

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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+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.

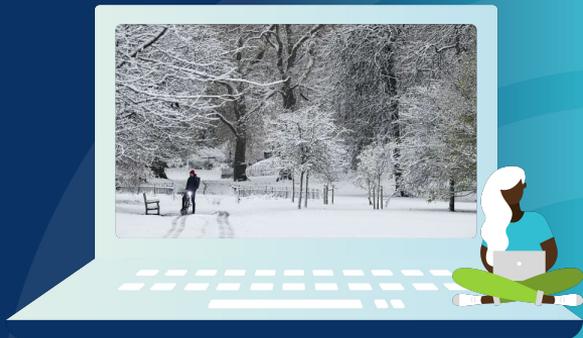
Taking second place on our podium is the **Automotive** category with a +34% WoW increase in page views. As news came out of the plans to extend the London ULEZ zone, many motorists took to our publishers to find out more, while top tips for caring for vehicles in the icy weather drove up category engagement.

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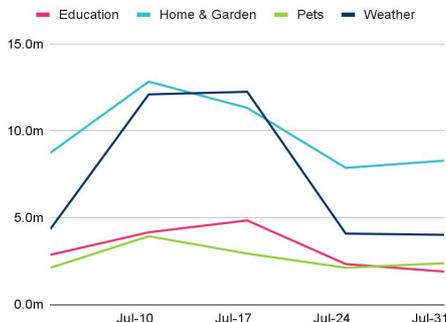
With temperatures hitting the minus numbers and the UK seeing its first snowfall of winter, this week we focus on how the change in weather can affect the nation's reading habits. Everything from education to Pets to Home & Garden can be affected by sharp changes in temperature and this week exemplifies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



Source: Ozone 2022

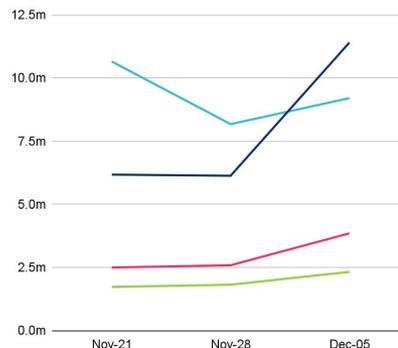
Oh the Weather outside is frightful

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.

