

Reading THE NATION

12 JUN – 18 JUN 2023

Despite his decision to step out of the limelight by resigning as Conservative MP for Uxbridge and South Ruislip, former UK Prime Minister Boris Johnson was back in the news again last week as the House Commons privileges committee published its report into his statements to Parliament on Partygate.

The findings – he knowingly misled MPs about lockdown parties at 10 Downing Street – drove our **News & Politics** category to record weekly engagement

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Reading THE NATION

12 JUN – 18 JUN 2023



+32%

Education
3.4m weekly page views

29.7M

Events & Attractions
Page views +9% WoW

142M+

News & Politics
Page views +6% WoW



TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Education	3.4m	+32%	1.2m	+29%	2.8	+2%
Books & Literature	2.8m	+13%	0.7m	+24%	3.8	-9%
Events & Attractions	29.7m	+9%	6.7m	+7%	4.5	+2%
Automotive	9.6m	+9%	2.8m	+11%	3.5	-2%
News & Politics	142.6m	+6%	12.5m	+3%	11.4	+3%
Personal Finance	9.9m	+5%	2.7m	+1%	3.7	+4%
Business & Finance	32.2m	+4%	6.7m	+2%	4.8	+2%
Travel	27.3m	+4%	6.4m	+2%	4.3	+2%
Sport	85.0m	+3%	8.4m	+3%	10.2	0%
Shopping	6.7m	+3%	2.2m	+3%	3.1	0%

OZONE OVERVIEW

With millions of school pupils and sixth-form students facing their final GCSE and A-level exams this week, engagement with our **Education** category rose to the top of the class. Engagement last week increased by +32% – 3.4m page views were also +20% higher than the four-week average – with the College Education topic a key driver up +90%.

Last Saturday's Trooping the Colour boosted engagement with our **Events & Attractions** category, with weekly page views increasing by +9%. King Charles III joined in his official birthday parade on horseback – the first time a standing monarch has since Queen Elizabeth II did in 1986. Expect further growth for the category this week with Glastonbury.

Our **News & Politics** category delivered its biggest ever seven-day page views total last week with interest in the findings from the House of Commons privileges committee whether Boris Johnson misled parliament over the 'partygate' scandal. He did, the committee concluded. Almost 143m page views were a third higher than the 2023 weekly average, while 40% of total engagement was focused on the **Politics** topic.

Reading THE NATION

12 JUN – 25 JUN 2023

Updated
to Sun,
25 June

Attempts by the Bank of England to bring down stubbornly high inflation in the UK by setting a higher base interest rate has exacerbated the cost of living crisis for millions of mortgage holders.

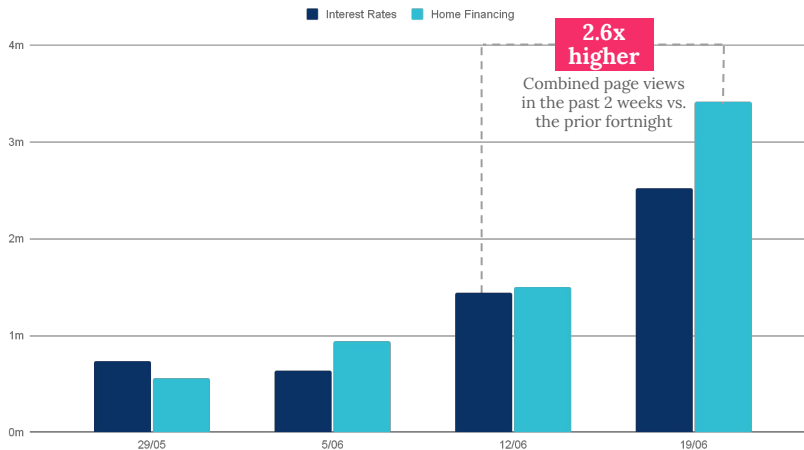
With prices for food, energy and mortgage repayments or rental costs remaining sky high in 2023, British consumers continue to turn to trusted sources for editorial expertise.



Source: Ozone

Mortgage time bomb drives cost of living crisis

Engagement with related content topics – last 6 weeks



TAKE ACTION

The cost of living crisis continues to affect the finances of millions of Brits. While it does, they will continue to seek out trusted voices, like our premium publishers, to help them navigate it. Our bespoke **cost of living crisis segment** is tailor made to connect advertisers and brands with consumers in highly relevant context.

+36%

Personal Finance page views in the 7 days to 25 June

With a higher base interest rate, rising mortgage costs for millions of Brits have compounded the cost of living crisis. In the seven days to 25 June, 13.4m **Personal Finance** page views grew by +36% week on week and are 21% higher than the 2023 weekly avg.

4.9M

Home Financing topic page views in the past 2 weeks

In the past two weeks, 4.9m **Home Financing** topic page views from within the category were 3.3x higher than the fortnight before. Last week, engagement with the topic more than doubled, growing by +128% week on week as the mortgage crisis boiled over.

100%

Page views growth for Interest Rates in the past fortnight

Weekly engagement with the **Interest Rates** topic from our **Business & Finance** category has more than doubled on average in the past fortnight. Page views grew by +125% in the week to 18 June and then again by +75% in the past seven days.

