

Penta

The 118th Congress: An analysis of conservative media

Looking ahead to the 118th Congress, Penta conducted an analysis leveraging our media monitoring database*, proprietary algorithms*, and annual policymaker research** to better understand both the stated priorities of policymakers, as well as the pressures that could come from conservative media. Key findings include:

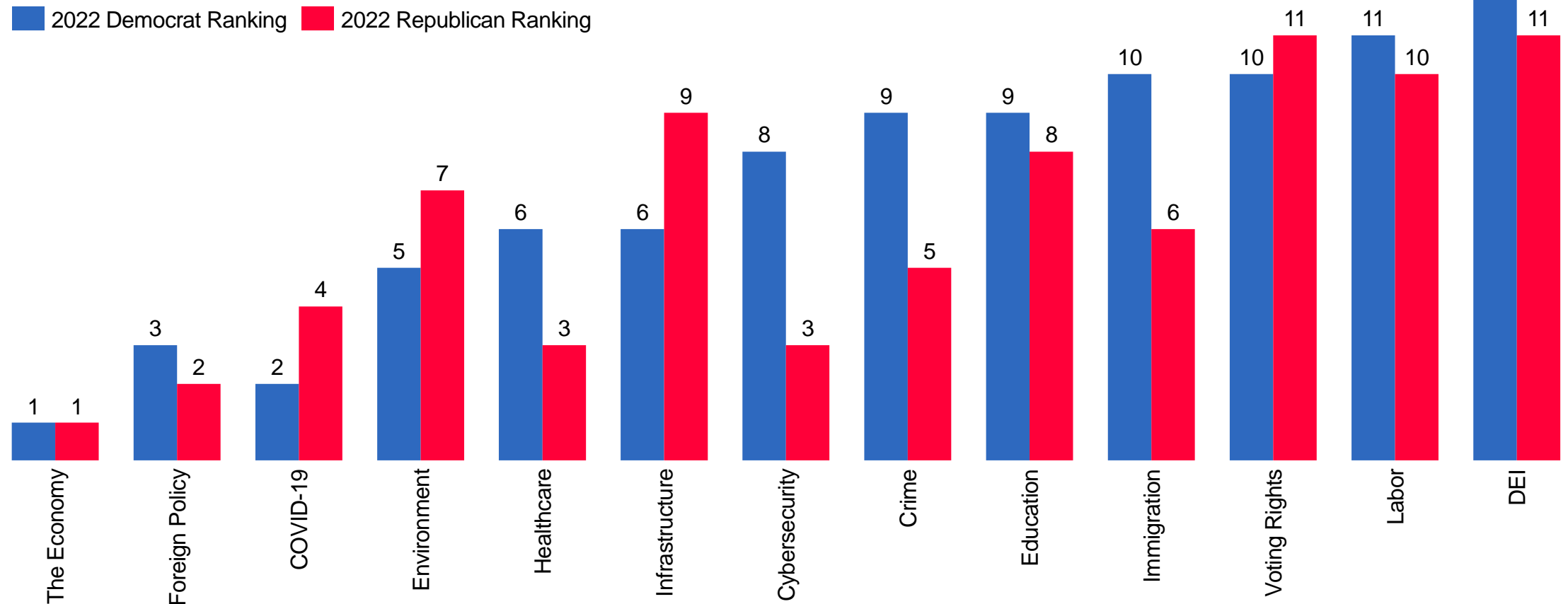
- Republicans and Democrats both rank the economy as their top priority, but diverge most starkly on prioritization of cybersecurity, crime, and immigration.
- After Ukraine and President Biden, conservative media focused negatively on abortion, ESG, and immigration, with reactions to "woke capitalism" driving the ESG conversation.

