

MRS Annual Review

Protecting, promoting and
connecting the research sector
2018/19



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Introduction

Jane Frost, CEO, MRS

Every professional and trade association worth its salt is close to its members. So it's not surprising that our fortunes mirror yours.

Despite a tough year, I am pleased to say that MRS corporate accreditation is growing in size and diversity, and we have met some notable milestones which have been very well received.

The profile of research and insight grows stronger as businesses acknowledge that growth is dependant on customer and organisational intelligence. Decision making requires data literacy, and it is the research and insight community who are able to extract meaning from numbers, and act upon it. The launch of our long-term Intelligence Capital™ initiative in 2019, supported by Kantar, is just one such example of where MRS is enabling businesses to embrace this growth opportunity.

Fundermental to growth is of course quality, and the MRS Policy & Standards team has worked tirelessly to help our members navigate new data protection legislation and Brexit turbulence (see Protecting Research).

We were especially proud of the four membership excellence gongs awarded to us by Memcom for our digital and editorial endeavours - work undertaken during (and in spite of) this difficult period. The MRS Certificate in Digital Interviewing Skills which we developed for the Girl Effect 'Technology Enabled Girl Ambassadors' (TEGA) programme is enabling young woman to gain qualifications in Malwai, Rwanda, Nigeria, Bangladesh, India and the US.

We also won awards for our own website mrs.org.uk and our initiative to promote the value of research to small and medium businesses via the website researchforsmallbusinesses.com. Without a huge budget to spend on expensive design work, we focused both projects on usability and that old fashioned notion of 'usefulness'. MRS is incredibly fortunate to work with real journalists - experts in creating editorial content that elevates the platfroms on which they sit.

Our events go from strength-to-strength, demonstrating the key role MRS plays in connecting the sector and providing places to meet and learn from our peers.

I would like to thank all those that continue to support MRS in so many ways: our individual members and accredited companies; advertisers and sponsors; speakers at conferences and training courses; and members of the many boards and committees that provide professional support and guidance to the Society and the wider sector.

Finally, a special mention to Bill Blyth who was awarded the Society's highest honour, the MRS Gold Medal, having shown such dedication over his 45-year career to research associations, professional development, and research standards.

If there is something you think we could or should be doing I welcome your feedback.

Jane Frost, CBE



The Future

Inclusion

MRS believes that a sector that provides insight and evidence needs to be representative of the world it serves, and the Society is committed to creating an environment where the only barriers to progress are personal choice and professional competence. In so doing we are securing the future talent of the research, insight and data analytics sector.

MRS action plan on inclusion 2018/19:

1

Launch of the first MRS Inclusion and Diversity Report for the Market Research Sector at the House of Commons, January 2018.

2

MRS Inclusion Group led by Vanella Jackson (FMRS) develops inclusion road map for the sector (see About the Boards).

3

Launch of the MRS 'CEO Pledge – A Manifesto for Opportunity'. See list of signatories below.*

4

Planning for a new LGBTQ+ network called #MRS Pride (subsequently launched in May 2019).

All MRS one-day conferences and annual conference feature a 50/50 gender split for keynotes and speakers.

*Big Sofa: Kirsty Fuller; Hall & Partners: Vanella Jackson; GfK: Warren Saunders; Ipsos MORI: Ben Page; ITWP Group: Paul Twite/Frederic Charles; Kantar: Eric Salama/Amy Cashman; Lightspeed: Caroline Frankum; Quadrangle: Ali Camps; Savanta Global: Roger Perowne; Savanta UK: Nick Baker; Savanta Americas: Vin DeRobertis; Zappistore: Steve Phillips; C Space: Felix Koch.

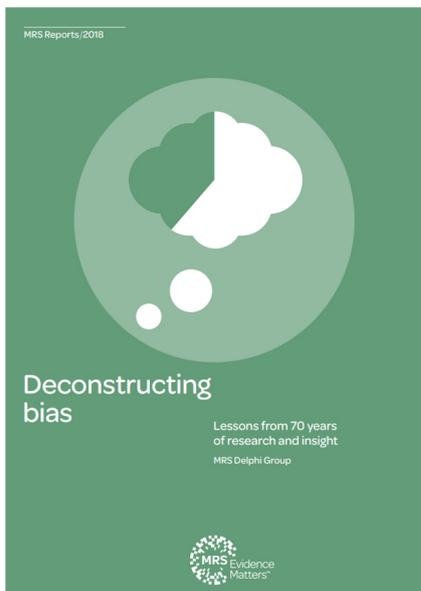
The Future

Thought Leadership

It is vital that the Society creates a coherent narrative to prove the value of research and insight to the future of the commercial and public sectors.

MRS Delphi Group

The group comprises of leading experts from across the sector (see About the Boards) delivering valuable insight across a range of important business, social and political issues.



