



READING
THE NATION

18 MAY – 24 MAY, 2026



Britain's Buzzing: Sun, Sport & Summer Spending

Healthy Living

Pets

Sports

Personal Finance

Automotive

Family & Relationships

Property

Science

Music & Audio

Shopping

PAGE
VIEWS

WoW
GROWTH

50.7m

+12%

5.6m

+12%

96.2m

+9%

63.1m

+8%

33.9m

+4%

138.8m

+2%

8.8m

+1%

6.1m

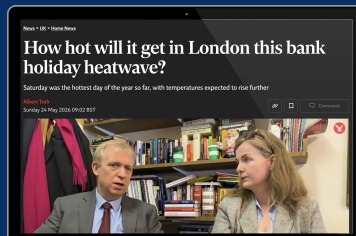
+1%

141.1m

+1%

51.1m

+1%



TOPICAL NEWS

A heatwave saw record breaking temperatures hit the UK this week, shining on **Weather** engagement with a 4% increase as Brits turn to Ozone's Audience Connection Platform to find out more. **Healthy Living** felt the impact, up 12% WoW, as Brits looked for healthy tips and tricks, with **Wellness** surging 17%. A similar trend was seen with **Pets** engagement, up 12%, as faithful owners sought to keep their fluffy friends beat the heat.

The heatwave sparked a flurry of summer activity, with **Beach Volleyball** rising by 8.3x. Meanwhile, both **Holiday Shopping** and **Women's Fashion** lifted 11% as readers look towards summer trends.

Elsewhere, the ONS has released its monthly labour market data, which showed wage growth slowing to 3.8%, the lowest in 5 years. This has pushed **Personal Finance** content up 8%, with a focus on **Frugal Living** (12%), **Saving** (32%) and **Financial Planning** (16%).

UK petrol prices remain at their highest point in two years, driven by ongoing Middle East tensions, further fuelling conversation around **Personal Finance** and pushing **Automotive** engagement up 4% as Brits speculate on what the coming months will look like.

SEASONAL EVENTS

The late May bank holiday saw Brits flock outside to enjoy the long weekend, boosting **National & Civic Holidays** by 17%.

This long weekend has coincided with May Half Term, which started this week pushing up **Family & Relationships** by 2% as parents look for inspiration on how to keep their little ones busy. In **Books & Literature**, **Children's Literature** is up 46% and **Young Adult Literature** 56%, whilst **Outdoor Activities in Events & Attractions** has sprung up 15%, **Amusement & Theme Parks** 56% and **Museums & Galleries** 53%.

The Chelsea Flower Show took place last week, with beautiful blooms stealing the spotlight and blossoming **Flower Shopping** content by 40% as Brits sought inspiration for their own gardens, **Outdoor Decorating** also felt the impact with a 23% uplift.

Over in **Sport**, up 9%, Arsenal fans are rejoicing after the team won the Premier League for the first time in 22 years. **Football** content has kicked up 16% and **Sporting Events** 32%, with the team set to lift the trophy and compete in the Champions League final next weekend, this momentum shows no sign of slowing.