* Media analysis looked at data from 15 conservative outlets from April 1 – October 14, 2022 and uses our proprietary algorithms to measure sentiment. The total 74,679 news articles came from the following publications (online only): Breitbart, National Review, News Max, One America News Network, Reason.com, The American Spectator, The Bulwark, The Daily Caller, The Daily Wire, The Dispatch, The Federalist, The Washington Free Beacon, TheBlaze, Washington Examiner, and Washington Times Weekly Edition

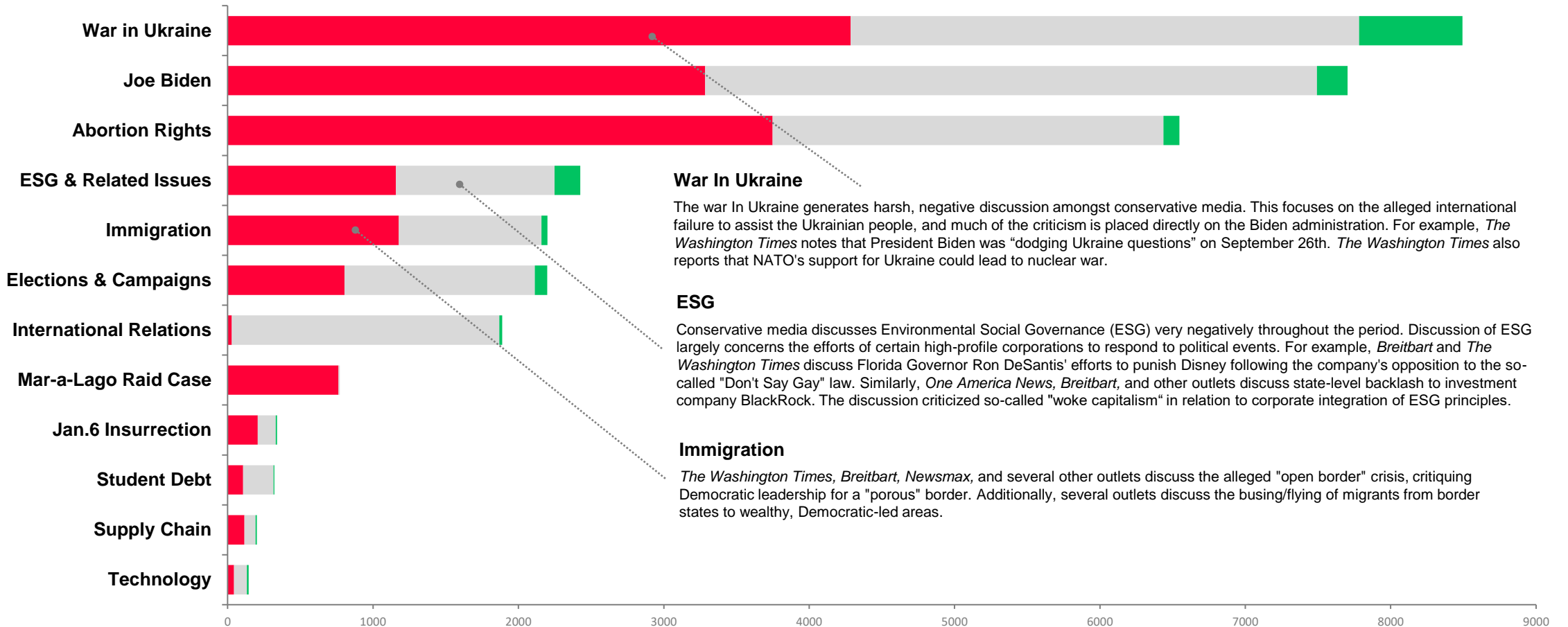
** Data comes from biannual policymaker surveys conducted by Ballast Research

Policymakers in both parties say the economy is number one; Rs put cyber, crime, and immigration much higher than Ds

