



**READING
THE NATION**

23 March - 29 March, 2026



Easter excitement shows egg-sellent engagement

Books & Literature

Personal Finance

Food & Drink

Automotive

Science

Family & Relationships

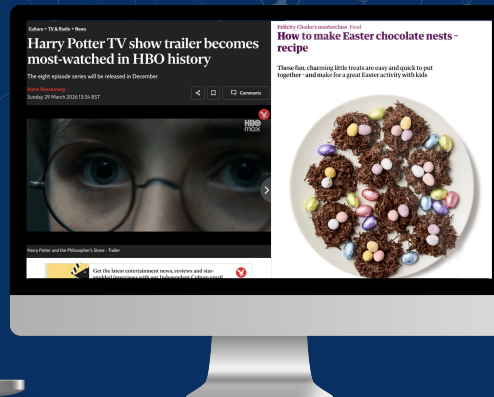
Hobbies & Interests

Music & Audio

Television

News & Politics

	PAGE VIEWS	WoW GROWTH
Books & Literature	4.1m	+36%
Personal Finance	16.6m	+12%
Food & Drink	17.0m	+10%
Automotive	10.0m	+9%
Science	13.8m	+8%
Family & Relationships	79.0m	+7%
Hobbies & Interests	12.6m	+7%
Music & Audio	13.2m	+7%
Television	38.9m	+5%
News & Politics	250m	+2%



TOPICAL NEWS

Something magical is in the air as HBO released their trailer for their highly anticipated Harry Potter series, uplifting **Television** content by 5%. With the show set to release at Christmas, anticipation for the show has surged **Festive TV** by a huge 4.7x, showing seasonal content can surge year-round when fuelled by major cultural moments.

Elsewhere, Meta and YouTube have been found liable in the USA for deliberately designing addictive products that cause harm to young people, contributing to a 2% uplift in **News & Politics** content, **Technology Industry** surging 65% as Brits look to understand the outcome of the trial.

Meanwhile, a march against the far right in London on Saturday also added to **News & Politics**' slight boost, with **Protest & Demonstrations** marching up 21% and **Political Issues** rising 2.2x.

Fears of another cost of living crisis are beginning to arise as a result of conflicts in the Middle East. These concerns have pushed **Personal Finance** content up 12%, with **Personal Investing** surging 32%, **Saving** 42% and **Personal Taxes** 48% as British audiences seek to understand how they may be impacted.

Over in sport, last week's World Cup qualifiers lifted **Football** content 4%. England and Scotland friendlies kept engagement high. Looking ahead, excitement is building for next week's Masters, with **Golf** content putting up 2.2x.

SEASONAL EVENTS

It's the week before Easter, and Brits are prepping for the long bank holiday weekend ahead. **Party Supplies & Decorations** have surged 2.1x, while **Food & Drink** is up 10% week-on-week, driven by a 41% spike in **Desserts & Baking** as audience hunt for the perfect Easter treats. **Fast Food** content has also seen a golden 76% rise, fuelled by the buzz around US favourite Chick-fil-A opening its first UK branch this weekend. Curious foodies are flocking to find out if it really lives up to the hype.

Many schools have broken up for the long Easter holiday, driving a 7% increase in **Family & Relationships** content as parents search for inspiration on how to keep their children entertained. This has also boosted **Parenting** content by 18% and **Objects for Children** by 9%. Meanwhile, interest in **Museums & Galleries** has risen by 12%.

Hobbies & Interest is not exempt from the Easter surge, up 7% WoW, as kids get stuck into Easter crafts and look ahead for activities over the two-week school holidays. Notably, **Drawing / Sketching** has doodled up 41%, and **Workshops / Classes** 2.4x.

Cambridge and Oxford once again take to the Thames this weekend for their famed Boat Race, a nearly 200 year old tradition. **Boats & Watercrafts** has sailed up a mighty 28% in anticipation, and we can expect **Rowing** content to paddle it's way up after the big event takes place on Sunday.