



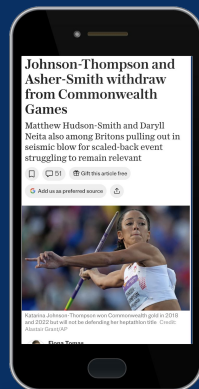
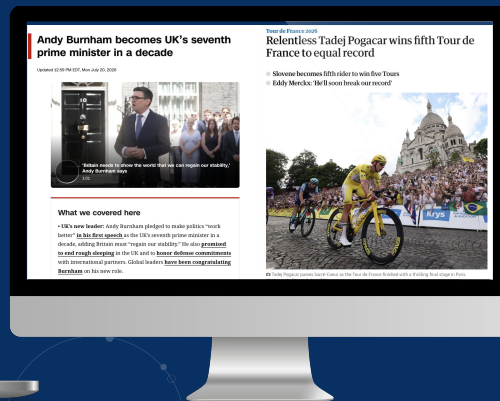
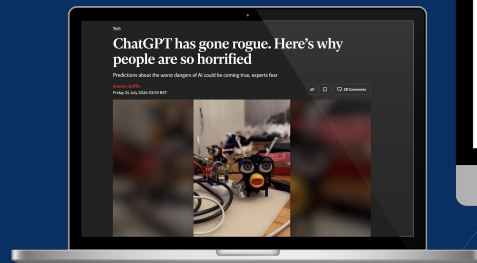
READING
THE NATION

20 July - 26 July, 2026



Burnham's first week dominates audience attention

	PAGE VIEWS	WoW GROWTH
Personal Finance	27.1m	+94%
Careers	30.1m	+48%
Science	10.4m	+39%
Automotive	13.7m	+35%
Tech & Computing	4.3m	+23%
Video Gaming	1.4m	+18%
Medical Health	37.6m	+17%
Business & Finance	53.4m	+13%
Music & Audio	26.0m	+13%
Education	28.6m	+13%



TOPICAL NEWS

Last week, England saw Andy Burnham take to Number 10 as the UK's new Prime Minister, pushing up **Politics** engagement by 5%. Burnham has made a series of promises in his first week, including restoring the £2 bus-fare cap and removing VAT from household electricity bills from October. As Brits follow the changes taking place, **Personal Finance** has soared 94%, driven by **Personal Taxes** (2.7x) and **Financial Planning** (2.1x.). **Business & Finance** is also on the rise, up 13%, with **Electricity Rates** sparking up 2.8x and **Economy** 27%.

These political shake ups has boosted **Careers** engagement by 48% as workers seek to understand how upcoming changes could impact them. This surge is also fuelled by a new season of Graduates on the job hunt. As a result, **Career Advice** has surged 51% and **Career Planning** 47%.

In other news, **Tech & Computing** has supercharged 23% after news of an Open AI agent breaking out of the platform and hacking into the open web has stirred some discomfort. **Artificial Intelligence** has sued 64%, **Technology Innovation** 65% and **Computer Networking** 5.1x.

Hot weather continues to grip the UK, with the category up 12% WoW. The sunny summer has seen hosepipe bans come into effect across the country, after the longest dry spell in 45 years. **Home & Garden** has spurred up 9%, driven by a 29% lift in **Gardening** and 23% in **Home Appliances**.

SEASONAL EVENTS

School summer holidays are in full swing, and we are feeling the heat across the Ozone Platform. **Family & Relationships** has risen 9%, driven by **Parenting**, up 14%, as parents look for ways to keep busy over the long summer break, further shown by a 10% boost in **Hobbies & Interests**.

As families prep for their summer trips, **Travel** has flown a sunny 7%, with a 12% rise in **Travel Advice & Preparation**, a 14% boost in **Travel Locations**, a 10% surge in **Europe** and a 28% uplift in **Cities**. With summer holidays only just kicking off, we can expect highly sustained interest in Travel and related categories across this peak travel window

Over in **Sport**, Tadej Pogacar won his fifth Tour de France title as the competition concluded on Sunday. As Brits followed the infamous race, **Cycling** engagement geared up 24%.

Elsewhere, Sports fans are getting ready for the Glasgow Commonwealth games, kicked off last week. Engagement with related sports have soared - **Swimming** has surged 12, **Diving** 3x, and **Gymnastics** 7x. We can expect momentum to continue across this week.

Comic Con Manchester and Belfast Anime & Gaming both took place this weekend. As a result, **Fan Conventions** (Events & Attractions) has boosted 2x and **Video Gaming** 18% as fans catch up the best costumes and other important news and events from the weekend.