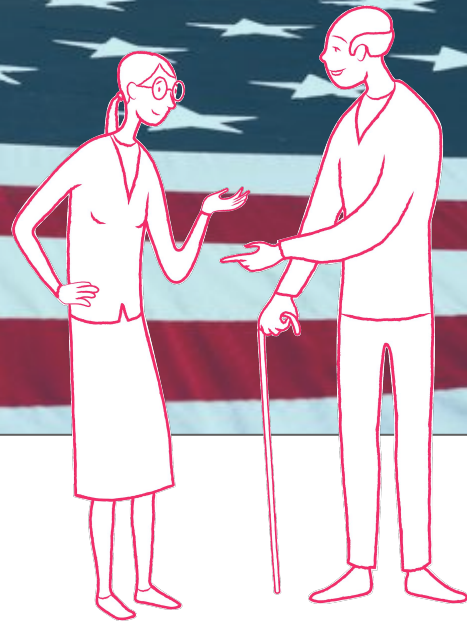


# ★ STATES OF ★ CONNECTION



MAY 26 – JUNE 1, 2025



# Americans mark Memorial Day

Food & Drink

Shopping

Automotive

Events & Attractions

Business & Finance

Sports

PAGE  
VIEWS

WoW  
GROWTH

18.0m

+43%

6.1m

+35%

8.9m

+32%

24.0m

+17%

54.5m

+15%

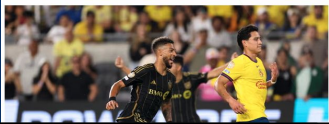
55.7m

+12%

★ STATES OF ★  
CONNECTION

## LAFC stun Club America in extra time to qualify for Club World Cup

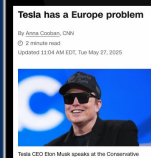
- A 115th-minute winner from Denis Bouanga sealed it
- LAFC opens the Club World Cup v Chelsea on 16 June



## The Problem With Saying 'Happy Memorial Day'



## Memorial Day appliance deals: An expert product tester reveals the discounts to shop now



Tesla has a Europe problem  
By Anne Corbett, CNN  
© 2 mins read  
Updated 10:44 AM EDT, Tue May 27, 2025  
Tesla CEO Elon Musk speaks at the Conservative Political Action Conference (CPAC) in Maryland, United States, in February. (Andrew Heston/YouTube/Getty Images)  
London (CNN) — Tesla's sales plummeted by more than half across the European Union last month even as the bloc's overall electric car market grew.  
New registrations for Tesla (TSLA) vehicles fell

## TOPICAL HEADLINES

Last week, there was related interest in **Automotive** and **Business & Finance** content categories, with page view growth last week of 32% and 15% respectively, fueled by Elon Musk's exit as 'special government employee' in the Trump administration. Musk's time leading DOGE, the Department for Government Efficiency, has been turbulent. While President Trump praised his "fantastic job" in government, Musk has been less complimentary about the President's 'One Big Beautiful Bill Act,' describing it as a "disgusting abomination." Elsewhere, Musk's other business interests have taken a hit, with Tesla sales – particularly in Europe – sliding.

**Sports** content category engagement grew by 17% last week. In topical sports, Los Angeles FC's 2-1 win over Club America in a FIFA Club World Cup qualifying playoff match over the weekend sparked a 22% week-over-week increase in **Soccer** engagement. The FIFA-organized tournament kicks off Sunday, June 15, at venues across the U.S. Paris Saint-Germain – the newly crowned UEFA Champions League title holders – will be among the 32 international club teams competing.

## SEASONAL OCCASIONS

Memorial Day celebrations and sales drove a boost in engagement with **Food & Drink** and **Shopping** content categories last week. Page views jumped 43% and 35%, respectively, fueled by interest in **Alcoholic Beverages** (+64%), **Cooking** (+34%), **Grocery Shopping** (8x) and **Sales & Promotions** (2.4x) content. Related interest in Memorial Day – the unofficial start of the summer for millions of Americans – drove **National & Civic Holidays** page views to 2.3x higher growth week on week. The increase, in turn, boosted **Events & Attractions** content category engagement, with a 17% week-over-week rise as Americans sought out things to do to fill the extra time away from work over the long weekend.

Meanwhile, more seasonal sports and with **Auto Racing**, the Nashville Superspeedway Cup Series Cracker Barrel 400 sparked a 3.8x surge in **NASCAR** page views, while interest in the Spanish Grand Prix fueled a 96% week-over-week increase in **Formula 1** page views. Elsewhere, interest in the French Open aided **Tennis** content engagement with page views rising by 21% as the Grand Slam ATP tournament began.