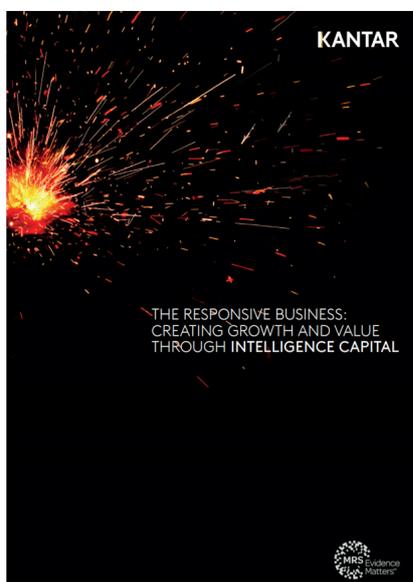
Deconstructing bias: Lessons from 70 years of research and insight

Researchers are familiar with unconscious bias. Whether it's the problems of sampling, making decisions on how to phrase the questions we ask and interpret the answers, or questioning the assumptions that we (or our clients) make. As such, the research sector has a valuable contribution to help businesses become more effective and efficient in how they deal with bias.

[Download the report here](#)

Intelligence Capital™

Pioneered by MRS and supported in 2018/19 by Kantar, this initiative positions Intelligence Capital™ as a critical business investment, alongside financial and human capital.



The Responsive Business: Creating growth and value through Intelligence Capital™

The report was based on consultation with MRS members and the MRS Senior Client Council, and recommends a framework that puts research, insight and data analytics at the heart of business strategy and makes the case for investment in the function now.

[Download the report here](#)

Protecting Research Standards and Self-Regulation

➔ mrs.org.uk/standards

As the regulator, MRS promotes the highest professional standards throughout the sector via the **MRS Code of Conduct**.

The MRS Code, first adopted on 5 November 1954 is kept under regular review. Revisions were made to the current Code to reflect evolving ethical best practice and recent significant changes in the data protection framework. The changes also seek to ensure that the Code keeps pace with the accelerated speed and progress of technological development and data use. The content of the Code including the principles, definitions and rules were thoroughly reviewed and revised to reflect national and international developments in best practice in ethics and privacy including the revised data protection frameworks, the **General Data Protection Regulation (GDPR)** and the UK Data Protection Act 2018.

We conducted a Code consultation with individual members, accredited Company Partners and other interested stakeholders on the major changes between January and April 2019. It is expected that the new Code will be published in October 2019, for application from January 2020.

Along with revisions to the Code, the MRS Policy & Standards Team continued to create specialist Guidance Notes to provide detailed interpretation and application of the data protection framework to the research, data and insight sector. Other new guidance included an incentives infographic to clarify the distinction between research and marketing, when using client supplied incentives.

Two new guides on our MRS GDPR In Brief Series were produced - a Guidance Note and Checklist on personal data breaches setting out tips to help practitioners understand the new legal requirements and efficiently deal with personal data breaches.

Guidance and training was also provided via a popular GDPR masterclass series, including advice on undertaking data protection impact assessments, as well as a series of tailored in-house standards briefings.

Meet the MRS Policy & Standards Team



Debrah Harding
Managing Director



Julie Corney
Standards & Compliance Manager



Camilla Ravazzolo
EU Policy Manager

Contact the team
codeline@mrs.org.uk

Protecting Research

The Year in Numbers

39

GDPR training delegates, 2 courses



2



Specialist GDPR guides

5



Brexit guides

4,636

MRS members



587

Accredited Company Partners



54

Fair Data companies



3,658

MRS Freephone calls



498

Codeline total*

310 Data Protection comprising of:

81 Participant anonymity

85 Data collection

21 Legal processing ground

26 Data Controller or Data Processor

15 Privacy Notices

6 Data Protection Impact Assessments

32 Data retention

8 Re-contact

16 Data security and breach reporting

20 Data subject rights

7 Observers

40 Children

12 Vulnerable participants

22 Non-research

59 Incentives

5 Analysis & Reporting

16 International

6 Harm/adverse effects

6 Mystery Shopping

5 Gender

7 Product test

3 Employee research

*Email queries only



15

Complaints resolved by the standards department*

1 Incentives

6 Panels

3 Participant being misled

1 Reporting & analysis

1 Contractual issue

1 Harm/adverse effects

1 Questionnaire design

1 Data retention

Disciplinary cases

Company Partner: 1 complaint upheld

Complaint topic - Data Collection

*Of the above, 11 Company Partner cases and 4 individual cases.



Protecting Research

MRS Policy Unit

➔ mrs.org.uk/policy

Our policy activities for the year under review reflected the start of enforcement of the General Data Protection Regulation (GDPR) on 25 May 2018 and the planned withdrawal of the UK from the EU on 29 March 2019.

Data protection

Research and insight is a data intensive activity; engagement with the Information Commissioner's Office (ICO) and other pertinent regulators across a wide range of data protection issues is always pivotal to the work of the MRS Policy team.