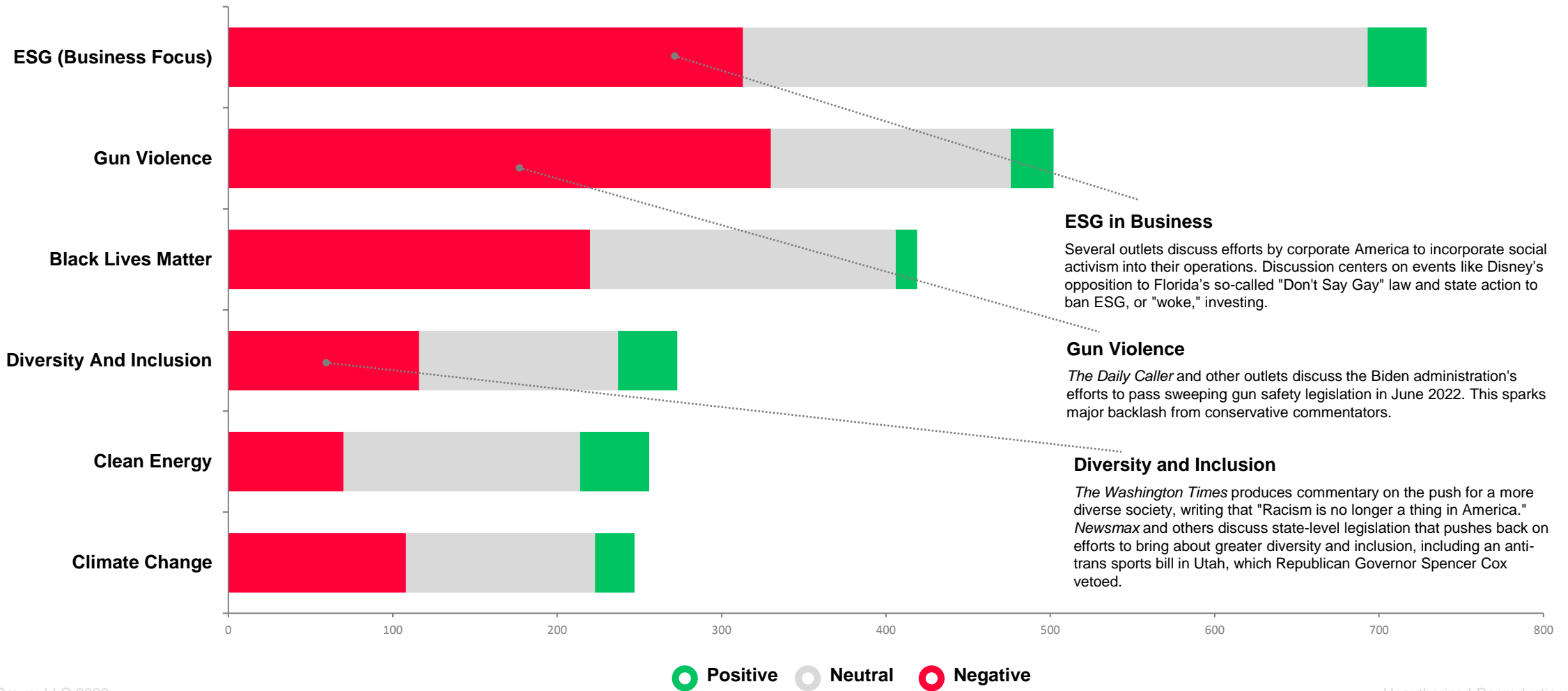
Democratic vs. Republican Policy Ranking, 2022



For conservative media, the focus has been on Ukraine, Joe Biden, abortion rights, and ESG over the past six months



Several subcategories of ESG drive negative discussion, especially reactions to "woke capitalism" and new gun violence laws



Abortion rights and war in Ukraine are conservative outlets' most visible issues

Visibility is the evolution of the weight of discussion across a given sector, month by month. This metric accounts for the volume of coverage, the coverage's prominence and relevance, and the influence of a specific source.

