

# Reading THE NATION

24 JUL – 30 JUL 2023

An expected increase to the base interest rate by the Bank of England this week lead to growing engagement with content associated with the cost of living crisis.

In the past week, page views for our **Personal Finance** and **Business & Finance** categories has increased by +27% and +12% respectively, as consumers continue to turn to the premium publisher editorial they trust to help them navigate the crisis.



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**+57%**

**Pets**  
3.2m weekly page views

**11.7M**

**Music & Audio**  
Page views +35% WoW

**+27%**

**Personal Finance**  
13.6m weekly page views



## TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Pets	3.2m	+57%	1.2m	+50%	2.6	+4%
Music & Audio	11.7m	+35%	3.4m	+31%	3.5	+3%
Religion & Spirituality	1.8m	+27%	0.6m	+25%	3.0	+2%
Personal Finance	13.6m	+27%	3.4m	+22%	4.0	+4%
Shopping	7.1m	+22%	2.3m	+19%	3.0	+3%
Fine Art	3.3m	+20%	1.2m	+18%	2.7	+2%
Medical Health	57.5m	+15%	8.5m	+10%	6.8	+4%
Food & Drink	18.6m	+12%	4.8m	+8%	3.9	+4%
Business & Finance	33.7m	+12%	7.0m	+8%	4.8	+4%
Science	12.5m	+11%	3.6m	+10%	3.5	+1%

### OZONE OVERVIEW

Britain's weather may have gone to the dogs but that's not stopped our **Pets** category leaping to top spot in our weekly engagement charts. Overall, weekly page views increased +57%. The Leeds Championship Dog Show – a key regional Crufts qualifier – took place at the weekend to double engagement with the **Dogs** topic.

Interest in Sinead O'Connor, the celebrated Irish musician who passed away last week, lifted engagement with our **Music & Audio** category by +35%. As tributes from across the entertainment world poured in, the Nothing Compares 2 U singer's life and musical impact was celebrated across our publishers.

An expected rise to interest rates by the Bank of England this Thursday grew engagement with our **Personal Finance** category. With the cost of living crisis being fought on multiple fronts – inflation, food costs and mortgages all still sky high – consumers continue to turn to our trusted editorial for guidance.

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The cost of living crisis has continued throughout the first half of 2023. Consumers are tackling the crisis on multiple fronts as the Bank of England's strategy of increasing interest rates to bring down inflation impacts food, energy and housing costs.

We've seen engagement with our Personal Finance category – a key destination for consumers seeking cost of living information and guidance – increase by +2% in the first half of the year vs. H1 2021.



Source: Ozone

## Readers turn to trusted cost of living sources



### TAKE ACTION

Consumers affected by the cost of living crisis have become increasingly savvy when it comes to how changes to economic policy affects their personal finances. We've seen this when the Government announces new fiscal policies during Budget time and now around Bank of England's base rate setting.

**+23%**  
Growth in weekly topic page views for cost of living topics

Two cost of living relevant content topics within our **Personal Finance** and **Business & Finance** categories increased by almost a quarter last week. Weekly page views for the **Financial Assistance** and **Economy** topics grew by +23%.

**2.2x**  
Page views growth for our Grocery Shopping content

There was related growth for the **Grocery Shopping** content topic from our **Shopping** category as food prices remain high. Engagement for the topic more than doubled to 1.8m weekly page views, notably +84% higher than the 2023 seven-day average.

**LOOKING AHEAD**

Since the beginning of the year, in weeks the Bank of England has changed interest rates, engagement with the **Financial Assistance** content topic has increased by an average of +27%. Consider these weeks key when planning cost of living relevant messaging.

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## Cost of living editorial in our publishers



### Majority of Britons 'struggling' under worst cost of living crisis in a generation, poll finds

EXCLUSIVE

Some 58% of voters say they are 'struggling' or 'just about managing' as concerns mount over squeeze on budgets



80% of respondents said the cost of living crisis was the biggest issue facing the country at the moment



### My quest to find the best budget supermarket range – and the winner is...

As food prices soar, many shoppers are dropping premium brands in the hunt for better value

By Abigail Buchanan  
23 July 2023 9:02am

Related Topics  
Cost of living crisis, Supermarkets



### UK house prices fall at fastest rate since 2009 after interest rate rises

Nationwide says cost of a typical home is £266,828 after 1.8% year-on-year drop in July

- Business live – latest updates
- UK mortgage approvals rise despite surge in interest rates
- Analysis – mortgage rates show sign of easing

Julia Kollwe  
Sun 16 Jul 2023 08:27 BST

