

# WHAT ARE CONSUMERS READING DURING THE COVID-19 OUTBREAK?

Teads

The ranking of the most read contents reveals growth across a wide variety of interests

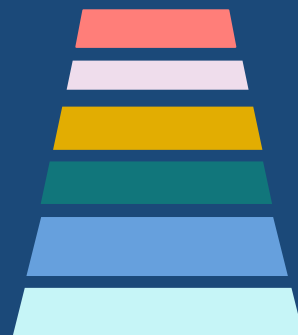
## UNITED KINGDOM

<b>1</b>	Health, disease, wellness, hospital	56M +80%	<b>15</b>	Diet	5.7M +18%	<b>23</b>	Home Gardening	3.6M +70%
<b>2</b>	Food recipe, ingredients	25M +50%	<b>16</b>	Marketing	5.3M +58%	<b>24</b>	Health Digestive	3.5M +108%
<b>3</b>	Family children	16M +8%	<b>17</b>	Tech Phones	5.2M +12%	<b>25</b>	Exercise	3.3M +34%
<b>4</b>	Politics policymakers, institutions	15M +32%	<b>18</b>	Careers	5.1M +62%	<b>26</b>	Games	2.7M +54%
<b>5</b>	Shopping online, discount, coupon..	13M +44%	<b>19</b>	Business enterprise, companies..	5M +35%	<b>27</b>	Food Diet	2.5M +22%
<b>6</b>	Entertain Movies	12M +21%	<b>20</b>	Marriage	4.9M +5%	<b>28</b>	Education University	2.5M +8%
<b>7</b>	Social media, social apps	11M +19%	<b>21</b>	Pharmaceuticals	4.1M +22%	<b>29</b>	Entertain Comedy	2.4M +16%
<b>8</b>	Food utensils, cookware	10M +58%	<b>22</b>	Entertain Books	4M +56%	<b>30</b>	Politics American	2.4M +6%
<b>9</b>	Music	9.6M +13%						
<b>10</b>	Politics British	8.9M +41%						
<b>11</b>	Tech Computing	8.3M +26%						
<b>12</b>	Health Specialities	7M +34%						
<b>13</b>	Home Interiors	6.8M +11%						
<b>14</b>	Nutrition	6.7M +15%						

## HOW DO THE TRENDS REFLECT ACROSS MASLOW'S PYRAMID?

Each ranked category was assigned to a specific need in Maslow's pyramid. Average growth rate per type of needs in March is represented below.

SELF ACTUALISATION +29%  
 COGNITIVE +11%  
 ESTEEM +18%  
 SOCIAL +15%  
 SAFETY +53%  
 PHYSIOLOGICAL +50%



Source: Teads Media Barometer / Ranking by volume of page views for the week starting March 2 and % Evol between last week of March vs first week