During the period under review we:

- Developed a new Data Protection and Research Guidance (2019), with the ICO, to ensure that we continue to reflect legal updates and best practice.
- Highlighted the serious unforeseen consequences of the requirement for the research sector of naming a data controller client. This included discussions with the ICO, the Irish Data Protection Commissioner and circulation of evidence-based policy papers on this critical issue. The matter has been referred to the European Data Protection Board (EDPB) which is the grouping of European regulators, which may lead to formal consistent guidance on this issue.

Additionally, we continued to collaborate via other networks such as the Advertising Association (AA) Data Working Group, Operation Linden Working Group (grouping of regulators and interest groups working on reduction of unsolicited calls) and the All Party Parliamentary Group on Data Analytics, focusing on their technology and ethics enquiry.

Withdrawal from the EU

During the process for the withdrawal of the UK from the EU, MRS sought to highlight with the Department for Digital, Culture, Media and Sport (DCMS) issues of particular impact on the research and insight sector whilst providing timely, targeted guidance for the sector on the likely impact and implications.

MRS developed the MRS Brexit Hub to provide a focal point for the latest news, position statements and general advice for members on the withdrawal of the UK from the EU.

Guidance Notes published included:

- **EU-UK Data Transfers:** General guidance to help compliance with the requirements of the GDPR on personal data transfers.

- **Appointment of EU Representative:** Guidance on whether such appointments are required.

- **Standard Contractual Clauses Guide:** Practical guidance on adoption of Standard Contractual Clauses (SCC's), which are the most effective short-term solution for continued data flows.

- **Immigration update:** Guidance on the key immigration policy issues for managing and supporting EU nationals.

Political Polling and Direct Marketing

We submitted formal responses to the ICO's call for views on use of personal data in political campaigns. This ICO initiative seeks to strengthen their powers and provide clarity and focus to all sectors. MRS highlighted that in drawing the line between political campaigning and research the ICO Code must also be clear about the misuse of market research for political purposes. Political parties have an obligation to follow best practice when conducting research and must not pretend to be researchers conducting research, when in reality they are trying to campaign or build up leads for political activity. MRS will work with the ICO to look at whether there are any regulatory gaps within the existing data protection and electoral law landscape and increase transparency in campaign techniques.

We also submitted a response to the ICO Call for Views on the statutory Code of Practice for Direct Marketing highlighting the continued distinction between research and marketing activities and suggesting that poor marketing practices that impact on research such as suggesting (selling under the guise of market research) should be addressed in the ICO Code.

Select Committee Inquiries

Our submission to the Public Administration and Constitutional Affairs Committee inquiry into the governance of official statistics in the UK, looking particularly at the role of the UK Statistics Authority (UKSA) drew on the expertise of the MRS Census and Geodemographic Group (CGG), an advisory body of MRS which has specialists in the full range of research, statistics and marketing activities.

Protecting Research International

⇒ mrs.org.uk/international

EFAMRO

EFAMRO, the European Research Federation, represents the interests of research businesses to the European Parliament, European Commission and Council of Europe. MRS has been a member since 2006, and since 2009 has undertaken all standards, policy and public affairs activities on behalf of the Federation.

During this period, MRS worked with EFAMRO and ESOMAR to develop a **GDPR Research Code** to specify the application of the GDPR for the wider research and insight sector. This Code will be pivotal in helping our sector to maximise the opportunities of GDPR, more effectively apply the legislation, and help with cross-border transfers outside the EU.

Other key activities included active participation in European Data Protection Board (EDPB) meetings and working groups.

EphMRA

During this period MRS partnered with EphMRA, the global association for health and pharmaceutical research to provide professional standards and ethics support. This included:

- Undertaking research to identify changes to the EphMRA Code including incorporation of the GDPR requirements within the EphMRA Code of Conduct.
- Development and drafting of EphMRA Code of Conduct.
- Advice on the interpretation and application of the EphMRA Code of Conduct.
- Drafting of additional standards, ethics and support materials such as EphMRA guidelines and FAQs as required.

Global Research Business Network

The Global Research Business Network (GRBN) of which MRS is a founding partner, went from strength-to-strength during the period. Activities included:

- Conducting research, in partnership with Boston Consulting Group and the Insights Association, on the issues of the ROI of Insights and of building the business impact of Insights.
- Issuing Invest in Insights: A Guide to demonstrating the value of insights to business.
- Conducting research on the issues of Trust and Participant Engagement.
- Issuing ENGAGE, 101 tips to improve the research participant experience.
- Conducting workshops on Participant Engagement and the ROI of Insights in Detroit, Johannesburg, London, Melbourne, New York, Perth, Sydney and Warsaw for both associations and individual companies.
- Consulting client-side Insights leaders and their teams on measuring ROI and demonstrating the business impact of Insights.
- Speaking at conferences across the globe.
- Issuing joint guidelines in partnership with ESOMAR.
- Issuing monthly the Global Insights Newsletters on matters of interest to the research sector, including thought-leadership contributions from featured guests.

