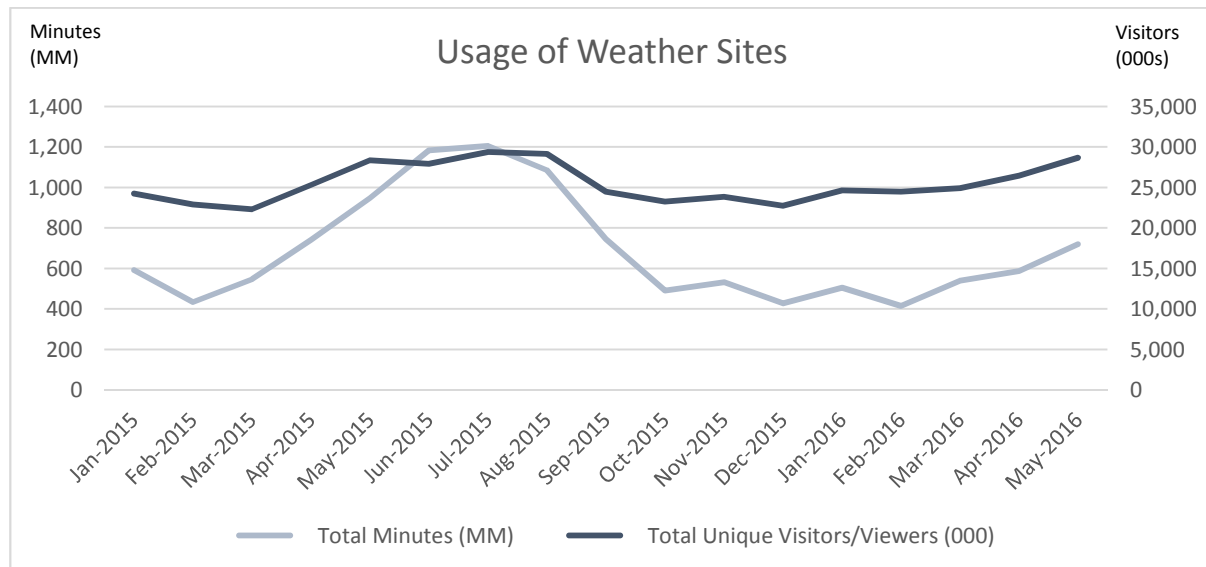


# UKOM Insights

## Are Brits really obsessed with the weather?

Talking about the weather is said to be a British national pastime. In 2010 a survey for Kate Fox's book 'Watching the English' revealed that 90% of Brits had discussed the weather in the last six hours. Furthermore, a study by British Airways in 2014 among 1000 Americans cited 'talking about the weather' as one of the attributes they most commonly associate with us Brits. So are we really obsessed with the weather or do we just like talking about it? UKOM investigates...

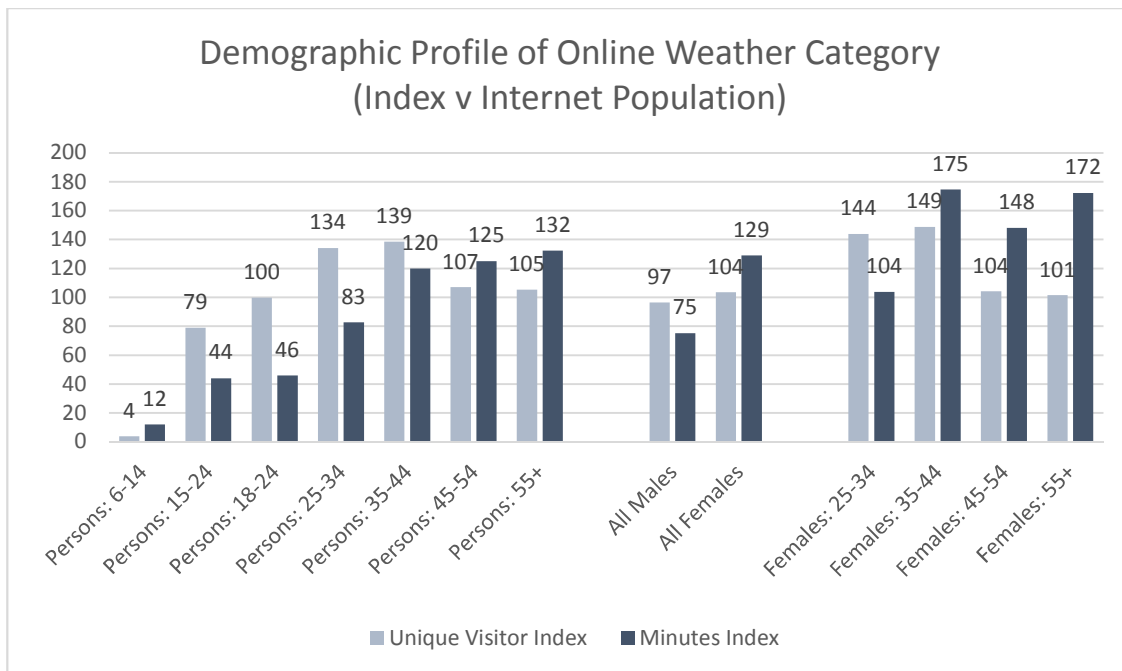
The summer holiday season is upon us but it's been a changeable few weeks across the UK. If you are setting off on your summer holiday soon, going to a festival, getting married or just wanting to have a BBQ, you are very likely to turn to the internet to check the weather forecast. UKOM approved comScore data shows us that every month over half the UK online population visit weather sites or apps online with usage increasing hugely to over 60% during the summer months. In 2015 minutes tripled from 400 million in Feb 2015 to 1.2 billion during June and July and we are beginning to see a similar pattern this year.



