

### September 2014

#### Books and e-books - UK

“In order to solve the problem of men’s lower reading rates a cultural shift is necessary, with books specifically highlighted as a worthy pastime for young boys starting from primary school and continuing onwards into secondary education. This would need to be accomplished through idolised cultural icons or sporting heroes ...

#### Sports Participation - UK

“While Britons may be increasingly willing to do the right thing for the good of their health, their preference for doing the easy thing means sports participation will not automatically gain as consumers change their dietary habits before their activity ones.”

– David Walmsley, Senior Leisure Analyst

### July 2014

#### Consumers and The Economic Outlook - Quarterly Update - UK

“Although people are still more confident than they were in 2013, Mintel’s data suggests that they’re not entirely convinced by the economic revival. Across all three key measures (current situation, impact of the slowdown and how they expect their finances to fare over the next year), sentiment was slightly more ...

#### Sports Goods Retailing - UK

“While specialist sports goods retailers are not yet projecting their traditional in-store expertise online and through social media, closer links with participation facilities could extend their dominance of the shop-bought segment.”

– David Walmsley, Senior Leisure Analyst