

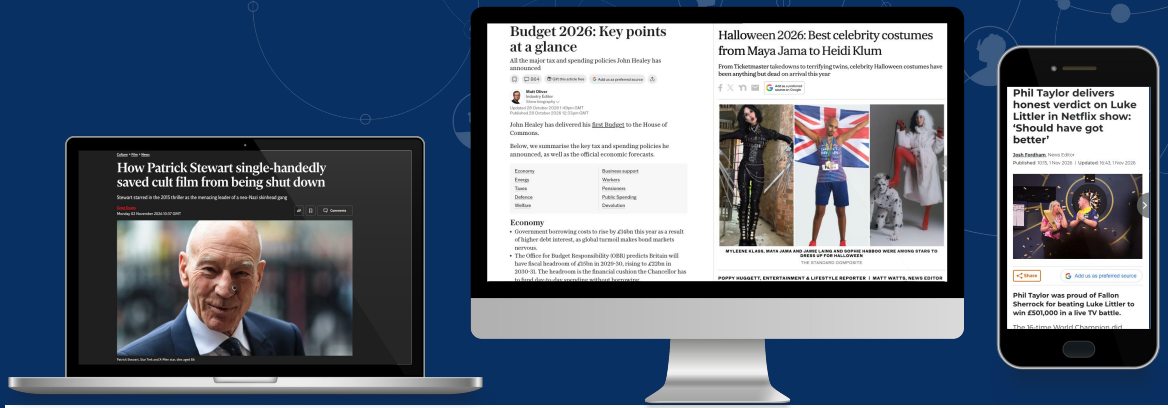
READING
THE NATION

26 Oct – 1 Nov, 2026

OZONE

Tax and savings in the spotlight after Autumn Budget

	PAGE VIEWS	WoW GROWTH
Personal Finance	41.9m	+109%
Business & Finance	55.6m	+29%
Pets	5.5m	+26%
Film	12.7m	+25%
Careers	22.2m	+19%
Television	47.7m	+14%
Pop Culture	110.3m	+12%
Books & Literature	4.3m	+12%
Fine Art	65.3m	+10%
Food & Drink	35.2m	+7%



TOPICAL NEWS

The first Autumn Budget under Andy Burnham's government brought finances into focus last week, with **Personal Finance** engagement surging 2.1x. Announcements included higher taxes on savings and the preservation of the £20,000 cash ISA allowance. **Personal Taxes** rose 3.4x, **Consumer Banking** climbed 2.15x and **Financial Planning** jumped 87%. **Financial Assistance** also increased 60%, as the Budget set out a £100 payment for eligible households and extended electricity VAT relief amid rising energy costs.

A higher bank tax surcharge and changes to business rates contributed to a 29% rise in **Business & Finance** with **Business** (+19%), **Financial Regulation** (+22%) and **Business Operations** (+13%). Meanwhile, **Careers** engagement grew 19%, alongside a 3.9% increase in the National Living Wage. **Job Search** rose 40% while **Careers Advice** climbed 22% and **Career Planning** grew 10%.

In other news, tributes poured in for Sir Patrick Stewart, who died aged 86 last week, as audiences reflected on a career spanning Shakespeare, Star Trek and X-Men. **Obituaries** engagement rose 26%, while **Sci-Fi Movies** increased 4% as fans revisited his screen legacy.

SEASONAL EVENTS

Halloween took place on Saturday, and Ozone's platform felt the impact. **Costumes** engagement spirited up 23% as audiences hunted for last-minute outfit inspiration. **Party Supplies & Decorations** surged a ghoulish 41%, while **Outdoor Decorating** climbed a haunting 31% as homes received a spooky makeover. **Horror Movies** also rose 63% as frightfest fans explored what to watch over the Halloween weekend.

Elsewhere, **Television** engagement rose 14% last week amid big finales and Halloween specials. **Reality TV** climbed 29% as Romesh Ranganathan and Sebastian Croft won The Celebrity Traitors, while Strictly staged its first triple dance-off. The Voice UK also crowned Cate McHugh its winner, rounding off a busy week on screen as **Music TV** engagement climbed 54%.

Over in **Sport**, **Darts** engagement hit bullseye this week with a 7.3x surge as Fallon Sherrock beat Luke Littler in Netflix's Manchester showdown. **Olympic Sports** also climbed 57% as the Youth Olympic Games opened in Dakar on Saturday, marking the first Olympic sporting event held in Africa. Meanwhile, **Fantasy Sports** rose 63% during a Premier League weekend that saw Arsenal beat Liverpool to go top, with **Sports TV** engagement up 65%.

Source: Ozone 2026