Among those who like to check the weather online, average minutes per month vary from 17-20 per person during the winter months to over 40 mins per person in the summer. Mobile devices are much more popular for checking the weather than the desktop – in May 2016 83% of all time spent on the category was via mobile devices with 69% of all visitors ONLY accessing via mobile. The most popular online weather brands in May were BBC Weather, Accuweather, The Weather Company, Met Office and Yahoo Weather.

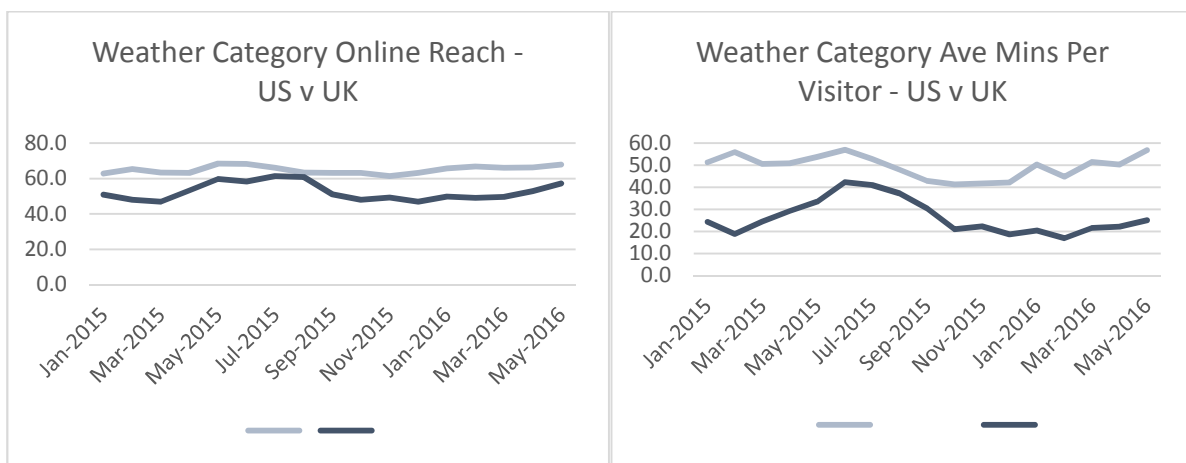
So which audiences are spending most time checking the weather forecast online? The chart below shows the profile of unique visitors of weather sites indexed against the total online population and the same for minutes on weather sites for May 2016. The light blue bars show that 25-44s and females are most likely to visit weather content with 25-44 females showing the greatest indexes – being over 40% more likely than the online

population to visit. However, if we look at minutes or engagement, the chart paints a slightly different picture with the 35+ category and in particular 35+ females spending the most time looking for weather information – coincidentally an average of 35 minutes each among those who visited the category.



UKOM approved comScore Data also enables cross-over analysis between categories which can give an indication of which sectors are related. The May data showed, among others, that visitors to the online weather category were 20% more likely than average to also visit online travel agents, hotel/ resorts & airlines websites in the same month – could they have been looking to book a last minute holiday to get away from the wet weather? Although only indicative rather than causal, such analysis can help identify related behaviours.

And finally, how does UK consumption of weather content compare to the US? Using comScore Multi-Platform US data, UKOM can compare the two markets. The charts below shows that maybe we aren't as obsessed about the weather as Americans think..



In fact as an online population Americans are more likely to visit weather sites than Brits and they spend a lot longer on them across every month of the year....!

**Notes on Data:**

All UK data is based on UKOM industry standard and development level approved comScore MMX Multi-Platform data.

All US data is based on comScore MMX Multi-Platform data.

comScore MMX Multi-Platform includes desktop browsing, desktop video streams, smartphone browsing & apps (on-network only for untagged apps), tablet browsing & apps for tagged sites & apps. Desktop data is based on age 6+ and Mobile Age 18+.

All data is based on the 'News/Information – Weather' category