

Reading THE NATION

5 DEC – 11 DEC 2022

With Christmas just around the corner, the UK was treated to its first blanket of snow of the year, much to the excitement of the nation's youth. While teachers stayed at home because of the weather, many union workers joined picket lines on strike as the furious battle between the trade unions and the Government raged on, neither side willing to budge causing disruption to everything from the trains to the post.

In this week's Reading the Nation, we dive into how major weather events affect the UK's reading habits.

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Rail services hit as first wave of strikes begin

Around half of Britain's rail lines are closed, with other trains only running between 7.30am and 6.30pm.

PA Reporters • 8 minutes ago



+49%

Education
3.9m weekly page views

9.8M

Automotive
Page views +34% WoW

+26%

Careers
10.1m weekly page views



Source: Ozone

TOP 10

CONTENT CATEGORIES OF THE WEEK

| | Page Views | WoW Growth | Unique Users | WoW Growth | Reader Attention | WoW Growth |
|------------------|------------|------------|--------------|------------|------------------|------------|
| Education | 3.9m | 49% | 1.5m | 54% | 2.5 | -4% |
| Automotive | 9.8m | 34% | 3.1m | 35% | 3.1 | -1% |
| Pets | 2.3m | 28% | 0.9m | 21% | 2.6 | 6% |
| Careers | 10.1m | 26% | 3.1m | 19% | 3.2 | 6% |
| Home & Garden | 9.2m | 13% | 3.2m | 12% | 2.9 | 1% |
| Movies | 4.9m | 11% | 1.6m | 12% | 3.1 | -1% |
| Personal Finance | 12.9m | 10% | 3.8m | 17% | 3.4 | -6% |
| News & Politics | 88.0m | 6% | 12.2m | 7% | 7.2 | -1% |
| Sport | 52.4m | 5% | 8.4m | 1% | 6.2 | 4% |
| Tech & Computing | 20.7m | -1% | 5.3m | 0% | 3.9 | -1% |

OZONE OVERVIEW

The **Education** category gets a 'best in class' this week as a cold front hits the UK, forcing many schools to close their doors, music to the ears of school children around the country. The **Pets** category also saw a boost of +28% week on week because of the cold – as temperatures fell to below zero pet owners wanted to know how best to keep their furry friends safe and warm in the chilly conditions.

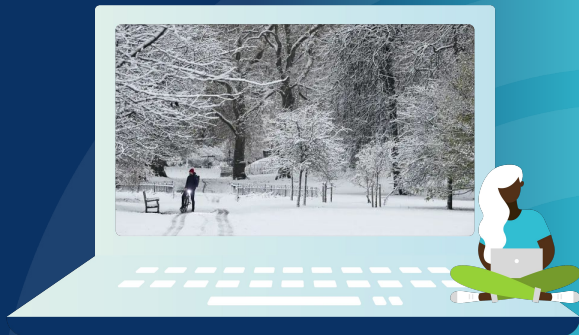
Taking second place on our podium is the **Automotive** category with a +34% WoW increase in page views. As news came out of the plans to extend the London ULEZ zone, many motorists took to our publishers to find out more, while top tips for caring for vehicles in the icy weather drove up category engagement.

Finally, our **Careers** category saw an impressive growth of 2m more page views than last week, a +26% increase over the last seven days. Driving this growth was news of the recent strike action from several different unions including nurses, train staff and postal workers – the Unions sub topic saw page views grow by +53% week on week, and unique users up +52%.

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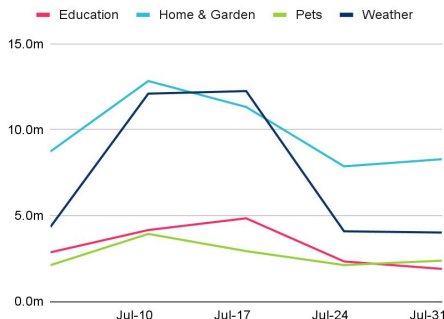
With temperatures hitting the minus numbers and the UK seeing its first snowfall of winter, this week we focus on how the change in weather can affect the nation's reading habits. Everything from education to Pets to Home & Garden can be affected by sharp changes in temperature and this week exemplifies just that.



Source: Ozone 2022

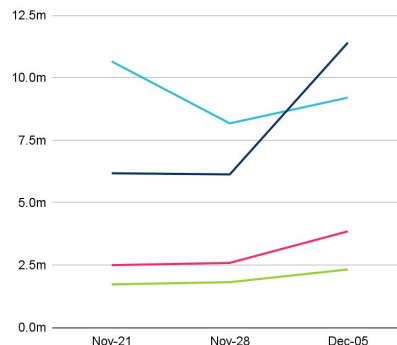
Oh the Weather outside is frightful

Engagement in four categories during major heat wave



Heat wave hits

Engagement over the Last three weeks



Snow falls

TAKE ACTION

Major weather events are big news, but it isn't just news pages that see higher numbers during these times. Each of these four large categories boasted an increase of at least 10% as snow fell last week and at least a 20% rise during the major heat wave of the summer.

1.3M
page views from 7 URLs relating to cold weather

This week cold weather payments were in the news as thousands of households received support in order to heat their homes. This boosted **Personal Finance** content engagement with pages surrounding the payments making up seven of the category's top ten URLs, equating to 1.3m views from those pages alone.

15x
growth of Secondary Education PVs

Education content took home first prize because of the cold, rising by nearly +50%. In particular the **Secondary Education** sub category, rose an astounding +1,435% - with much of the content relating to the big news story of school closures across the country, as well as the local and regional impact in the communities many of our titles serve.

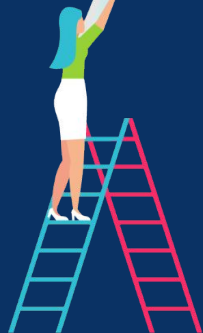
4.3M
Home Appliance page views Last week

Our **Home & Garden** content also got a place in the top ten with a +13% rise in page views for the category. The **Home Appliances** topic, including pages on smart meters and energy saving devices, rose by +26% this week, equating to around 1m more page views than the week before and a total of 4.3m page views.

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Winter weather in the headlines



Dunelm shoppers rush to buy £14 heater that heats up a room in minutes and costs PENNIES to run

"So nice to heat up a room in minutes knowing that you are not increasing the electricity bill much!"

THIS PRODUCT IS ONLY AVAILABLE WHILE STOCKS LAST. WE MAY REMOVE A COMPONENT OR ANY PARTS NOT GENERATE FROM OUR SUPPLIER.

SHARE

By Rachel Dugan, Fashion, beauty, money and shopping editor

14:17 7 DEC 2022 UPDATED 13:11 8 DEC 2022

Bookmark



Dunelm shoppers rush to buy £14 heater that heats up a room in minutes and costs PENNIES to run. Image: STONE ISLAND/PA

The Gloucestershire schools closed on Monday due to snow

The conditions have been described as "treacherous"

By Janet Hughes, Senior Digital Reporter & Ed Skillard, Content Editor
UPDATED 08:41, 12 DEC 2022

Bookmark

f t



Dogs can die if left alone in extreme temperatures. Stock photo: iStockphoto.com/ScottPhoto

NEWS POLITICS FOOTBALL
CELEBS TV MONEY

EXCLUSIVE: Pet owners given worrying warning over leaving dogs unattended in freezing cold cars

Dog owners are being urged not to trap their pooches in cold cars as temperatures plummet below freezing across the UK, leaving pets at risk of developing hypothermia



Get in touch

