

Reading THE NATION

26 JUN – 2 JUL 2023

As the inevitable rain clouds replaced our glorious sunshine last week, the even gloomier cost of living crisis loomed large and our audience's attention moved to their Careers. Retirement (or the lack of it), was high on the agenda with engagement up +83% week on week.

Brits also sought to be entertained with Video Gaming, Fine Arts and Book & Literature all in focus.

Request Activation



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+41%

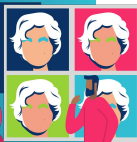
Careers
7.1m weekly page views

+16%

Video Gaming
0.8m weekly page views

3.9m+

Fine Art
Page views +13% WoW



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Careers	7.1m	41%	2.4m	35%	3.0	5%
Video Gaming	0.8m	16%	0.3m	14%	3.0	1%
Fine Art	3.9m	13%	1.5m	10%	2.7	3%
Books & Literature	2.9m	12%	0.7m	13%	3.9	-1%
Automotive	9.8m	8%	2.6m	2%	3.7	6%
Real Estate	5.8m	6%	1.9m	2%	3.0	4%
Healthy Living	5.5m	5%	1.8m	3%	3.1	1%
Medical Health	59.2m	4%	8.7m	0%	6.8	4%
Shopping	6.2m	4%	2.0m	-1%	3.1	5%
Family & Relationships	54.5m	4%	8.4m	0%	6.5	4%

OZONE OVERVIEW

Last week Rishi Sunak told us to 'hold our nerve', but with inflation still high, pension age increasing and unemployment rising it's no surprise we were losing our nerve as interest in **Careers** rocketed last week. Page views were up +41% with high interest in **Retirement**, which was up +83%. This, alongside the closure of 36 DWP Job centres, also saw interest in the **Unemployment** category grow by more than 3x.

News on the release date of Sims 5, one of the most popular gaming series ever, and that it will be free to download, pushed **Video Gaming** up +16% – ending the quarter with a category high – and pushed **Simulation Video Games** up by an astonishing 9x week on week.

Following hot on the heels of the National Portrait Gallery reopening after three years, came the much anticipated opening of the Young V&A (formerly the Museum of Childhood), sparking added interest in the **Fine Art** topic by +13% WoW and **Architecture** up +93%.

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Last week, Mel Stride – the Work and Pensions Secretary – moved to reassure retirees that the pension triple lock is here to stay and would be a key commitment in the next Conservative manifesto.

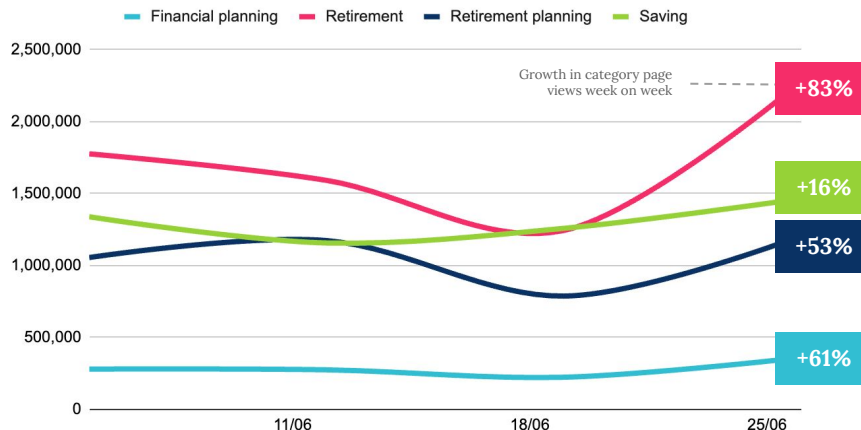
It was suggested that younger generations may have to wait until the age of 70 (at least) to claim their state dues, while at the same time a new report from the industry body – the Pension & Lifetime Savings Authority – pointed to a growing divide between pension poverty and pension prosperity.



Source: Ozone

Pension news drives readers' future planning

Engagement related to Retirement content



TAKE ACTION

Significant political announcements will often have a ripple effect across different content areas. Events such as the twice yearly budget, interest rate increases or last years' energy cap discussions all drive engagement with readers looking to optimise their personal finances.

+83%
weekly page view growth for Retirement content

Over the past seven days, we have seen a significant increase in both page views (+83%) and unique users (+80%) of Retirement content. Ironically, it is the most significant driver of Careers content as readers of all ages check the impact of changes on their pockets.

+61%
growth in overall financial planning

Although page views for the Personal Finance category dropped -10% week on week, the sub topics of Financial Planning (+61%) and Savings content (+16%) saw significant rises as readers sought specific information on what Retirement could look like for them.

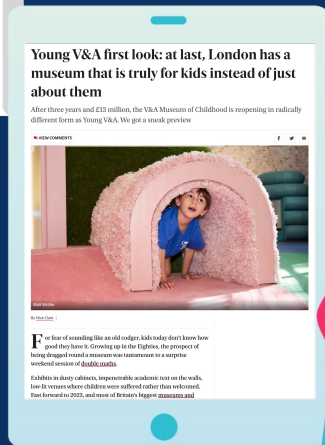
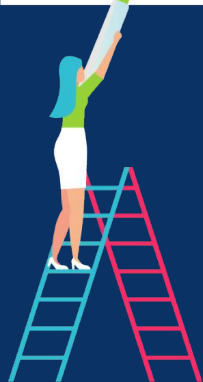
LOOKING AHEAD

The Autumn budget will be a key Personal Finance focus – Kwasi Kwarteng's 2022 budget boosted daily page views by +43% and Rishi Sunak's 2021 statement increased weekly views by +85% – especially in Financial Assistance, Personal Taxes and Savings content.

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From childhood to retirement in the news



Get in touch

