

# Reading THE NATION

26 SEP – 2 OCT 2022

Last week, 'mini-budget' mayhem saw the UK economy wobble as the Pound plummeted, pension funds were pressured and mortgage lenders pulled thousands of products to put the jitters on the housing market. Only a Bank of England intervention stabilised the economic turmoil as we saw engagement with related content, including Property, grow significantly.



Request Activation



[ozoneproject.com](https://ozoneproject.com)



# Reading THE NATION

26 SEP – 2 OCT 2022

UK house buyers 'left powerless' as mortgage deals hang in balance

Chancellor's mini-budget sees home loans withdrawn and purchasers left in limbo



35%

**Property**  
7.3m weekly page views

13.3m

**Music & Audio**  
Page views +32% WoW

45M

**Business & Finance**  
Page views +13% WoW



Source: Ozone 2022

TOP 10

## CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Property	7.3m	35%	2.5m	35%	2.9	0%
Music & Audio	13.3m	32%	2.2m	12%	6.1	18%
Business & Finance	45.0m	13%	8.0m	1%	5.6	12%
Home & Garden	10.5m	11%	3.3m	9%	3.2	2%
Medical Health	43.4m	9%	7.0m	5%	6.2	4%
Careers	6.2m	9%	2.1m	10%	3.0	-1%
Tech & Computing	18.4m	9%	4.6m	1%	4.0	7%
Travel	14.5m	5%	4.3m	8%	3.4	-2%
Personal Finance	21.4m	4%	5.0m	1%	4.3	3%
Automotive	7.2m	4%	2.1m	5%	3.4	-1%

### OZONE OVERVIEW

A jeopardous week for the UK economy following the Government's 'mini-budget' piled the pressure on consumers, including homeowners with mortgages and buyers looking to finance a first-time property purchase, as borrowing rates grew dramatically and lenders removed thousands of products from the market. Engagement with our **Property** content increased significantly by +35% to 7.3m weekly page views.

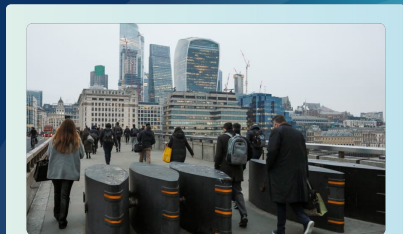
With financial markets so rattled by the Government's growth plan, and Bank of England intervention needed to stabilise them, engagement with our **Business & Finance** content grew to 45m weekly page views; the second highest ever recorded by the category. Elsewhere, 21.4m **Personal Finance** page views hit a record category high as consumers turned to our publishers for trusted information.

And finally, it may have been a nail-biting week for the markets but for Liverpool and Glasgow the drama continues as the decision over which city will host next year's Eurovision nears. Growing interest saw our **Music & Audio** content increase by +32% week on week to 13.3m page views.

# Reading THE NATION

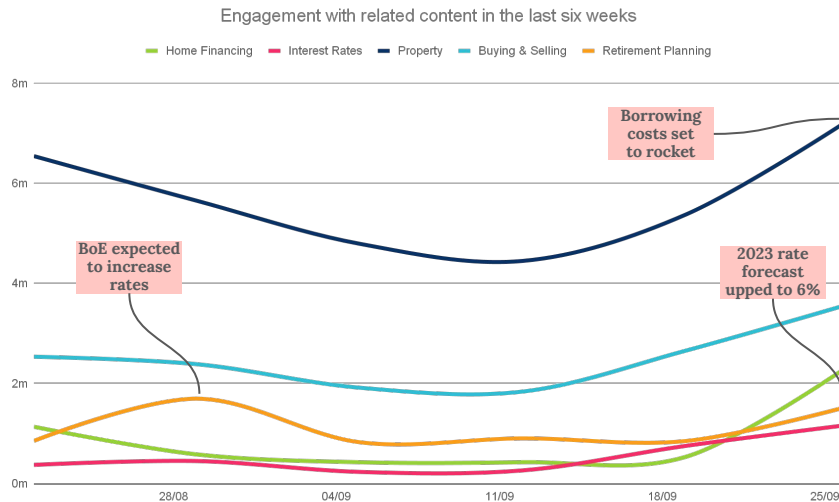
26 SEP – 2 OCT 2022

Our Property content was propelled to the top of our engagement charts last week as the housing market felt the aftershock of the Government's mini-budget. With interest rates forecast to hit 6% next year, lenders cancelled thousands of home financing products as homeowners with mortgages and first-time buyers scrambled to secure a lower borrowing rate. As such, engagement with related content grew significantly.



Source: Ozone 2022

## Property pressure pushes engagement up



## TAKE ACTION

Cost of living has been as synonymous with 2022 as Covid had been with the two years before it. As the dominant issue for Brits nationwide, we have seen the huge growth in engagement with related content areas continue as the year has progressed and consumers have turned to our trusted publishers for clarity.

**3.5x**  
Growth in Home Financing PVs

With the housing market and consumers so directly affected by last week's economic turmoil, engagement with the **Home Financing** topic within our **Personal Finance** content increased by almost 3.5 times week on week.

**35%**  
Growth in Buying & Selling PVs

The 35% growth for our **Property** content was driven and matched by the same rate of growth for the **Buying & Selling** topics within the category, as forecasts about the affordability of mortgages and a 10% drop in house prices next year were made.

**82%**  
Retirement Planning growth

The housing market was not isolated in its impact from the economy's wobble. Pension funds also looked to be in jeopardy before the Bank of England intervened. Engagement with our **Retirement Planning** content also grew significantly by +82% week on week.

# Property pressure in the headlines