'Just getting two or 3% growth is a challenge for most businesses today. And what fuels growth? It's information and insight. This is why Intelligence Capital is mission critical now.'



Stan Stanunathan, Executive VP, Consumer & Market Insights, Unilever and chair of the MRS Senior Client Council

Protecting Research

About the Boards

➔ mrs.org.uk/about

**Membership for the period 2019/19*

Market Research Standards Board

The MRS Market Research Standards Board (MRSB) recommends to the MRS Main Board the adoption of regulations to support the professional standards for research. These take the form of the MRS Code of Conduct, best practice guidelines, and disciplinary regulations and procedures.

Kate Barber, CMRS
Dr Susan Blackall, FMRS
Sue Burden, CMRS
Caroline Callahan, CMRS
Geoff Gosling, CMRS (Chair)
Richard Howard, CMRS
Stephen Palmer, CMRS
Jackie Megahey, CMRS
Laura Mclarty, CMRS
Peter Mouncey, FMRS
Nick North, CMRS
Giles Pavey, CMRS
Adrian Sanger, CMRS
Helen Turner, CMRS
Ian Wright, CMRS

MRS Disciplinary Authority

The Disciplinary Authority's role is to conduct tribunals for all cases where members contest the initial disciplinary findings by MRSB. In addition to MRS Fellows, the Authority comprises individuals who are independent of both the Society and the research profession. It is a robust and fair mechanism to enforce the MRS Code of Conduct in the interests of all participants in the process.

The independent members are:

Simon Armson MSc, MACAT,
UKCP Reg, Dip NLP, CCMI, FRSA
Peter Lally (Chair)
Diana King OBE MBA BA (Law)

Market Research Quality Standards Advisory Board

MRQSAB's role is to develop and maintain minimum quality and process standards for market, social and opinion research, data collection and data processing, and is responsible for representing the UK in the development of international research standards including ISO 20252, ISO 26362 and ISO 19731.

Alison Gallagher
Debrah Harding (Chair)
Piera Johnson, BSI representative
Jackie Megahey, FMRS
Penny Steele, FMRS

Fair Data Accreditation Board

Fair Data is an accreditation launched in January 2013 to show which companies handle their customers' personal data fairly. A Fair Data company must meet the [Fair Data principles](#). Fair Data has an 'audit board', the Fair Data Accreditation Board which approves audit for organisations going through the Fair Data process and recommends potential changes to the Fair Data Scheme.

Visit fairdata.org.uk

David Alexander
Greg Berry
Susan Blackall, FMRS (Chair)
Clare Lambley, CMRS
Rowland Lloyd, FMRS
Alice Milner, ABC rep
Michael Simmonds, MMRS
Spencer Wood

MRS Inclusion Group

The MRS Inclusion Group advises and supports MRS in its ambition to help deliver a sector in which everyone has the opportunity to achieve according to ability, representing the diversity of the UK.

Elinor Bateman
Babita Earle
Rob Ellis, CMRS
Shazia Ginai, MMRS
Becky Harris
Vanella Jackson, FMRS (Chair)
Nicola James
Sinead Jeffries, CMRS
Vikki Leach
Aditi Mitra
Annette Muller, MMRS
Alex Owens
Rupesh Patel
Sara Picazo, MMRS
Mandy Rico
Jessica Salmon, MMRS

MRS Delphi Group

The MRS Delphi Group is led by a collection of the most respected thinkers in the marketing and research sectors. The group delivers valuable insight across a range of important business, social and political issues.

Nick Baker, CMRS (Chair)
Zoë Ruffels, MMRS
Phil Sutcliffe, MMRS
Colin Strong, CMRS
Tim Britton, CMRS
Cat Wiles
Vijay Raj, MMRS
Kevin Evans
Jake Steadman, MMRS
Jane Frost

Promoting and Connecting Research Membership Events

➔ mrs.org.uk/membership

Speaker evenings and IJMR lectures

The regular programme of speaker evenings and IJMR lectures continued throughout the year. Topics included 'Brexit Diaries' and 'Perils of Perception'.

Roadshows

The MRS team hit the road again during 2018 and 2019 calling at London, Edinburgh, Birmingham, Bristol, Cardiff and Leeds. The senior team shared updates on GDPR, MRS Code of Conduct, Inclusion and Diversity Report, Data Analytics and Brexit.

Special interest groups

The ADA Network organised two very successful symposia in June and November. Topics included 'Advanced applications in machine learning' and 'Developments in unstructured data'.

710



attendees at speaker evenings, IJMR, &more and special interest group events

525



attendees at regional events

Around the UK

MRS Scotland celebrated 40 years with another series of successful events and the election of a new Chair, Tom Fife-Schaw. Networks in Manchester, Northern Ireland and the South West also held events. The Best of Impact conference returned to The Lowry in Salford in September, incorporating another workshop for insight professionals working in Higher Education, and a half-day conference was held in Leeds in November.

