

Reading THE NATION

21 MAR – 27 MAR 2022

The new season's warmer weather, special occasions and the Government's latest spring statement drove engagement with related content categories and topics last week, as Brits balanced sunnier days with financial prudence. And with Easter coming up, home improvement planning also began to gather pace.

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.

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+31%

RELIGIOUS EVENTS
1.0m Weekly Page Views

12.1M

PERSONAL FINANCE
Page Views +22% WoW

28.1M

FAMILY & RELATIONSHIPS
Page Views +9% WoW



THE
OZONE
PROJECT

TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Religious Events	1.0m	31%	0.3m	47%	2.5	-11%
Property	5.9m	22%	2.1m	-19%	2.8	51%
Careers	5.5m	22%	2.0m	-2%	2.7	25%
Music & Audio	10.6m	22%	2.7m	27%	3.9	-4%
Television	31.0m	19%	6.8m	6%	4.6	12%
Fine Art	3.6m	16%	1.4m	49%	2.5	-23%
Home & Garden	10.7m	14%	3.4m	14%	3.2	0%
Personal Finance	12.1m	13%	3.7m	-7%	3.3	22%
Style & Fashion	15.8m	10%	4.5m	9%	3.5	2%
Family & Relationships	28.1m	9%	6.5m	-18%	4.3	33%

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

THIS WEEK'S OVERVIEW

Easter is less than a month away and busy Brits are speeding up their planning. With a host of celebrations to mark the occasion to choose from, we've seen a +31% growth in engagement with our **Religious Events** category. And with the long weekend to look forward to, Page View growth of +22% and +14% for our **Property** and **Home & Garden** categories respectively suggests that some of the time at home will be dedicated to spring cleaning.

Last week the Government's spring statement – and its implications on employee taxation and household budgets – intensified Reader Attention on our **Careers** (+25%) and **Personal Finance** (+22%) categories.

And finally, Mother's Day saw Mums across the country wined, dined and pampered by their families, and ensure "Dear Mum" was celebrated in style. Our **Family & Relationships** category received a +9% engagement boost, with Reader Attention also up +33% as our audience engagement more frequently with related content.

Source: The Ozone Project 2022

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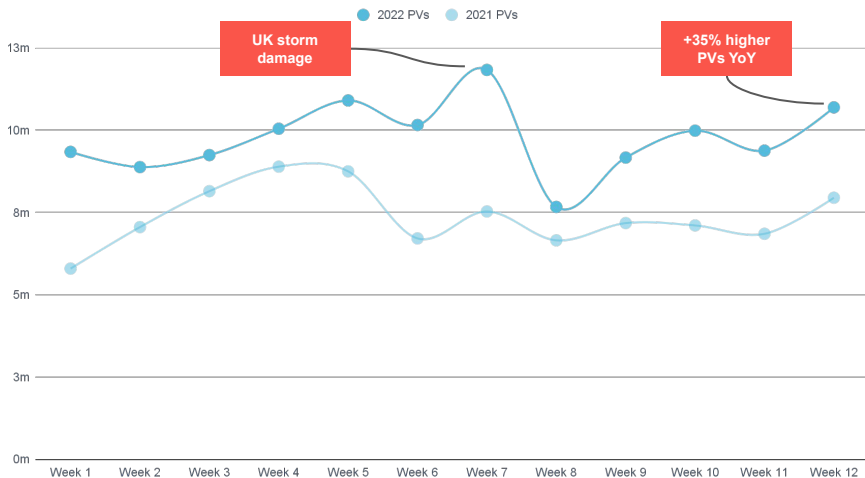
With the spring upon us and the long Easter weekend to look forward to, the time is now for millions of Brits to plan improvements to their homes and gardens.

And with average UK house prices exceeding £350k for the first time ever, sprucing up the homestead for the new season to either stay put or move on also looks to be among the key drivers of category growth compared to last year.



EASTER PROMISE OF HOME IMPROVEMENT

Engagement with Home & Garden Content



TAKE ACTION

Last year, the week of the Easter Monday bank holiday saw engagement with our Furniture and Interior Decorating content more than double vs. the week before. As home improvement projects can often replace the Easter celebrations, we expect similar this year, with the long weekend perfectly timed for some DIY.

+35%
Home & Garden
PVs growth YoY

While engagement with our **Home & Garden** category grew at a similar time in the build up to Easter last year, readers appear to be planning out their indoor or outdoor improvement projects at a greater pace this year, with Page Views up **+35% year on year**.

2.4m
Luxury Homes
Page Views

With many home improvers seeking inspiration for their projects, engagement with content related to **Luxury Homes** increased last week, with Page Views for the topic up **+34%**. While it might not translate into everyday budgets, aspirational content is always influential.

+24%
Furniture &
Appliances PVs

And when the plaster, caulk and paint has dried, how to fill up their new rooms with the most on-trend furnishings and in-house tech grows in importance. Engagement with our combined **Furniture and Home Appliances** content grew by **almost a quarter** last week.

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HOME IMPROVEMENT IN THE HEADLINES

