

# Reading THE NATION

31 OCT – 6 NOV 2022

With Halloween, Bonfire Night and Buddy the Elf all in one week, never has Q4 been better exemplified. This week, Reading the Nation contrasts the UK's gloomy financial picture with trick or treating and fireworks, alongside the rush to bag Glastonbury tickets and the first (and possibly best) Christmas advert release.

And as the festive season is fast approaching, our Food & Drink content gets a deep dive as the category begins its annual engagement accent.

Request Activation



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Explainer

## How will the UK interest rate hike affect you?

From loans to mortgages, house prices to credit cards - all you need to know about the biggest rate rise since 1989



+31%

Personal Finance  
18.7m Page views

34M+

Events & Attractions  
Page views +48% WoW

45M+

Business & Finance  
Page views +18% WoW



Source: Ozone

## TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Personal Finance	18.7m	31%	4.8m	34%	3.9	-2%
Events & Attractions	34.1m	21%	7.9m	26%	4.3	-4%
Business & Finance	45.1m	18%	8.7m	21%	5.2	-3%
Food & Drink	17.3m	17%	4.8m	22%	3.6	-4%
Shopping	11.1m	17%	3.5m	25%	3.1	-7%
Movies	5.9m	10%	1.8m	16%	3.2	-6%
Education	3.1m	10%	1.2m	18%	2.7	-7%
Home & Garden	11.0m	8%	3.5m	18%	3.2	-8%
Medical Health	46.1m	6%	7.7m	18%	6.0	-10%
Science	9.3m	6%	3.0m	13%	3.1	-6%

### OZONE OVERVIEW

Topping our engagement growth table last week, our **Personal finance** content increased by +31% week on week, as the cost of living crisis continues to dominate consumer attention. Increasing interest rates to 3%, the Bank of England also forecast a gloomy outlook for the UK economy to grow engagement with our **Business & Finance** content. More than 45m page views for the category increased by +18% and was driven in part by more than doubling engagement with the **Interest Rates** topic.

Elsewhere, our second biggest category last week was **Events & Attractions**, with Halloween and Bonfire Night taking place. The content had a fireworks display of its own with 34.1m page views up +21%. These two events drive this category every year, but there was also the release – and subsequent selling out – of Glastonbury tickets. Intrigue around the festival over the last two weeks has driven **Festival** topic page views by +88%.

And finally, while our **Food & Drink** content didn't quite land a showstopper this week, +17% week-on-week growth for the category saw it rise to a respectable fourth place in our top-10 table. As well as The Great British Bake Off, the launch of seasonal menus from high-street retailers, including Pret and Greggs, PLUS the launch of Asda's fabulously festive and rather brilliant Christmas advert featuring Buddy the Elf drove engagement.

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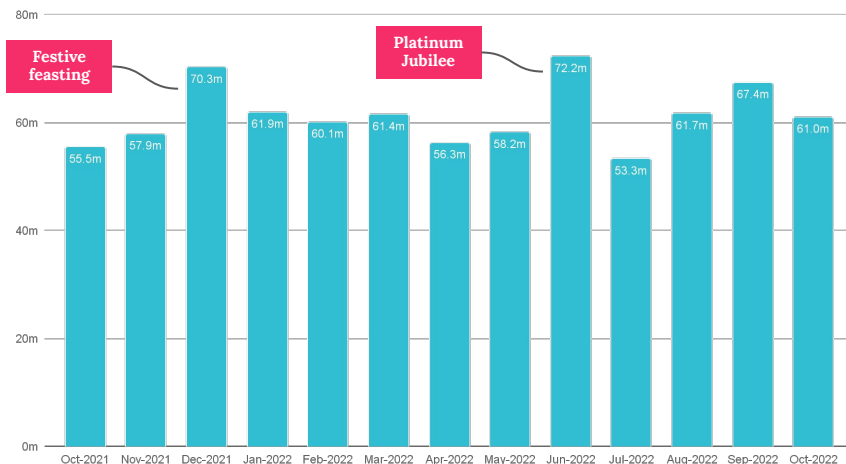


November may have only just begun but the annual battle between UK retailers for the best Christmas advert may well be over, as Asda launched its festive campaign featuring everyone's favourite Elf, Buddy Hobbs – aka 'Buddy the Elf' – from the film Elf, starring Will Ferrell (well played Havas London, well played indeed). As such, this week's focus area is on our Food & Drink content as Brits start to focus on their festive feasting plans.



## Food & Drink simmers towards a festive boil

Monthly engagement with Food & Drink content



### TAKE ACTION

Our Food & Drink content has shown good growth in Q4 so far. Last year, 184 million Food & Drink page views increased by +19% compared to the previous three months, with December being a fifth higher than November 2021 and a similar trend is expected this year.

**17M+**

Food & Drink page views last week

More than 17m Food & Drink page views last week was the third highest week for engagement in 2022. While Asda and Buddy the Elf got our food fans feeling festive, Bake Off continued to grow Desserts & Baking page views, up +42% week on week.

**+50%**

Health-conscious page views growth

With December excess likely for many, there has been recent engagement growth for more health-conscious Food & Drink content. Last week saw Non-Alcoholic Drinks and Healthy Cooking page views grow by +55% and +31% respectively (or +50% combined).

**3.2x**

Frozen Food page views growth

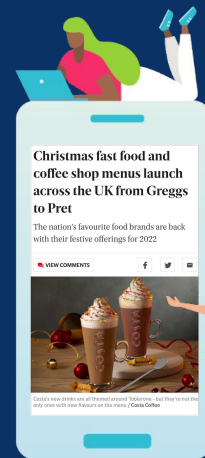
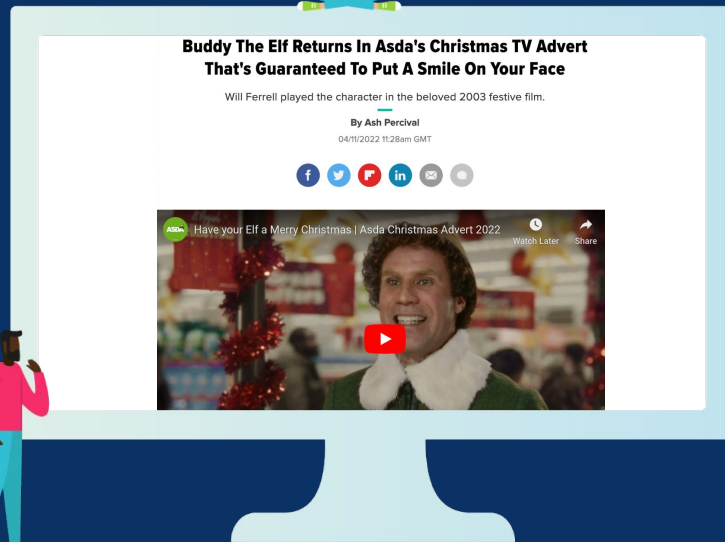
Money-saving during the weekly food shop as the cost of living continues to bite has savvy Brits nationwide turning to their freezers. Last week, engagement with the Frozen Food topic within Food & Drink more than tripled week on week.



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## Food & Drink in the headlines



Get in touch