Social events

In July, seventeen teams took part in the 20th annual five-a-side football tournament at Hanwell Town FC. The Summer Party had its biggest year yet, and almost 200 people gathered on the rooftop of The Grange St Paul's in July.

1200



students attended 23 sessions across UK Universities

Industry Leaders' Lunch

MRS CEO Jane Frost hosted the seventh annual lunch for agency CEOs and senior client-side professionals during Impact 2019, the MRS Annual Conference. The 48 invited guests enjoyed an after-lunch speech from Conference Patron Stan Sthanunathan.

Awards

Ten new Fellows were presented at the seventh Excellence Awards lunch at Paternoster Chop House in June; a rare MRS Gold Medal, only the eleventh awarded since its inception as the highest MRS honour in 1982, was presented to William (Bill) Blyth for his career dedication to the institutions which protect and promote research; the Oppies took place at Beach Blanket Babylon in September, recognising the operational teams and businesses that keep the sector running. In December, 860 guests celebrated at the black-tie MRS Awards dinner, which was held at Old Billingsgate, London.

&more

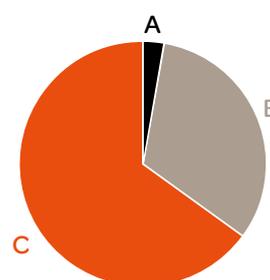
A competition to create an &more Leadership Team saw four young researchers appointed. Carolina Starkhammar, Maddison Andrews, Mark McGeoghegan and Polina Vorms created a proposal for the network, which was presented to MRS Main Board in February. In June, &more held an event at Google, with over 100 members attending a session on 'How to make it BIG in insight'. Upcoming plans include an &more Summer Party and an &more Conference in October, to be held at Unilever.

MRS & AQR University Roadshow

The University Roadshow continued to expand this year, with over 1,200 students attending 23 sessions at universities across the country, our greatest number yet. Our volunteer speaker teams visited new venues, including the University of East London, Canterbury Christchurch and De Montfort. A recruitment campaign saw the practitioners volunteer speaker list increase to 110 senior volunteers and 72 newer practitioners.

MRS Members as of 31 March 2019

Total = 4,636



- A Fellows and Honorary Fellows 3%
- B Certified Members 31%
- C Members 66%

Promoting and Connecting Research Professional Development

➔ mrs.org.uk/training

Training

In 2018/19:

2174 individuals received some form of training from MRS, including **1197** in face-to-face training in our fully equipped training suite.

116 training courses were delivered in MRS's face-to-face training programme, covering research skills and complementary business and leadership skills across all levels of complexity, and catering to delegates with different levels of experience.

These courses covered the principal methodologies along with new and emerging techniques to keep the programme up-to-date.

New courses were introduced on subjects such as innovation delivery, game-based research methods, facilitating action from insight, understanding consumer behaviour and negotiation strategy.

582 individuals took part in MRS's flexible online training courses, covering both research and business/leadership skills.

137 candidates achieved the introductory level MRS Certificate via the online exam.

41 days of bespoke in-company training were delivered to blue chip clients, academia, central government, government agencies and research businesses.

MRS delivered a series of **11** webinars (a mix of live and pre-recorded) in late spring and again in the autumn that drew in **70** attendees across the two series of webinar.

Qualifications

MRS Advanced Certificate in Market & Social Research Practice

In 2018/19:

259 candidates participated in assessment for the Advanced Certificate qualification.

165 candidates were awarded the qualification – a **64%** pass rate.

A syllabus review and update was completed – it will be effective from the June 2020 assessment round.

MRS Certificate in Digital Interviewing Skills for Market & Social Research

104 Girl Effect TEGAS across **3** Networks – India, Bangladesh & USA, were awarded the 'MRS Certificate in Digital Interviewing Skills for Market & Social Research' using TEGA methodology. The qualification recognises the range of attitudes, knowledge and skills required to conduct effective interviews via hand-held technology with participants.

Bespoke Training Accreditation

MRS Accreditation was awarded to Girl Effect for both their TEGA Selfie and TEGA Field Officer programmes. Bespoke Syllabus development was undertaken for the MRS qualification Certificate in Qualitative Interviewing Skills to enable pilot delivery in South Sudan for BBC Media Action.

Apprenticeship

With commitment from **15** employers (suppliers, clients and public sector) a trailblazer group has been formed to develop an apprenticeship for the research and insight sector.

MRS is undertaking the role of facilitator to the trailblazer group. It is anticipated that the apprenticeship will be available from Summer 2020.

Mentoring

The scheme continues to go from strength to strength with phases 4 and 5 commencing in the financial year. **65** new partnerships were in progress. **183** individual members have now benefitted from the scheme as mentees and **110** Certified Members and Fellows have been trained as mentors.

CPD

The MRS CPD programme continues to attract registrations, providing members with a framework to demonstrate their achievements, gain recognition for their professionalism and take control planning their careers. The programme has enabled **50** membership upgrades to Certified Membership.

