



Improving Culture & Leadership for the Research and Insight Sector Take Part in the MRS Employee Engagement & Satisfaction Survey

The Covid-19 pandemic dramatically changed the pace of change in our workplaces. Never before has it been more important to build people-centric and listening cultures, with wellbeing at the forefront. The MRS Employee Engagement & Satisfaction Survey will help members and Company Partners understand their individual workforces better, benchmark themselves to see how they perform compared with others and ultimately improve culture and leadership across our sector.

MRS is keen to help support supply-side members and Company Partners in their efforts to improve culture and leadership within their organisations. As part of this in February 2024 MRS Launched an exciting new service that allows supply-side MRS Company Partners and/or organisations which employ MRS members the opportunity to take part in the sector-wide MRS Employee Engagement & Satisfaction Survey.

The MRS Employee Engagement & Satisfaction Survey has been designed to cover the key elements of employee engagement including culture, management, progression, inclusion & diversity and remuneration.

We appreciate that you will have lots of questions, so with this in mind, below are some frequently asked questions and answers which we hope that you will find useful. If you have any other thoughts or concerns, please contact MRS' Managing Director, Debrah Harding: debrah.harding@mrs.org.uk.

We do hope that you will consider being part of this important initiative.

FAQ's

Benefits of the survey

Q) Why has MRS introduced the MRS Employee Engagement & Satisfaction Survey?

MRS has introduced this to track staff engagement across the research sector. The MRS Employee Engagement & Satisfaction Survey will enable participating organisations to benchmark their staff engagement against the average for the sector. This will help businesses to see how well they are performing and to help to enhance staff communication and engagement. It will also give an annual picture of the culture of the sector and how it is evolving.

Q) What is the benefit of participating in this survey?

There are a number of benefits of participating in the MRS Employee Engagement & Satisfaction Survey including:

- Providing participating organisations an opportunity to benchmark their performance to the sector's, helping businesses to identify what they are doing well, and also possibly identify areas of improvement.
- The questionnaire has been designed by employee engagement specialists alongside an MRS working group to ensure that it measures the key metrics for businesses in the research sector. The results will therefore help organisations monitor their performance and highlight priorities for improvement that will have real impact on employee engagement and motivation.
- Businesses can release staff time and resource from undertaking their own in-house staff surveys.
- Participating organisations can save money by participating in the MRS survey rather than creating their own staff survey.
- The results from the survey can be used as evidence for the MRS Research Live Best Place to Work award.

Q) What about if businesses already undertake their own employee research? Why switch to the MRS Employee Engagement & Satisfaction Survey?

It is up to individual businesses whether they wish to participate in the MRS Employee Engagement & Satisfaction Survey. If an internal option is preferred this is fine. However, businesses could also consider continuing with their own research (to enable bespoke questioning) plus undertaking the MRS Employee Engagement & Satisfaction Survey – not least to enable the benchmarking of their results against the sector's.

Management of the survey

Q) How will the survey be administered, processed and who gets to see our results?

MRS has commissioned David Cahn of Synygis to administer and analyse the survey results. The research will be conducted in accordance with the [MRS Code of Conduct \(2023\)](#) and the [MRS Privacy Policy](#).

David is an independent consultant and an MRS Fellow and is the only person who will have access to the identifiable data set. David already undertakes a number of market intelligence projects for MRS including the MRS Annual Survey.

David will be managing the whole process:

- Distributing to each participating organisation a bespoke survey link using the Survey Monkey platform.
- Informing participating organisations of progress, i.e., how many completes have been received during fieldwork.
- Analysing and distributing anonymous results to participating organisations.
- Compiling the aggregated sector-wide results for publication in the annual Research Live Industry Report

Please feel free to contact him if you have any questions about the process: davidcahn@synygis.com.

MRS and/or Synygis may use the services of an analytics service provider, depending on the level of response to the survey. If this were to occur, MRS would anonymise the data shared with any service providers to protect the confidentiality of the data. Any suppliers selected would be contractually bound to adhere to the [MRS Code of Conduct \(2023\)](#) and the [MRS Privacy Policy](#).

Q) What results and data will participating organisations have access to?

Each participating organisation will receive total results for each question. Participating organisations will not have access to individual responses of employees, only the aggregate scores for each question, based on who takes part from each company. No participant names will be shared or reported.

Each participating organisation will be able to view their results compared with the sector wide benchmark i.e., the total aggregate results of all other participating organisations compared with their own.

Q) When will the MRS Employee Engagement & Satisfaction Survey be available to use?

The MRS Employee Engagement & Satisfaction Survey is available for participating organisations to use from 2024. The data collection for the 2025 survey is planned to take place in March/April 2025 (deadline tbc), with individual corporate results due to be issued in late May 2025.

