



## Surge in Shares, Crochet and Christmas interest during Lockdown 2.0

Readly reveals most searched for trends across magazines

The digital magazine subscription service [Readly](#) has compiled the UK's largest search trends across magazines during lockdown 2.0. The data reveals the most searched for topics that Brits have explored during the second lockdown – with 'knitting', 'bobble hat', 'shares', 'baking' and 'Christmas' coming out top. Alternative 80s rock band Spacemen 3 and interior designer Penny Morrison also featured in the top 20 list.

With a portfolio of 5,000 magazine titles, the search trends across the Readly app demonstrate the depth of interest in sustainable living and handcrafting. Searches such as 'Knitting', 'bobble hat', 'baking', 'wood', 'sourdough' and 'crochet' have continued to rise as Brits spend more time at home, make environmentally conscious choices and take up new hobbies to boost mental health and wellbeing.

Subscribers also sought to broaden their understanding of the home and economic situation with searches such as 'shares', 'family', 'home' and 'garden' all featuring in the top 20 list too.

**Ranj Begley, UK Managing Director and Chief Content Officer at Readly says:** "The topics we search for in magazines reveal the passions and interests taking hold of the nation. During a time of uncertainty, it's great to see such a breadth of content being consumed - from shares to bobble hats - and a strong appetite for handicraft and hobbies such as food, fitness and music amongst our subscribers.

*Whether it's making items from scratch, or doing a quick repair job, we're continuing the trend of getting back to basics and learning new skills. It's also encouraging to see our readers searching for 'Christmas' inspiration as they look forward to life post lockdown "*

## TOP LIST, MOST SEARCHED WORDS<sup>1</sup> USING READLY DURING LOCKDOWN 2.0:

1. Knitting
2. Bobble hat
3. Shares
4. Christmas
5. Baking
6. Spacemen 3
7. Chickpeas
8. Sourdough
9. Wood
10. Crochet
11. Family
12. Bike
13. Keto
14. Vegan
15. Guitar
16. Garden
17. Home
18. Yoga
19. Baby
20. Penny Morrison

With over one million app downloads, more than 83 million digital magazine issues were read on Readly in 2019. Readly has 5,000 magazines available to read on the app and a growing portfolio of national newspapers.

Visit [www.readly.com](http://www.readly.com) for more information.

**-ENDS-**

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### About Readly

Readly is the European category leader for digital magazines. Readly offers a digital subscription service that lets customers have unlimited access to nearly 5,000 national and international magazines and newspapers - all in one app for a monthly subscription of £7.99. Readly has subscribers in more than 50 countries and content available in 17 different languages. Read, download and save the magazines on Readly for just 99p for the first month then £7.99 thereafter.

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<sup>1</sup> **About the compilations:**

The compilation has been made through a search from 2020-11-01 through 2019-11-23. In the data, we have excluded searches by name of the magazines.