Promoting and Connecting Research Publishing

➔ mrs.org.uk/resources

MRS produces a range of content across numerous print titles and digital channels. This includes peer reviewed academic papers, daily breaking news, and in-depth special reports and digital interviews with research leaders.

MRS Delphi Group

The group is the think tank to the sector and includes experts from brands and agencies. As well as consulting on the Intelligence Capital™ initiative, the group produced a report and a round table discussion on the topic of unconscious bias. Published in November 2018, *Deconstructing Bias: lessons from 70 years of research and insight* includes case studies and expert views from practitioners with sections on cultural bias, management bias and data bias, along with recommendations for decision-makers. All reports, as well as a new series of Delphi podcasts, are available at mrs.org.uk/delphi

Intelligence Capital™

MRS spearheaded the Intelligence Capital™ initiative that aims to demonstrate the direct effect that insight can have on the growth of any business. Working with the sponsor Kantar, a report was launched and presented at the London Stock Exchange in March 2019. The next phase of Intelligence Capital™ will include the creation of practical tools and resources to help organisations unlock the value of their insight.

mrs.org.uk

A year on from its relaunch in January 2018, the digital home of MRS has won awards for its focus on customer service and usability (see Introduction). The site provides members with secure access to all their MRS services and content, as well as providing the broader MRS customer base with sector information and access to training and events.

Research Live

With a dedicated editorial team, the website continues to be the first port of call for research, insight and data news and opinion, with a large international audience. High points include the publication in December 2018 of the annual Research Live Industry Report, live coverage of MRS annual conference, and regular interviews with industry leaders. Head of Editorial Jane Bainbridge was highly commended at the Memcom Awards 2019 for her work both here and on Impact magazine.

Impact magazine

The quarterly members magazine received a new look in October 2018 with a fresh focus on data analytics and the addition of new columnists. Impact magazine is also sent to several thousand non-member clients and commissioners of research and insight, and content is available free-on-registration at research-live.com. This year saw interviews with Jayne-Anne Gadhia, Will Butler-Adams, and Levi Roots, and case studies including Shell, Iceland and the Cabinet Office.

The Research Buyers Guide

The guide continues to be the core reference tool for anyone buying research with over 1,500 print copies sent to client side research and insight buyers. The accompanying website is upgraded every year to better showcase company listings and ensure they are optimised for Google search. Among other improvements, users can now save their favourite suppliers list and export it for their procurement and commissioning activities.

IJMR and SAGE Publications

Members have also free access to SAGE Publications' Research Methods suite as part of their enhanced membership benefits. Sage Publications publish the bi-monthly MRS peer-reviewed journal, the IJMR, which is part of the membership package for MRS Fellows and Certified members. The IJMR website offers an archive of papers dating back more than 20 years as well as the latest issue and digital first papers.

Kogan Page

Members received a new benefit last year when MRS partnered with Kogan Page to provide access to 40 of the latest business, brand and personal development e-books. This in addition to existing services from Kogan Page.

Research for small businesses

With tips and webinars on how to choose the right type of research for a variety of small business challenges, the site also provides direct access to our supplier directory, the Research Buyer's Guide. Visit www.researchforsmallbusinesses.com

Promoting and Connecting Research Company Partnership Accreditation

➔ mrs.org.uk/companypartner

Nearly 50 new companies became accredited Company Partners in 2018-19, with a steady growth in data analytics companies and client-side insight teams. This year, MRS launched **ADA** - a support package to build the connections and broader skills needed to shape the insight experts of the future. ADA includes a wide range of specialist training courses, a data analytics conference, online training courses in R and Python, a specialist network and its own MRS award category.

MRS also teamed up with new Company Partners **Google** to run a joint training programme called 'Think Like a Scientist', a three-part series which took a deep dive into the essentials of experimental advertising. Due to the success of this initial programme, MRS and Google will be running a similar one-day intensive training course next year.

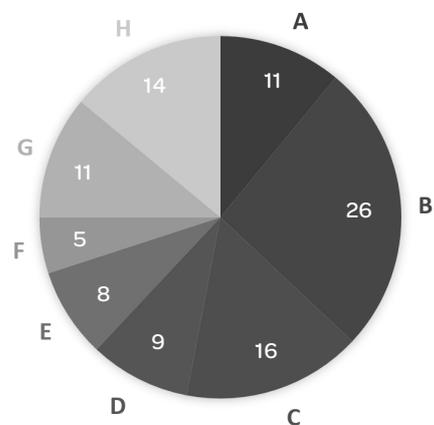
This year also saw the launch of **Access**, a range of personal benefits for Company Partner employees. With a focus on developing skills and competencies, and keeping insight teams up-to-date with the latest best practice, **Access** allows individuals employed within Company Partner organisations to receive free professional development tools, industry intelligence and regulatory advice and information. Also included are thought leadership events, online resources and sector news, as well as the ability to utilise the highly-valued MRS CPD programme, where learning can be tracked and reflected upon in one place.

