



**Sport MR**



## Launch of Hearts & Minds

Sport MR [www.sportmr.co.uk](http://www.sportmr.co.uk), partnering with My Customer Lens [www.mycustomerlens.com](http://www.mycustomerlens.com) is today launching Hearts & Minds, a syndicated study of a nationally representative sample of the UK population which offers in depth insight into sports participation and physical activity. The study:

- looks at what people do, why they do it and what barriers prevent people from being more active.
- assesses the potential interest in taking up particular sports/physical activities and what it will take to convert interest into action.
- provides an in-depth assessment of how attitudes and behaviour differ by age, gender, social class, ethnic background etc.
- measures the impact of specific messages or campaigns and with whom, in demographic terms, they most effectively resonate.

We are proud to have **England Golf** and the **Lawn Tennis Association** on board and are looking forward to working with other National Governing Bodies and sports organisations to provide a cost-effective collaborative insight solution which will enhance their knowledge and understanding of participants in sport/physical activity and those who can be attracted to participation.

*“We are committed to gaining a deeper understanding of our current players, potential new participants, and non-golfers alike, in order to make sure golf remains relevant and accessible to all those who wish to take part.*

*We believe that this research will give us real insight into each of these groups – their motivations, perceptions and ongoing levels of interaction with golf, and wider sport in general. The insight gained will allow us to better inform decisions throughout our organisation and drive our strategy to grow the game of golf in England.*

*We are excited to start seeing, and acting, on the results of this study and look forward to sharing with our partners throughout the game.”* **Thomas Allen, Insight Manager, England Golf**

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