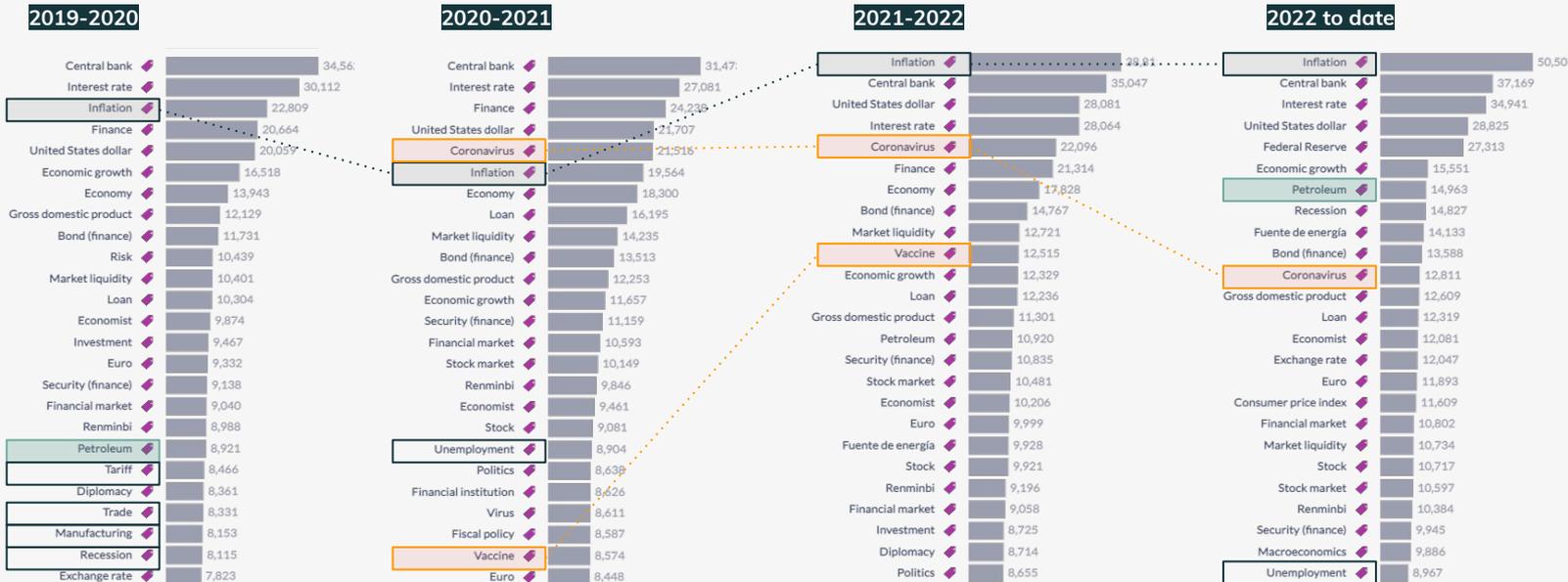


Source: Bloomberg Media #ChangeTheWorld Report 2022

Q12. Who has the biggest responsibility to change the world? Options included: Government, Individuals, large businesses, community groups, non-profit organizations.

# YoY policymakers' media association shows inflation remains a top challenge while Covid wanes. Meanwhile, energy security topics have returned as a top focus.

Top 25 concepts associated with policymakers during...

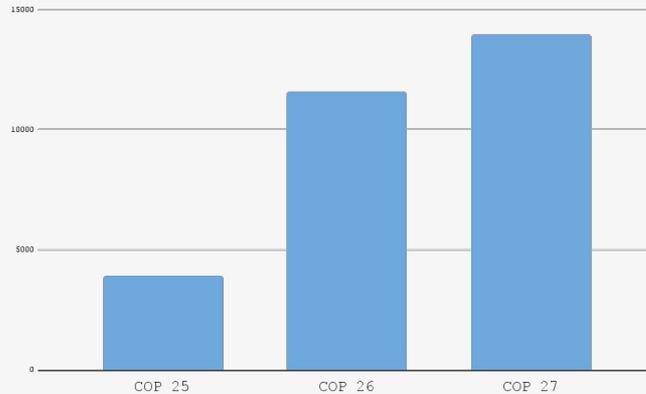


Source: BloombergAIQ, policymaker OR foreign policy OR monetary policy OR Davos or United Nations Climate Change Conference. Global, top 20% publishers.

