



Reading THE NATION

30 JUNE – 6 JULY, 2025



Britain's summer events heat up

Pets

Religion & Spirituality

Sport

Personal Finance

Home & Garden

Hobbies & Interests

Food & Drink

Music & Audio

Automotive

Science

| | PAGE VIEWS | WoW GROWTH |
|-------------------------|------------|------------|
| Pets | 4.9m | +55% |
| Religion & Spirituality | 3.3m | +52% |
| Sport | 117.3m | +38% |
| Personal Finance | 22.3m | +34% |
| Home & Garden | 12.9m | +13% |
| Hobbies & Interests | 14.9m | +12% |
| Food & Drink | 45.1m | +11% |
| Music & Audio | 32.4m | +8% |
| Automotive | 12.9m | +6% |
| Science | 18.2m | +5% |

TOPICAL NEWS

The Gallagher brothers, Noel and Liam, reunited on stage for the first time in 16 years as Oasis kicked off their epic 40+ date world tour at Cardiff's Principality Stadium last weekend. **Music & Audio** content engagement grew by +8% – impressive given it followed Glastonbury – with **Rock Concerts** page views 7.8x higher. It's estimated the 1.4m fans attending the UK tour will collectively spend over £1bn, or more than £766 per person.

Personal Finance content category engagement grew by more than a third last week as Prime Minister Keir Starmer and Rachel Reeves, the Chancellor of the Exchequer, faced a major parliamentary rebellion against their welfare plans, forcing a dramatic policy climbdown on disability benefits. As such, **Government Support & Welfare** page views increased by +64%.

Elsewhere, government proposals to reform the cash ISA allowance for savers, reducing the £20,000 cap on the amount that can be shielded from tax to as little as £4,000, boosted interest in **Saving**, with page views for the content doubling week-on-week. **Taxes** page views also rose +33%.

Air-con is a fever dream in boiling Britain

A creaking power grid and high energy bills mean we may have to put up with the sweltering heat

538 Gift this article free



4 top tips for keeping cats and dogs cool in the heatwave

The experts also shared symptoms of heatstroke to watch out for.



Women's Euro 2025: England kick off with French test as Wales make history – as it happened

Wales prepared to face the Dutch ahead of England's opener against France on a day that began with Diego Silva and Andie Silva being laid to rest in Portugal

Barry Glanville, Eamonn Hawkins and Julie Brereton

14.1.25 14.01.2025 14.01.2025



SEASONAL EVENTS

Last week's festival of summer sport kicked off a record week of sports engagement on our Audience Connection Platform. Nearly 120m **Sport** page views, up +38% week-on-week, were boosted by intense fan furore around the Women's Euros, Wimbledon, the British Grand Prix and England's international test match against India. Fuelling that growth were page view increases for **Tennis** (5.2x), **Football** (+26%), **Formula 1** (+21%) and **Cricket** (+15%). **Sporting Events** page views, from **Events & Attractions**, increased by +89%.

The second UK heatwave of 2025 fanned consumer interest in advice about ways for them – and their pets – to keep cool. As such, engagement with **Pets** increased by more than half, while **Home & Garden** category content rose by +13%, driven by +60% page view growth for the **Home Appliances** topic, with information about the best fans and air conditioning units highly sought after.

With the temperature rising, Brits are also seeking out seasonal recipe recommendations and on-trend drinks. As such, **Food & Drink** page views rose by +11% last week, fuelled by interest in **Wine** (+47%), **Beer** (+15%) and **Cooking** (+7%).