



Reading THE NATION

28 APR – 4 MAY 2025

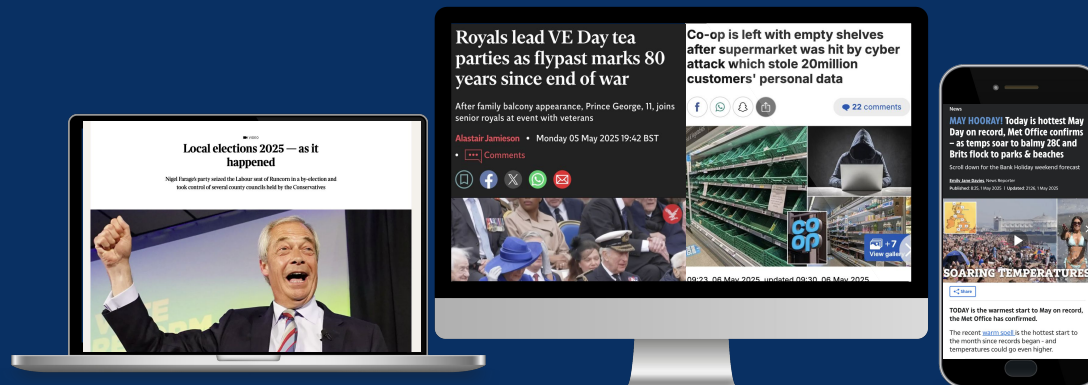
Ozone's **Reading the Nation** insight series provides a seven-day view of the topical news and seasonal events driving reader engagement across our nationwide audience of more than 40m online consumers.

Royals help Brits mark VE Day



- Pets
- Careers
- Books & Literature
- Education
- News & Politics
- Travel
- Home & Garden
- Pop Culture
- Tech & Computing
- Medical Health

	PAGE VIEWS	WoW GROWTH
Pets	4.7m	+28%
Careers	9.9m	+16%
Books & Literature	4.8m	+11%
Education	5.2m	+6%
News & Politics	206.5m	+4%
Travel	41.6m	+4%
Home & Garden	13.0m	+3%
Pop Culture	85.9m	+1%
Tech & Computing	26.0m	0%
Medical Health	103.2m	0%



TOPICAL NEWS

It was a scorcher last week, with UK temperatures soaring to 27°C, cue a double-digit spike in **Weather** engagement, up +11% to 4.9m page views. The warm weather had Brits reaching for the tongs, with **BBQ** page views seeing a fiery boost of +74%. From recipe inspiration to grilling tips, food content sizzled across the board.

But it wasn't all sunshine – cyber attacks hit UK retailers, leading to empty shelves and a 3x surge in interest around **Hacking** news page views, as readers tried to understand what went wrong.

News & Politics also had a big week. Following the Local Council Elections, we saw a strong uplift of 10x higher page views for related content as readers diving into local results. Globally, interest surged too – with Mark Carney's win in Canada and Anthony Albanese re-election in Australia driving overall **Politics** growth.

SEASONAL EVENTS

Celebrations marking the 80th anniversary of VE Day began across the early May bank holiday weekend, as Brits were treated to national and local events. Kicking off with a military parade in central London – featuring a Red Arrows flypast observed by the Royal Family at Buckingham Palace – street parties took place across the country.

Engagement with **Bank Holidays** content increased by more than a third, while page views for **Party Supplies** more than doubled. And, because there's no bigger celeb brood than the Windsors – other than, perhaps, the Beckhams – engagement with **Celebrity Families** grew by more than 80%.

Elsewhere, the start of the 2025 primary and secondary education exam season, with SATs, GCSEs and A-levels all beginning this month, drove engagement with **Education** content. Page views rose +6% week on week.