

# Reading THE NATION

1 AUG – 7 AUG 2022

Last week, while Football fever continued as the Lionesses' toasted their Euros victory and the Premier League returned, news that the UK's high inflation would be tackled by the Bank of England with a hike to interest rates put the cost of living crisis sharply back into focus.

This week, as consumers, households and businesses face the biggest challenge to their finances in a generation, we look at why millions of Brits turn to our content for reliable, trusted information,

Request Activation



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**+24%**

**HEALTHY LIVING**  
3.5m Weekly Page Views

**22.0M**

**TECH & COMPUTING**  
Page Views +23% WoW

**27.1M**

**EVENTS & ATTRACTIONS**  
Page Views +11% WoW



Source: The Ozone Project 2022

**TOP 10**

## CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Healthy Living	3.5m	24%	1.3m	27%	2.6	-3%
Tech & Computing	22.0m	23%	5.6m	14%	4.0	8%
Shopping	6.9m	17%	2.0m	-16%	3.5	39%
Events & Attractions	27.1m	11%	6.4m	8%	4.2	2%
Automotive	9.4m	11%	2.9m	14%	3.3	-3%
Pets	2.3m	10%	0.9m	11%	2.6	0%
Personal Finance	11.8m	9%	3.3m	7%	3.5	2%
Science	10.3m	7%	3.2m	5%	3.2	1%
Sport	52.1m	4%	7.9m	12%	6.6	-6%
Home & Garden	8.1m	3%	2.4m	11%	3.4	-7%

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

### THIS WEEK'S OVERVIEW

Last week was another exciting one for **Sport** as we saw the Commonwealth Games end and the Premier League kick off. The UK continued to ride the high of the Lionesses Euros victory as mass gatherings in Trafalgar Square took place among many other celebrations. **Events and Attractions** page views grew +11% WoW, driven by +21% growth for the **Sporting Events** topic.

And while **Sport** grew by a modest +4%, successes on the pitch, around the track and in the pool inspired a +24% growth in engagement with our **Healthy Living** content. **Fitness & Exercise** PVs grew by a quarter as the combination of the skill and strength on show at the Euros and the Commonwealth Games potentially motivated consumers to engage more with the topic.

Finally, engagement with our **Tech & Computing** content grew by +23% to 22m PVs last week, as negative social media content – and in particular content posted by TikTok 'influencer' Andrew Tate – made headlines.

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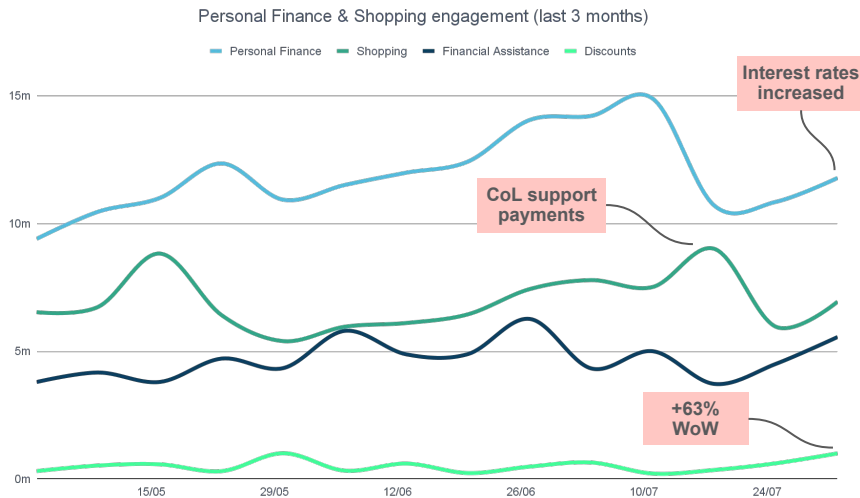
Last week, the announcement by the Bank of England that interest rates will rise to 1.75% – the highest level in 27 years – in an attempt to tackle growing inflation and the central bank's forecast that the UK will enter a recession later this year, compounded the cost of living for millions of Brits.

As such, 11.8m Personal Finance page views grew by +9% last week while engagement with money-saving topics within our Shopping content increased by more than 60%.



Source: The Ozone Project 2022

## COST OF LIVING IMPACTING MILLIONS MORE



### TAKE ACTION

The cost of living is affecting individuals households and businesses across the country. It's a top priority for our politicians, public servants and our publishers. Our engaged audience is increasingly turning to our reliable, trusted content to help navigate the crisis. Speak to the Ozone team for more on our cost of living insights.

**+23%**  
Financial Assistance growth

Last week's +9% growth in **Personal Finance** page views was driven by a +23% increase in **Financial Assistance** engagement. While interest in both fell significantly in July as the summer holidays began, rising energy costs and interest rates have grown engagement once again.

**4-fold**  
Increase in Frugal Living page views

As millions more Brits turn to our content for money-saving tips there has been a four-fold increase in engagement with our **Frugal Living** content. Other notable topic growth includes **Credit Cards** (+60%), **Mortgages** (+56%), **Electricity Rates** (+50%) and **Debt** (+40%)

**+63%**  
Growth in Sales & Discounts PVs

Engagement with our **Shopping** content has recently started to climb, with 6.9m page views in the last week for the category up +17%. Behind this growth is +63% increase in engagement with our **Sales** and **Discounts** content, with more than 1m page views for the two topics last week.

## COST OF LIVING IN THE HEADLINES



■ 'An uncomfortable situation': Bank of England says UK will enter recession - video

**Interest rates**  
**Bank of England hikes rates as it predicts 13% inflation and long recession**

**Base rate raised by 0.5 percentage points to 1.75%, as Bank says inflation will hit 13% in October**

**Government 'not taking cost of living crisis seriously'**

Poll finds 55 per cent believe more could be done to tackle effect of rising costs as pressure to help with rising costs grows

By Edward Malnick, SUNDAY POLITICAL EDITOR  
6 August 2022 - 7:00pm

**Warning energy prices to hit over £4,200 in January**

13 mins ago | Business

**Energy prices will hit the equivalent of £4,266 for a typical household in January of next year, according to consultancy Cornwall Insights**

That's a rise of £666 for households in England, Scotland and Wales compared with its estimate just last week.

Cornwall cited regulator Ofgem's decision to change the price cap every three months

