



READING THE NATION

10 August - 16 August, 2026



Eclipses, exams and end-of-summer escapes

Science

Events & Attractions

Travel

Television

Business & Finance

Medical Health

Healthy Living

Personal Finance

Automotive

Shopping

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VIEWS

WoW
GROWTH

22.4m

+110%

74.8m

+37%

70.1m

+18%

33.2m

+14%

50.2m

+12%

40.6m

+12%

22.8m

+11%

18.1m

+7%

14.3m

+6%

42.1m

+6%

TOPICAL NEWS

Last week's solar eclipse, the first since 1999, sent Brits outdoors in their droves to capture the rare astronomical phenomenon. Paired with the Perseid meteor showers, these celestial events propelled **Science** engagement to 2.1x its usual level, fuelled by a stellar 3.5x surge in **Space/Astronomy** and a 2x uplift in **Geography**.

The eclipse also cast its glow over **Events & Attractions**, up 37%, as Brits hunted for the best viewing spots, boosting **Outdoor Activities** by 2.5x.

Engagement increases in Events & Attractions can also be attributed to a series of wildfires as the UK who enters its 5th heatwaves amongst a BBQ ban and drought restrictions. This has seen **Parks & Nature** grow 2.7x, whilst **Weather** has increased twofold, and **BBQ & Grilling** 7%. Worry over environmental impact has seen **Agriculture** grow 63%, and **Environmental Services Industry** 65% (Business & Finance)

Elsewhere, the D23 Disney Fan Event has teased some new films that has Disney fans buzzing, including Frozen 3, Coco 2, and many more. This has pushed up **Animation, Comedy** and **Family & Children Films** all by 3% as fans catch up on the new releases and what to expect. This comes after Spiderman

Europe solar eclipse: millions watch rare spectacle across Spain, UK and Iceland - as it happened

Eclipse witnessed by tens of millions across western Europe as enthusiasts gather along path of totality

* Solar eclipse: 200m across Europe in pictures

* Cruise ships, quiet towns and an all-day festival: millions flock to best viewing spots across Europe

Watch clips
and keep track of the event

< Share

London pulls further ahead as A-level regional divide for top grades hits record - as it happened

This year's results expose a widening gap in students achieving top grades in London and north-west England

Tom Andrew and Michael Beal/Headline News

Photo: Getty Images

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Boomtown Festival 2026: Set Times, Full Lineup and Ultimate Guide

Four Tet, Kneecap, Skarhead, Madness and Skillet are among the huge names at Boomtown 2026. Here's your guide to all the essential information

Written by Eloise Feldman
Contributor, Time Out UK
Photo: Getty Images

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