MRS and AQR have been developing a **Recruiter Accreditation Scheme (RAS)** to raise the profile and status of recruiters, by devising a training and accreditation scheme that recognises the knowledge, skills and competence of professional recruiters. AQR and MRS have been busy throughout 2018/19 developing online training materials, to complement the guidance and compliance framework already developed, with the aim of launching the Scheme in 2019/20.

To support small businesses MRS also launched the **Research for Small Businesses** website (see Publishing) with the support of sponsors Whycatcher? and Zappistore. The site was 'highly commended' at the Memcom 2019 awards.

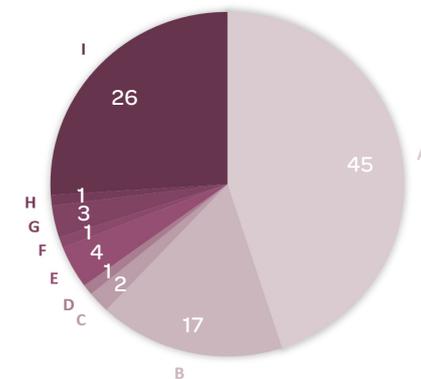
In the year following GDPR, MRS has kept Company Partners updated with the latest news and guidance, seeing a 22% rise in **Fair Data** companies during this period. MRS has also been providing much support and guidance via the Brexit hub section of the website.

% of agencies by turnover



- A Turnover ≤ £250,000 = 11%
- B Turnover £250,001 to £1 million = 26%
- C Turnover £1,000,001 to £2 million = 16%
- D Turnover £2,000,001 to £3 million = 9%
- E Turnover £3,000,001 to £4 million = 8%
- F Turnover £4,000,001 to £5 million = 5%
- G Turnover £5,000,001 to £10 million = 11%
- H Over £10 million = 14%

% of companies by type



- A Agencies = 45%
- B Clients = 17%
- C Consultants = 2%
- D Data Processing Companies = 1%
- E Field Companies = 4%
- F Recruitment Agencies = 1%
- G Software Companies = 3%
- H Viewing Facilities = 1%
- I Sole Trader Company Partners = 26%

Promoting and Connecting Research Conferences

➔ mrs.org.uk/events

MRS Annual Conference – Impact 2019

The MRS Annual Conference returned to the Grange Tower Hill Hotel in London for the final time. Taking place on 12 and 13 March, the conference provided a multi-streamed event welcoming over 120 speakers and session chairs. Keynote speakers included Bruce Daisley, VP EMEA Twitter, Reverend Richard Coles, Cleric, Broadcaster, Rt Hon Nicky Morgan MP and Victoria Coren Mitchell, Columnist and host of Only Connect.

The conference welcomed over 650 participants from a diverse spread of practitioners across the spectrum of clients, suppliers, specialist, consultants, academics and the wider media.

One Day Conferences

MRS ran 13 one-day conferences which attracted more than 1,000 attendees over the year. These included annual sector-based conferences covering Financial Services, Kids and Youth, B2B Research, Media Research and Utilities. A new sector conference, FMCG was successfully added to the portfolio for 2018/19. As part of MRS' strategy to engage the data analytics sector the Data Analytics and Insight Summit, was run for a second year in February 2019. Attracting more delegates and sponsors than 17/18, it was once again the most successful conference in the one-day portfolio.

'There is no doubt that data aggregation is the way forward, but let's not pretend this is easy, especially when matching data for research purposes that was collected for a radically different purpose.'



Peter Mouncey, Editor-in-Chief, International Journal of Market Research

"We all desire to fit in, and this is where company culture is powerful. The thing that is interesting to me is not to be afraid to be different. I remember in the past recruiting people who were 'the right fit!'."



Jan Gooding, MRS President and chairman of Stonewall, speaking at the Methodology in Context conference, November, 2018.

Impact 2019 keynotes:



Bruce Daisley, VP EMEA Twitter



Reverend Richard Coles, Cleric, Broadcaster



Rt Hon Nicky Morgan MP



Victoria Coren Mitchell, Columnist and host of Only Connect

Promoting and Connecting Research

Media

⇒ mrs.org.uk/press

Highlights of the MRS media campaign 2018/19 included:

