

Reading THE NATION

28 NOV – 4 DEC 2022

As the three lions roared to victory against Senegal over the weekend in Qatar, back home the cold started to creep in and with the energy crisis still raging on, Brits turned to DIY fixes to keep Jack Frost at bay. On the other hand, with millions of footy fans finding the hot weather of Qatar simply too hard to resist, we dive into the nation's slowly rising interest in Travel in preparation for the first quarter of 2023.

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+39%

Religion & Spirituality
1.8m weekly page views

5.5M

Hobbies & Interests
Page views +19% WoW

+21%

Books & Literature
3.5m weekly page views



Source: Ozone

TOP 10 CONTENT CATEGORIES OF THE WEEK

	Page Views	WoW Growth	Unique Users	WoW Growth	Reader Attention	WoW Growth
Religion & Spirituality	1.8m	39%	0.6m	32%	3.0	6%
Books & Literature	2.7m	21%	0.8m	30%	3.5	-7%
Hobbies & Interests	5.5m	19%	1.9m	21%	2.9	-1%
Travel	17.3m	16%	5.3m	18%	3.3	-2%
Video Gaming	0.4m	16%	0.1m	14%	2.7	2%
Property	5.7m	10%	2.0m	9%	2.8	1%
Tech & Computing	20.9m	6%	5.3m	3%	3.9	3%
Pets	1.8m	5%	0.8m	4%	2.4	1%
Education	2.6m	4%	1.0m	0%	2.6	4%
Personal Finance	11.7m	1%	3.2m	-4%	3.6	5%

OZONE OVERVIEW

Religion & Spirituality took the coveted top spot as our content area with the biggest engagement growth as 2021 census data showed less than half the population in England and Wales describe themselves as Christians for the first time ever. This gave the category a +39% growth week on week.

The nation's reading habits in the lead up to Christmas boosted our **Books & Literature** content into second place, with the category growing by +21%. This comes after sad revelations from Gyles Brandreth, a royal author, surrounding the circumstances of the late Queen Elizabeth II's death and her relationship with Prince Harry.

As this week's cold snap bites, resourceful Brits have been going to our content to hunt for the perfect DIY life hacks for everything from warming the house to defrosting the car quicker. Our **Hobbies & Interests** category took third place with +19% growth equating to nearly one million more page views than the week before. Cheap DIY hacks to deal with the cold took up 5 of the top 10 URLs in the category and these will continue to rise in popularity as we go further into the winter.

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As temperatures plummet around the UK and winter proper sets in, it's only natural that millions of consumers start to dream of stepping on a plane and jetting off to sunnier shores.

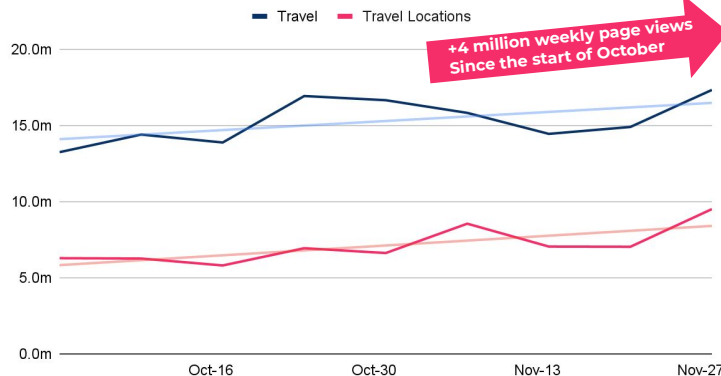
In our focus area this week we dive into the growing enticement of a warmer climes and how the World Cup in Qatar has given many traveller new destinations to consider as part of their 2023 travel plans.



Source: Ozone 2022

Travel and holiday planning begin to warm up

Engagement with Travel Content



TAKE ACTION

Travel enjoyed a Q4 high last week with more than **17m** page views. This is paired with a +35% increase in the **Travel Locations** topic compared with the week before. Further growth is expected as Brits seek winter sun or start their summer holiday planning for 2023.

2M
Weekly Air Travel
Page Views

Last week, the **Air Travel** topic hit 2m page views, a +43% increase compared to the two weeks prior. This, paired with a +46% increase in unique users in the same period, points to a growing number of consumers planning to fly off to warmer shores.

112%
Growth of Asia
Travel PVs in last
two weeks

With the first winter World Cup in full swing, it would seem the host nation has enticed more than a few Brits to consider the region a new holiday destination. The **Asia Travel** topic saw a +112% growth in page views since the World Cup started.

1.5M
More Europe PVs
this week than
the last

Even with the introduction of a new destination, many looking to travel still look to European destinations for their holidays. This is demonstrated by the **6.7m** page views for our **Europe** content topic last week, a WoW increase of 1.5m.

Travel and destination in the headlines