Coverage of the survey

Q) Why is the survey only available to the supply-side of the sector?

The plan is for the scope of the survey to be expanded to include client-side organisations. However, for launch the survey is focusing on the supply-side, as this was the area where challenges were identified within the [MRS Understanding Our Shortage of Talent](#) report.

Client-side organisations can ask MRS to be included in the survey, for example to provide evidence for the Research Live Best Place to Work award.

After the initial launch MRS will consider how the survey can be expanded to include client-side teams.

Creation of the survey

Q) How was the survey created?

The survey was created by a group of expert researchers drawing from the best practice in staff engagement survey design. The survey has been designed to cover all the key aspects of staff engagement whilst also not being too much of a burden for staff.

Use and publication of the survey data

Q) What if my results are below average compared with others? Will there be any further action by MRS?

No, not at all. All businesses can improve in terms of employee engagement – no organisation is perfect! MRS will also be using the survey to track its performance as an employer to identify areas where MRS can improve.

MRS encourages MRS members and Company Partners are prepared to take part in this important initiative to help businesses identify areas of improvement. This is our only objective – to help improve culture and leadership across the sector

Q) What happens if the response rates for a participating organisation is too low, or the results are unrepresentative of the participating organisation?

MRS reserves the right to withhold corporate results if there is the possibility that individual employee results could be identified by the research e.g., only one staff member in an organisation responds to the questionnaire or if the results are unrepresentative of a participating organisation e.g., very low response rates, results skewed towards certain roles, etc. In such instances MRS will work with participating organisations to improve response rates, representativeness, etc.

Q) Will any of the results be published in the public domain?

Yes, some of the results will be published. Participating organisations agree to have their individual corporate results published as 'Top 5' tables by MRS, based upon a selection of the individual metrics measured by the questionnaire. MRS will only publish the Top 5 organisations, i.e., the top performers to highlight excellence, all other participating organisations will not be individually published or reported by MRS. MRS will not publish details of any participating organisations that perform outside of the Top 5.

Q) Can participating organisations publish their data?

Each participating organisation can publish their data to promote their results. All results published must include sufficient information to enable a reasonable assessment of the validity of the results e.g., question wording, year of the results, etc.

Q) How will the results be used by MRS?

Each participating organisation will have full access to their own anonymised results. In addition to this, as part of improving culture and leadership across the sector, we are keen to explore what the key drivers are for employee engagement and satisfaction. At a total level (i.e., all data from all participating organisations) will be analysed and reported by MRS to give a sector wide perspective – identifying the key factors in terms of culture and leadership and areas where the sector needs to improve. Individual participating companies will not be named in this analysis – MRS is only interested in looking at and presenting the results on a sector wide basis.

MRS also intends to expand the entry criteria for the Research Live Best Place to Work award. Organisations wishing to enter this award will need to supply survey results as necessary evidence, supporting the success of their working culture, either from the MRS Employee Engagement & Satisfaction Survey, in-house or other third-party employee surveys. It will be for individual organisations to decide if they wish to enter the award and provide their results from a survey. In doing so, only the clients on the Research Live Judging Panel will have access to the participating organisation's aggregate research results and all information submitted as part of the judging process will remain confidential.

Q) Why is MRS changing the Research Live Best Place to Work criteria to include evidence from an Employee Engagement & Satisfaction Survey?

The senior clients who are the Judges for the Research Live Best Place to Work award are keen to have more evidence from employees about their experiences working in organisations entering for this award. By including survey results the judges will have evidence from participating organisations about the views of their staff. Survey results will be one part of the evidence that the Judges will consider, the other will be the written entry which will enable organisations to give context about their approach to workplace culture and management.

Q) What about client organisations that would like to participate in the Best Place to Work award?

Client-side organisations that wish to participate in the Research Live Best Place to Work award should either ask MRS to undertake the survey with their research team members, or if an alternative in-house employee engagement survey is used, provide the results of this survey as part of the evidence for the award submission.

Q) If a client-side organisation decides to undertake the survey for the Best Place to Work award will the results be published?

The data collected from any participating client-side organisations will not be published or included in the aggregate results for the MRS Employee Engagement & Satisfaction survey.

Access to the Survey

Q) Are there terms and conditions for using the MRS Employee Engagement & Satisfaction survey?

Yes, the Terms and conditions are available [here](#).

Q) Are there fees for participating in the MRS Employee Engagement & Satisfaction survey?

Yes, there are fees which are based upon company turnover as per the following fee schedule:

Turnover Band	Annual Fee – 2024/2025 (£)
Under £1million	500 + VAT
£1million to £10million	1,000 + VAT
Over £10million	3,000 + VAT