

Reading THE NATION

2 OCT – 7 OCT 2023

Last week, a seismic victory for Scottish Labour in the Rutherglen and Hamilton West by-election and the start of party conference season put **Politics** in the nation's gaze.

More than 50m page views for the topic were +23% higher than the weekly average this year in what could prove a milestone seven days with a UK General Election due in the next 15 months.

With that in mind, expect engagement to continue to grow across Ozone as our publishers focus on the political posturing, policy promises and the popularity polls of our elected officials.



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+27%

Personal Finance
16.6m weekly page views

8.8M

Property
Page views +19% WoW

36.0M

Events & Attractions
Page views +5% WoW



TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Personal Finance	16.6m	+27%	3.7m	+21%	4.5	+5%
Careers	9.7m	+27%	2.9m	+25%	3.4	+1%
Fine Art	9.0m	+21%	2.5m	+15%	3.6	+5%
Education	3.9m	+15%	1.3m	+21%	3.1	-5%
Property	7.3m	+11%	2.3m	+6%	3.2	+5%
Automotive	13.9m	+10%	3.0m	+14%	4.6	-3%
Video Gaming	0.8m	+10%	0.3m	+15%	3.1	-4%
Food & Drink	19.0m	+8%	4.7m	+7%	4.0	+1%
Sport	78.4m	+5%	8.3m	+8%	9.5	-2%
Events & Attractions	36.0m	+5%	7.0m	+1%	5.2	+4%

OZONE OVERVIEW

Last week, our **Personal Finance** category hit an engagement high for 2023. Almost 17m page views grew +27% week on week and were +42% higher than this year's weekly average. Reader interest was high as a result of some of the fiscal policy promises made at the UK political party conferences – more on than in a moment.

With personal wealth topical, there was related growth for our **Property** category. As falling house prices and high borrowing costs have impacted the UK housing market, younger house buyers are increasingly opting for longer mortgage repayment terms – 35 years or more – according to Experian, the consumer credit specialist.

Back to **Politics**, the start of party conference season and a by-election victory for the Scottish Labour party, has driven significant interest in the topic. More than 50m page views was +23% higher than the weekly average this year. There was also a 4.7x increase in page views for the **Political Events** topic from our **Events & Attractions** category. With a General Election due to in the next 15 month, expect interest to continue.

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News & Politics is our biggest category, with Politics content garnering a third of total engagement.

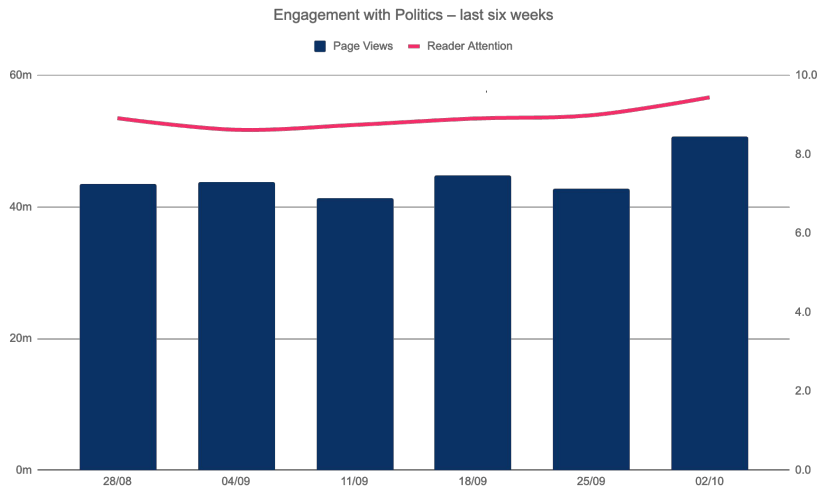
Last week, party conference season and a significant by-election result for Scottish Labour put Politics firming under the national spotlight.

With all eyes on a UK General Election at some point in the coming months, our premium publishers will enable diverse opinions and debate to flourish.



Source: Ozone

Party conferences puts Politics under the spotlight



TAKE ACTION

A UK General Election is going to happen at some point in the next 15 months. Politicians from opposing parties, and from groups within them, are already setting out their policy priorities to attract support from voters. With a US presidential election also next year, we expect our current Politics audience of 27.8m readers to grow significantly.

+23%
Higher Politics page views

Last week, engagement with the **Politics** topic from our **News & Politics** category grew significantly on interest in political party conferences and a Scottish Labour by-election victory. More than 50m page views were **+23% higher** than the 2023 weekly average.

75M
Page views in the biggest week

A year ago in early September, two huge events drove **Politics** engagement to an all time weekly high of 75m. In the same week, the passing of Queen Elizabeth II and Liz Truss's naming as the UK's new Prime Minister saw weekly engagement almost triple, up **+187%**.

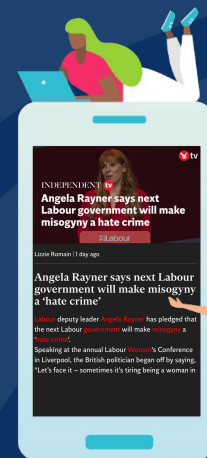
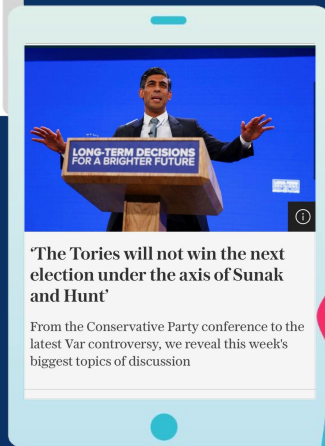
2.58"
Avg. desktop dwell for Politics

With comment, opinion and analysis key components of our premium publishers' **Politics** content, time spent reading the topic is longer than other content types across Ozone. This is highest on desktop where average dwell time **+34%** higher per reader at 2.58".

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Political events in our premium publishers



Get in touch

