

Reading THE NATION

11 JUL – 17 JUL 2022

The UK's record extreme weather heatwave drove significant engagement with related content in the last seven days, as the Met Office issued an unprecedented red warning and Brits nationwide prepared to bake.

And engagement with non-weather content categories, including Pets, Home & Garden, Careers and Travel, has all bubbled up as consumers turned to our trusted publishers for advice as the mercury started to rise.

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The pet cooling mats for dogs, cats (and yourself) to shop ahead of the heatwave



+86%

PETS
3.9m Weekly Page Views

12.8M

HOME & GARDEN
Page Views +47% WoW

78.4M

POLITICS
Page Views in last 2 weeks



Source: The Ozone Project 2022

TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Pets	3.9m	86%	1.4m	68%	2.7	11%
Home & Garden	12.8m	47%	3.8m	33%	3.4	11%
Education	4.2m	45%	1.5m	32%	2.7	10%
Careers	7.5m	31%	2.6m	29%	2.8	2%
Property	6.9m	25%	2.4m	21%	2.9	3%
Family & Relationships	38.7m	13%	7.6m	5%	5.1	7%
Television	42.1m	11%	5.9m	4%	7.2	7%
Tech & Computing	19.2m	7%	5.1m	3%	3.8	4%
Travel	23.3m	7%	6.6m	3%	3.5	4%
Personal Finance	14.9m	5%	3.9m	2%	3.9	2%

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

THIS WEEK'S OVERVIEW

With extreme heat a national focus this week, and **Weather** topic page views up +179% in the last seven days, several related content categories and topics saw engagement bubbling over the promise of record UK temperatures. Worried animal lovers drove +86% page views growth for our **Pets** content; **Home & Garden's** +47% growth was driven by a more than doubling of **Home Appliances** page views; **Remote Working** topic engagement in **Careers** almost tripled; and +167% growth for the **Rail Travel** topic drove **Travel** to a +7% engagement increase WoW.

Elsewhere, Love Island continued to capture its fans' attention. Last week, the return of Adam Collard – the villain of the 2018 series, for his abusive behaviour – divided opinion to drive +11% **Television** category growth. A record 26.8m **Reality TV** topic page views up +14% vs. the week before. 7.2 average pages per reader is a high for 2022.

And in the last fortnight, Boris's "clownfall" and the Conservative Party leadership race have driven 78.4m **Politics** page views, up +35% compared to the two weeks before the Government imploded.

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Last week saw the Met Office upgraded an already hazardous amber warning to an unprecedented and dangerous red, as weather forecasters predicted that the UK would sizzle in temperatures approaching 40°C.

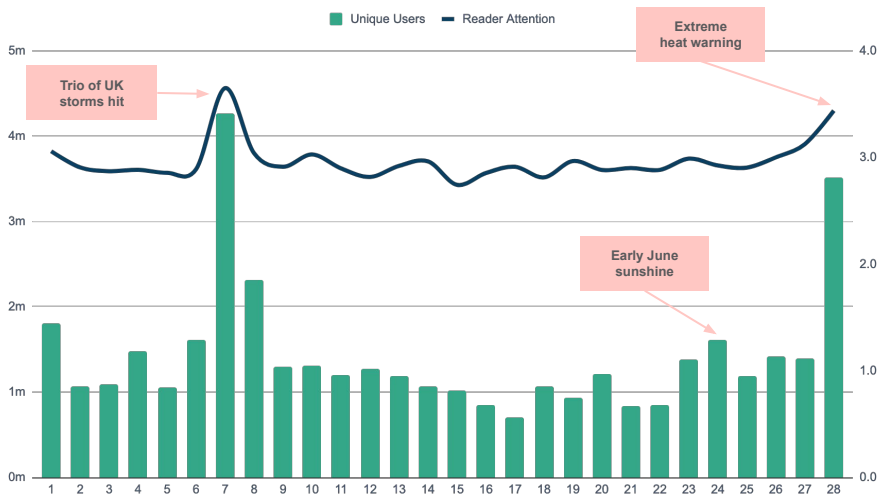
And while Weather content page views almost tripled in the last 7 days to the 2nd highest levels seen – the damage caused by Storms Dudley, Eunice and Franklin hold that particular record – engagement with other content categories and topics also experienced significant growth.



Source: The Ozone Project 2022

WEATHERING THE UK'S RECORD HEATWAVE

Weather Unique Users & Reader Attention, year to date



TAKE ACTION

As with the political storm in Westminster last week, planning for extreme weather conditions is no easy feat. But seasonal weather conditions can be anticipated and our publisher content about how consumers can prepare for hot (or cold!) weather spells see higher audience numbers and greater levels of user engagement.

3.5m
Weather topic unique users

Our weekly **Weather** audience grew to its second highest of the year. Last week's 3.5m unique users – which is 744k lower than 2022's record audience record in mid February when a trio of UK storms hit – increased by +153% week on week.

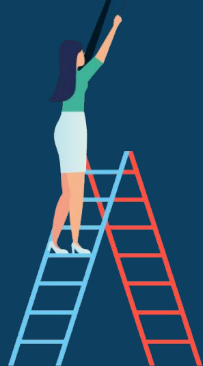
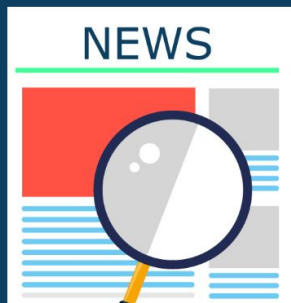
+188%
Daily News & Politics PVs

Within our **News & Politics** content category, engagement with the **Weather** topic accounted for 13% of all page views, with attention almost tripling by +188% week on week. Comparatively, **Politics** topic attention fell by -25% compared to the previous week.

