



Hearts & Minds Wins Prestigious UK Active Award

Innovative Study Wins UK Active Research Impact Award

Hearts & Minds from **Sport MR** and **MyCustomerLens** has been awarded **UK Active's Research Impact Award**. The award recognises **Hearts & Minds** as:

- a research programme that has made a notable impact through driving forward the physical activity agenda

It further acknowledges that **Hearts & Minds** has provided:

- high quality research and analysis that will help inform the physical activity agenda, drive change and support UK Active's aim of getting more people, more active, more often

Hearts & Minds is a syndicated study which has been developed by **Sport MR** and **MyCustomerLens** to meet the evolving insight needs of the sport and fitness industry.

- Research is conducted monthly among a nationally representative sample of the population. Unlike many other surveys, it employs interlocking quotas to ensure the representativeness of sub-groups.
- **Hearts & Minds** contains a treasure trove of data on sport and physical activity, what activities people are open to and the barriers to participation. Most importantly, it offers a cost-effective multi-partner approach to data gathering, providing high quality insight to organisations in sport which have restricted budgets.

Michael Stone, Partner in **Sport MR** commented: *"We are delighted that Hearts & Minds has been recognised in this way and would like to thank the people who showed faith in the project initially, most notably our friends at **England Golf**.*

*Our primary objective from the start has been to create a tool for the sports industry to enhance understanding of the motivations of those who participate and the barriers to participation among those who do not. We have established that 33% of the adult population, translating to more than **17 million people**, would like to take more exercise than they currently do and look forward to **Hearts & Minds** continuing to enable the industry to better understand who these people are and how it can most effectively reach out to them and help them to become more active."*

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