

Reading THE NATION

15 AUG – 21 AUG 2022

Last week proved a harder week than usual in the UK. A nationwide drought with hosepipe bans in place in many counties saw our Home & Garden category rise by 14%. Daily rail strikes rendered one fifth of all train services obsolete across the week, and inflation continued to spiral out of control leaving Personal Finance content as an underlying growth constant once again.

However, it was not all doom and gloom as A-level results day brought smiles to many faces as a record number of 18 year olds secured their place at university.

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Reading THE NATION

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+100%

Education
3.7m weekly page views

+67%

Video Games
345k weekly page views

+46%

Healthy Living
4.4m weekly page views



Source: Ozone 2022

TOP 10

CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Education	3.7m	100%	1.2m	77%	2.9	12%
Video Games	345k	67%	123k	83%	2.7	-9%
Healthy Living	4.4m	46%	1.6m	42%	2.8	2%
Careers	9.3m	32%	2.6m	12%	3.6	18%
Shopping	9.5m	28%	2.8m	25%	3.3	2%
Personal Finance	15m	22%	3.9m	17%	3.8	4%
Food & Drink	17.3m	15%	4.7m	14%	3.7	1%
Home & Garden	13.7m	14%	3.9m	16%	3.5	-1%
Real Estate	7.9m	14%	2.2m	12%	5.5	1%
Sports	23.6m	12%	5.7m	3%	4	12%

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

THIS WEEK'S OVERVIEW

Last week, engagement with our **Education** content **doubled to 3.7m page views** as the annual A Level results day took place. There was a special emphasis on this results day, with these exams being the first to be sat fully in person with no controversial government algorithms assigning grades. This led to a record number of 18 year olds getting into their top choice of universities.

Train strikes had the UK in a chokehold last week as around one fifth of all trains ceased operations. Train strikes create demand for alternative - and in most cases - healthier methods of getting to work. Driving our **Healthy Living** content **up by 46%**.

Furthermore, our **Careers** content saw a **32% increase to 9.2m page views** as people took an interest in the reasoning behind the strikes, reading up on union decisions, and how it could affect their own work lives.

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Thursday, the 18th of August saw thousands of young adults heading to school in person for the first time to collect the results that would dictate the next chapter of their lives. It was the first set of results that came from fully in person exams. With no parent, teacher or government involvement, the outcome of these tests were highly anticipated.

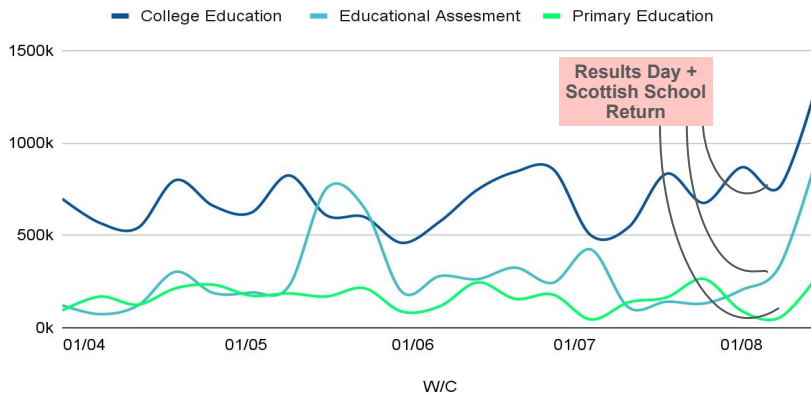
The result was overall very positive, with a record number of 18 year olds getting into their top choice of universities.



Source: Ozone 2022

RESULTS REVIVE BACK TO SCHOOL

Engagement with Education related content



TAKE ACTION

After a summer lull, engagement with Education content was top of the class this week, peaking at levels even higher than during exam season. We expect to see these levels remain high as schools in England, Wales and Northern Ireland return in early September – and parents seek advice on those all important school essentials.

+1m
PV increase from weekly average

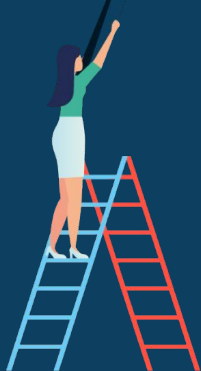
It goes without saying that the national result days of both A-levels and GCSEs are of great focus across the nation. Education as a content category has a yearly average of **2.6m weekly page views**, whereas the week of results day saw page views hit **3.6m**, up +38% versus the average.

+55%
increase in daily PVs after results

Unsurprisingly, the day of exam results being released creates a huge spike in consumption of Education content - **up almost 3x** versus the day prior. However, this peak has a relatively strong long-tail, with average daily page views for the three days after results day reaching 546k page views – this figure is **up +55%** versus the average for the three days prior.

+224k
Primary Education PVs

The release of the latest exam results coincided with Scottish schools returning from their summer break, and for many will have acted as a reminder of the impending 'Back to School' season – we saw increases across many Education sub-content categories such as Primary Education (**up five-fold** week on week) and College Education (**up +74%** versus last week).

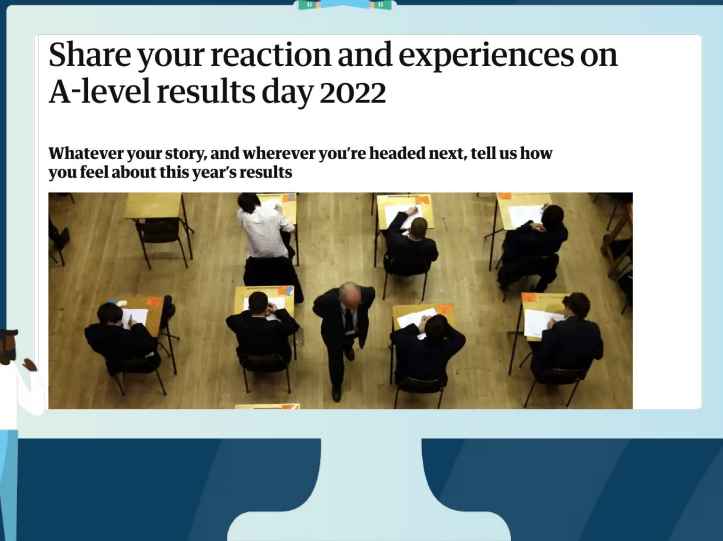


Results day: A-level grades lower than last two years but higher than pre-pandemic levels

This year's A-level students are the first to sit exams since the outbreak of COVID-19 which played havoc with the UK's school assessment system.

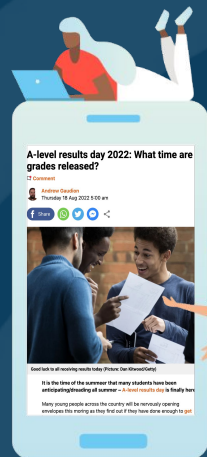
Michael Drummond
News reporter @MichaelDrummond

Thursday 18 August 2022 14:56 UK



Share your reaction and experiences on A-level results day 2022

Whatever your story, and wherever you're headed next, tell us how you feel about this year's results



A-level results day 2022: What time are grades released?

2 Comments

Andrew Crutcher
Thursday 18 Aug 2022 9:00 am



Good luck to all working hard today! Please, Don @MichaelDrummond!

It's the time of the summer that many students have been anticipating (hopefully all summer - in lockdown) to be back here. Many young people across the country will be nervously opening envelopes this evening as they find out if they have done enough to get