3.4
Average PVs per unique user

On average, our **Weather** audience read 3.1 pages of relevant content last week – up +10% week on week and the second highest number this year. From Met Office warnings and travel updates to tips on staying cool, our publisher content offered a range of advice.

UK HEATWAVE IN THE HEADLINES



Britons urged to ration water in heatwave, take four-minute showers and 'learn to love a brown lawn'



We may earn a commission for products purchased through links in this article

Struggling through the heatwave? We've found all of the best air conditioning units on Amazon

Which brand is best for AC units? From De'Longhi to Draper...



Rail Industry
Rail passengers urged to avoid train travel in extreme UK heatwave

Network Rail says safety restrictions will include slower trains amid possible buckled rails and trackside fires

Gwyns Topham Transport correspondent

@GwynsTopham

11 JUL 2022 14:00 BST

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Rail passengers across England and Wales



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Over the last three weeks our publishers' premium punditry has continued to pick apart the player performances across a range of disciplines as 2022's summer of sport gathered pace.

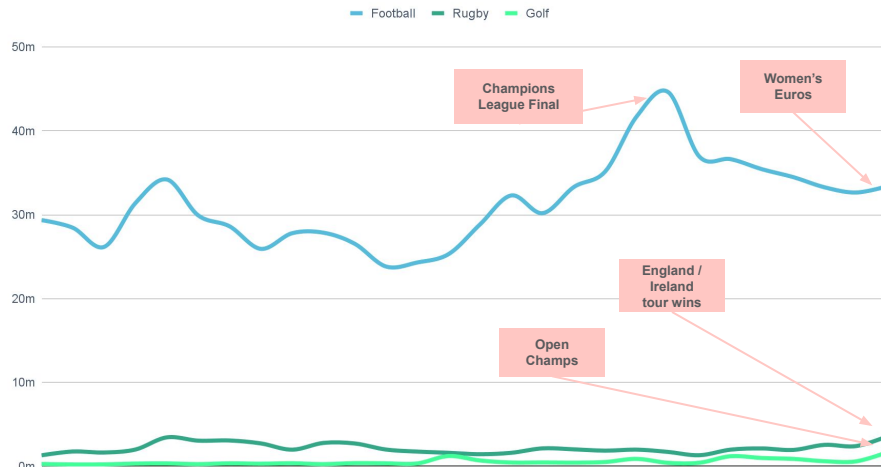
From the Lionesses on-pitch perfection at the Women's Euros to the world famous Golf Open Championships at St Andrews, not forgetting England and Ireland's victorious third and final matches in their rugby union test series against Australia and New Zealand respectively, 2022's summer of sport continues at a canter.



Source: The Ozone Project 2022

2022'S SUMMER OF SPORT HEATS UP

Engagement with Sport topics, year to date



TAKE ACTION

Major sporting events are guaranteed to capture the nation's attention. We've seen this in the last three weeks. And interest is expected to grow as the UEFA European Women's Championship continues in the coming week. Plus, there's the men's FIFA World Cup in Qatar to look forward to this winter.

3.6m
Rugby page views last week

Weekly **Rugby** engagement grew by +48% as England and Ireland wrapped up their respective tours of Australia and New Zealand with series wins. In the last three weeks, interest in international rugby was 40% higher than the prior three week period.

33.0m
Average weekly Football PVs

England's double demolition of Norway and Northern Ireland saw interest in the Women's Euros grow. 33.0m average weekly **Football** page views over the first two weeks of the Euros is +14% higher than the 2021/2022 Premier League Season weekly average.

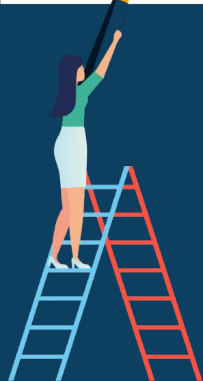
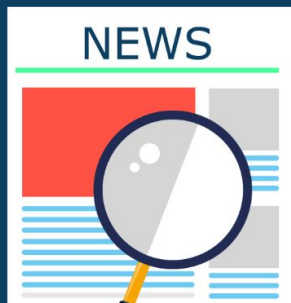
+183%
WoW change in Golf page views

Last week also saw the world's oldest and most prestigious golf tournament, the Open Championship, take place. The 150th tournament, hosted in St Andrews and won by Australian Cameron Smith, drove 1.7m Golf page views, a +183% WoW increase

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2022'S SUMMER OF SPORT IN THE HEADLINES



England rugby union team
England reveal Wallabies' pre-match trash-talk fuelled win in deciding Test

- England secure series success with dogged 21-17 victory
- Lawes: "They were talking smack. That motivated us"



England shatter the window of possibility with a giddy delirious win

After watching the 8-0 win against the former European champions, it was reasonable to feel a little concussed

01:48

Make the nation proud: England earn 'incredible' 8-0 Euro 2022 victory over Norway - video



Cameron Smith shoots stunning final-round 64 to surge past Rory McIlroy and win the Open

Open at the home of golf - [caption access](#)

By James Corrigan, our commentator, at St Andrews and Greg Wilson, live reporter
17 JULY 2022 - 8:45PM



Get in touch