- Proactive media relations around key issues and themes including the ethical use of data and the importance of high standards and good practice; the significance of upcoming changes to the Census format and how it shapes policy and determines public funding and the role that market research plays in successful organisations to underpin decision making and shape strategy.
- Launching Intelligence Capital™ to research and marketing press including arranging journalist attendance at the launch event and ongoing work to brief journalists on the concept and raise its profile with a broad range of outlets as part of a long-term media campaign to establish Intelligence Capital™.
- Effectively managing an increased level of public awareness and scrutiny of political polling. Communicating MRS' role in advising the House of Lords Select Committee on Political Polling and Digital Media and consulting with the Financial Conduct Authority regarding the use of private polling for market abuse.
- Launching MRS' website for SMEs – research_for small business – with news pieces in the research and small business trade press as well as comment pieces from Jane Frost CBE about the importance of research to business success.
- Applying pressure on Government to prioritise an agreement for the future trade of services in Brexit negotiations as services make up 80% of the UK economy, within which market research is worth £4.8 billion.
- Announcing the launch of the Market Research Benevolent Association's (MRBA) bursary programme to support researchers taking the MRS Advanced Certificate qualification.
- Launching MRS' collaboration with Centaur Media on the Festival of Marketing and communicating the value of research within the marketing process.
- Announcing MRS' partnership with EphMRA to enhance its Code of Conduct and develop professional standards services for its members.
- Contributing to Research Live's Review of 2018 and Preview of 2019 series, including identifying campaign highlights and the biggest challenges and opportunities in the year ahead.
- Arranging for journalist attendance and profiling MRS' programme of one day conferences and Impact 2019 with a wide range of research, marketing and national media.

Throughout the period 62 positive pieces of media coverage were achieved in the following publications:

National / Business

- Financial Times
- The Guardian
- Reuters
- Small Business
- Natwest Business
- Business Insider

Marketing and research press

- Marketing Week
- WARC
- MR Web
- Research Live
- Field Marketing
- MarTechSeries
- Global Research Business Network
- RFL

'More companies are putting their data assets on the balance sheets. The management and value of data is becoming more reported.'



Tim Britton, MD, Open Research Group, Springer Nature and member of the MRS Delphi Group

Financials

The following summary of key financial information is extracted from the audited accounts for the year 2018–19.

A copy of the Statutory Report and Accounts which will be submitted to Companies House is available to MRS members on request.

Summary Income and Expenditure Account (£'000)

Income	2018–19	2017–18
Individual membership subscription	654	655
Company Partner Service	394	399
Publications & information services	754	787
Training & qualifications	674	703
Conferences & seminars	523	636
Other services	590	620
Total	3,589	3,800

Expenditure	2018–19	2017–18
Cost of activities	1,234	1,258
Employment	1,849	1,800
Other administration less sundry income	748	695
Net financing charges & taxation	16	72
Total	3,847	3,825

Recognised gains and losses	2018–19	2017–18
Increase in value of investment property	0	488
Net surplus/ (deficit)	(258)	463
Adjustment on property value	0	1,139
Contribution to reserves	(258)	1,602

Summary Balance Sheet (£'000)

	2018–19	2017–18
Tangible assets	6,281	6,281
Net current liabilities	(1,064)	(812)
Long term liabilities	(329)	(322)
Net Assets	4,888	5,147

Property revaluation reserve	3,697	3,697
Income & expenditure account	1,191	1,450
Reserves	4,888	5,147

Company Details

Main Board and Officers

2018/2019

⇒ mrs.org.uk/about



Jane Frost, CBE
Chief Executive Officer,
MRS



Jan Gooding
President, MMRS



Danny Russell
Joint Immediate
Past Chair, FMRS



Crispin Beale
Joint Immediate
Past Chair, FMRS



Phyllis Macfarlane
Chair, FMRS



John Haworth
Honorary Secretary
Treasurer, MMRS



David Alterman
MMRS



Stephen Bairfelt
FMRS



Dr Nick Baker
CMRS



Tim Barber
CMRS



Richard Ellwood
MMRS



Ruth France
CMRS



Geoff Gosling
CMRS



Caroline Hayter
CMRS



Nick North
CMRS



Zoe Ruffels
MMRS



Jake Steadman
MMRS

Company Details

Company Information

The Market Research Society (MRS)

With members in more than 50 countries, MRS is the world's leading authority for research and business intelligence. It's for everyone with professional equity in market, social and opinion research (whether you use it or provide it) and in market analysis, customer insight and consultancy.

Evidence matters

Evidence helps build strategy and reduce risk; it's essential for good commercial and public policy decisions. If you need, use, generate or interpret evidence, MRS can help you. Our members have commissioned and provided evidence that has helped elections, launch global brands and understand profound trends in society. We support, promote and aim to enrich the research and business world.

In consultation with our individual members and Company Partners, MRS supports best practice by setting and enforcing industry standards. The commitment to uphold the MRS Code of Conduct is supported by the Codeline service and a wide range of specialist guidelines.

MRS

www.mrs.org.uk

Research Live

www.research-live.com

IJMR

www.mrs.org.uk/ijmr

Research Buyer's Guide

www.theresearchbuyersguide.com

Jane Frost Blog

www.mrs.org.uk/blog

Impact Magazine

www.mrs.org.uk/intelligence/impact

Research Jobfinder

www.researchjobfinder.com

Geodemographics Knowledge Base (GKB)

www.geodemographics.org.uk

Fair Data

www.fairdata.org.uk

Research for small businesses

www.researchforsmallbusinesses.com

The Market Research Society

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