Recently, COP27 overtook the media spotlight. Related coverage is more focused on science and society rather than typical sustainability stories.

### COP27 generated more media coverage than COP26 and COP25

Volume of media generated week-of

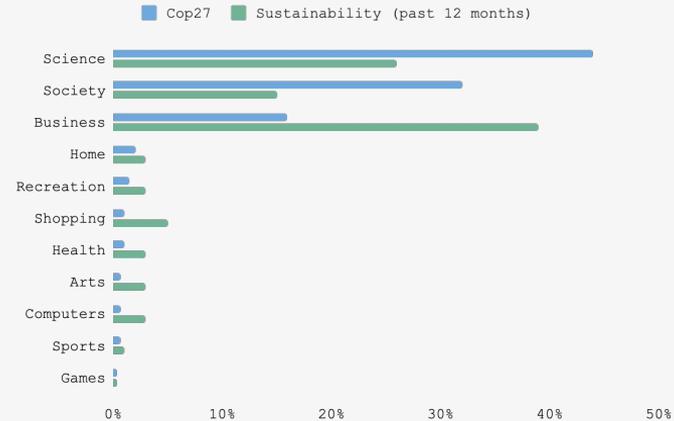


COP 25, COP 26, and COP 27 mentioned in article body  
The week of the event

Source: BloombergAiQ

### The global media coverage of sustainability skews business-focused, while COP27 stories are more focused on science and impact to society

Categories of article coverage



COP 27 November 6-18 vs "sustainability" last 12 mos  
COP27 in article body, and "sustainability" topic of article

# Policymakers have their eyes laser-focused on macroeconomic issues, tech concerns, and societal challenges.

## Topic interest of policymakers on Bloomberg:



### Macroeconomics and geopolitical forces

#### Monetary policy:

Interest rates 3.1x  
Household debt 6.8x  
Mortgage rates 5.3x

#### Macroeconomics:

Immigration law 8.2x  
GDP 3.1x  
Law 2.7x



### Tech development and concerns

#### Technologies that change the society:

Autonomous vehicle 2.7x  
Augmented reality 1.5x  
Metaverse 1.7x

#### Tech concerns:

Cybersecurity 1.7x  
Snapchat 2.9x



### Societal issues

#### Diversity and equity:

Bloomberg Equality 1.4x  
Workforce diversity 2.8x

#### Public health issues:

Prognosis 1.1x



### Climate-policy related topics

#### Interested in ESG and how it relates to policy making:

ESG 1.2x

## Media format:

### Prefer quick read on mobile:



Mobile  
1.3x



Desktop  
0.5x

### Prefer articles. Less likely to engage with visually engaging content:

Article 1.1x  
Newsletters 0.8x  
Graphic 0.2x  
Video 0.1x

\*\*\*The indices indicate the times policymakers are more likely to engage with the respective topics, than an average Bloomberg reader.



## More about the Bloomberg Media Audience Insight Series

Introduced in 2021, this monthly series from Bloomberg Media Data Science and Insight is designed to fuel marketers around the world with exclusive data and insight about key audience segments.

These data explorations leverage a variety of in-house tools and studies like:

### **Bloomberg AiQ**

BloombergAiQ, our proprietary audience and content analysis platform which analyses data from 30,000 global publishers, including Bloomberg first part data, to deliver focused intelligence on content engagement and consumption patterns.

### **Bloomberg Brand Accelerator**

The Bloomberg Brand Accelerator, measures 15,000+ global decision-makers' perceptions of 700+ brands on Vision, Strength, Trust, Relevance and Familiarity along with 50+ specific drivers that relate to those categories.

### **Bloomberg Intelligence**

Bloomberg Intelligence, a team of 350+ global research professionals delivering independent perspective providing interactive data and research across industries and global markets.



Real-time, actionable information on audiences within our modern leader universe helps our partners form strategies that connect their messages with deeply engaged influencers. It's especially powerful amid the extreme uncertainties of the past year and the emerging optimism, even as challenges remain.

Duncan Chater, Managing Director, Europe, Bloomberg Media  
[Sign up](#) to receive Audience Insights each month.