

Reading THE NATION

14 FEB – 20 FEB 2022

Britain's recent blowy and blustery weather conditions saw Page Views for storm related content more than triple as the impact of Storms Dudley, Eunice and now Franklin – on everything from staying safe and travel planning to half term activities and home care – captured the nation's attention.

With a reach of over 99% of the UK's online population, Ozone's single-user view of content consumption provides unrivalled insights to the stories that matter.

Request Activation

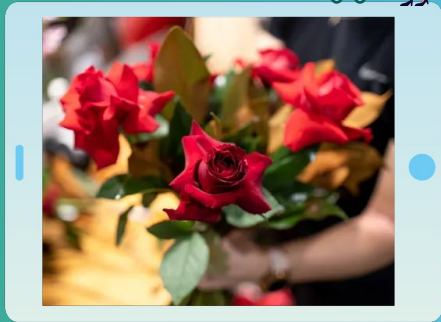


ozoneproject.com



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+94M

NEWS & POLITICS
Page Views +19% WoW

7.1M

SHOPPING
Page Views +35% WoW

+25%

TRAVEL
15.9m Weekly Page Views



THE
OZONE
PROJECT

TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Shopping	7.1m	35%	2.6m	30%	2.7	68%
Travel	15.9m	25%	5.0m	22%	3.2	52%
News & Politics	94.2m	19%	13.4m	16%	7.0	20%
Home & Garden	11.8m	16%	3.8m	11%	3.1	58%
Business & Finance	30.5m	16%	7.5m	16%	4.1	32%
Personal Finance	11.7m	13%	3.7m	16%	3.2	41%
Automotive	9.8m	9%	3.0m	11%	3.2	41%
Healthy Living	5.7m	8%	2.1m	14%	2.7	47%
Sport	51.7m	7%	8.6m	5%	6.0	23%
Property	6.7m	7%	2.5m	6%	2.7	62%

Reader Attention is a measure of total category page views divided by category unique users

THIS WEEK'S OVERVIEW

With red and yellow weather alerts issued by the Met Office in areas across the country due to the threats posed by Storms Dudley, Eunice and now Franklin, engagement with related content **more than tripled** to drive our **News & Politics** category to **94.2m Page Views** and **+19%** growth week on week.

Shopping's clean sweep for growth last week saw Page Views, Unique Users and Reader Attention grow by **+35%**, **+30%** and **+68%** respectively. This growth was driven by an explosion in last-minute Valentine's Day shopping, with huge Page Views growth for **Flower Shopping (+294%)**, **Gift Cards (+144%)** and **Ecommerce (+105%)**.

And the combination of the half term holidays and easing Covid travel requirements grew engagement with our **Travel** category as consumer confidence looks to be returning to the pandemic weary sector. **16m Page Views** last week, up **+25%**, is the highest weekly number since last September.

Source: The Ozone Project 2022

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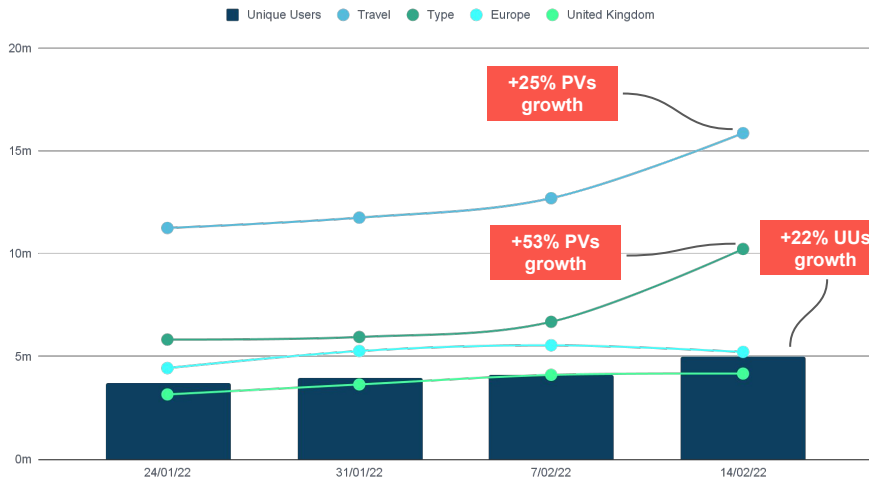
Early indications in 2022 suggest that Travel is about to – once again – enjoy its moment in the sunshine (or should that be wind).

With Covid requirements for international holidaying easing and last week's school half term holidays bolstering both travel brand and consumer confidence, we are seeing growing numbers of readers engaging with the category.



TRAVEL UP ON HALF TERM & COVID EASING

Engagement with Travel & Travel Topics 2022



TAKE ACTION

We expect Travel category audiences and engagement to grow as travel opens up, testing requirements ease and a greater number of holidaying options become available, including long haul destinations like Japan and Australia.

5.0m
Weekly Travel
Unique Users

Last week's **5.0m Travel** readers, which grew by **+22%**, is the highest weekly audience for the category since August 2021 when consumer travel options were still restricted by the UK government's guidelines for international travel and testing.

+41%
Daily PVs growth
on 8th February

Within the category, engagement with the **Travel Type** topic grew by **+53%** last week with growth driven Page View increases for **Rail (+225%)** and **Air (+78%)** both of which were significantly affected by the UK storms.

+240%
Romantic
Getaways growth

With Valentine's Day and half term last week, related Travel topic engagement has grown, with Page Views for **Romantic Getaways (+240%)**, **Day Trips (+60%)**, **Travelling with Kids (+36%)** and **City Breaks (+29%)** all up in the last two weeks vs. the fortnight before.

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TRAVEL IN THE HEADLINES

