

A large, stylized graphic of the number '75' is centered on the page. The '7' is formed by a thick black line that starts as a horizontal bar at the top left, descends diagonally to the bottom left, and then rises vertically to meet the top of the '5'. The '5' is formed by a thick black line that starts as a horizontal bar at the top right, descends vertically to the middle, then curves into a large, open-bottom circle. The entire graphic is set against a solid orange background.

CELEBRATING
75 YEARS
OF PROTECTING & PROMOTING
RESEARCH

MRS Annual Review
2020/21



The world's leading association for the research, insight and data analytics sector, MRS was **established in 1946**. Since then MRS has championed the value of evidence to government and business, and now serves more than **700 Company Partners**, and more than **4000 individual members** in over **50 countries**.



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Introduction

Jane Frost, CEO, MRS



It's only natural that one draws a deep breath before looking back on a year like 2020.

As with all tumultuous periods in history, we can already see what wasn't apparent then: the emergence of something new and - in some areas - better than what existed before. While it's too soon to draw too many conclusions, I am certain that not only did the research sector respond admirably to the challenges, but we were active in finding solutions, adapting to the unknown, and ultimately redefining our value to business and society. I am especially proud of the support provided by our staff at MRS; not just in response to the punches thrown by Covid-19, but also to the more obscure threats, for example that of the government procurement debacle earlier this year. For more detail on why the world needs associations now more than ever, read our very own Research Hero Debrah Harding's article [on page 8](#).

But before we get on to the green shoots bit, we must acknowledge that some people and businesses were much more adversely affected than others, and I sincerely wish the circumstances that have allowed our sector to shine were different.

As this report straddles 2020 and 2021 (our financial year runs April to end of March) we can also here celebrate our position as the world's oldest research association with our 75th anniversary.

Looking forward, MRS is expanding its focus beyond the UK and

Ireland. Digital transformation within our company as with so many others has been accelerated, allowing us to embrace an international member and customer base.

MRS is now delivering online training and events, best practice guidance and industry news to a global audience, every hour of every day. That's why international brands and agencies - most recently Tik Tok, John Lewis and that most international of organisations NATO - feel well served by our International Affiliates scheme ([see page 25](#)).

Whether it's cooperation around the climate change crisis, or creating a more representative and fair society, these issues cannot solely be tackled nationally, in isolation from other countries. Hence our new partnership with Australia's Research Society and the Insights Association in the US.

I am a firm believer that the research and insight sector is a critical lever to help drive these fundamental changes in how we live and how we value the planet, and one another. Organisations like your own and MRS are increasingly taking a leadership role in addressing these inequalities.

That's why we launched the MRS Inclusion Pledge, followed this year by the Net Zero Pledge. Responding to the need to support change in the diversity of the sector our new DI&E Council brought a wide footprint of people and networks together to push for greater achievements in promoting inclusion.

Our client members - represented by the MRS Senior Client Council - emphasised that change must come from the whole supply chain. We are delighted with the success of the Recruiter Accreditation Scheme launched with AQR ([see page 14](#)).

I promised you green shoots and from where we stand now, there are many to nurture. That's not to downplay the devastating effect this has had on individuals and society, but business can rebound, and it needs the research and insight sector now more than ever, in order to do so.

Thank you - our members and Company Partners - for your role in helping our sector rally against adversity. I would also like to thank all those sponsors and advertisers that support us financially, and the many professionals that sit on our various committees and groups giving so much of their time and expertise.

My huge thanks also to MRS staff who, despite pay cuts, have worked unstintingly to deliver all of this and more, and to our active and supportive Board and volunteers from across the sector who have made our pledges and initiatives real.

Stay well and I look forward to working with you in the years to come.

Jane Frost OBE,
CEO of MRS

Debrah Harding, Managing Director, looks at the financial position of MRS at the year ending March 31, 2021.

Before Covid-19, uncertainty was increasing. The unknown outcome of Brexit, trade disputes and fears about the environment were already slowing down economic growth which was affecting business confidence. With the economic shock of the pandemic, 2020/21 was always going to be a very challenging financial year for MRS.



Debrah Harding
Managing Director

MRS has a strong asset base, owning four floors of the Old Trading House property in Clerkenwell, London. This provides long-term financial sustainability for the Society but does not necessarily provide the liquidity needed when trading shocks occur, as they did in the 2020/21 financial period.

Overall, MRS' income decreased by just over 20% compared to the previous year. However, income performance varied considerably across MRS' products and services.

Membership and the Company Partner Accreditation service became vital for many in a year when practitioners and businesses were looking to MRS to protect their interests - by lobbying government, representing the sector's needs, and securing as much protection and support as possible.

MRS supported members and Company Partners suffering financial difficulties by offering three month extensions to existing subscriptions and subscription payment plans. This support was utilized by 151 members and overall individual membership income was only 2% less than the previous year. Encouragingly, Company Partner Accreditation income grew by 8%, exceeding over £500k for the first time since it was launched.

Training, awards and commercial events also performed well. All of MRS' training provision was modified to be delivered virtually, and this change has been welcomed by many new customers. For commercial events, including Impact 2021, the digital format offered the opportunity to explore new ways

of delivering content and enabled a wider range of delegates, speakers and contributors, particularly from overseas.

Discretionary services such as advertising and sponsorship were hardest hit. To address the income challenges, MRS undertook a cost reduction exercise. A huge thanks is due to the MRS staff who supported MRS' decision to temporarily reduce all staff salaries to protect jobs and ensure that MRS could continue to deliver all services, without needing to access the furlough scheme.

Looking forward, the MRS team has moved to a hybrid working model optimising the safe working benefits that the warehouse offices in London provide, whilst enabling staff the flexibility to work more at home. We are resuming some face-to-face activities to maximise opportunities for our stakeholders to connect and network. We will however continue to invest in MRS digital infrastructure to ensure that we leverage the opportunities that online delivery has provided to ensure that we continue to deliver the best for our members, Company Partners and customers.

See the financial statement on [page 28](#).

Standards and policy

An overview of activities

The MRS Code of Conduct is the basis of the self-regulation framework for the research sector.

The MRS Code of Conduct works with the relevant legal framework via the UK's Data Protection Act 2018, the UK GDPR and the Privacy and Electronic Communications Regulations 2003 to ensure research and data collection and analysis is carried out in a professional and ethical manner. The MRS Market Research Standards Board (MRSB) continued to pro-actively review the self-regulatory framework to ensure it remained fit for purpose and that data protection advice and guidance provided to members was robust.

Although disciplinary matters/cases remained at modest levels, during this period some complex complaints were received which required an above average time to investigate.

On the educational side, the MRS Standards and Policy team worked hard to **prepare and advise members**, particularly in view of the constantly evolving Covid-19 pandemic. The Covid-19 guidance, extensive FAQs and advice about the UK government's schemes were regularly updated throughout the year, in line with the latest government advice.

Supplementing the advice, the Standards and Policy team liaised, at times on a daily basis, with a wide range of UK government departments.

In addition, a full suite of Covid-19 guidance was published, and updated as government guidance evolved, in a dedicated area of the MRS website, which included:

- ▲ Undertaking safe face-to-face data collection
- ▲ Undertaking safe face-to-face mystery shopping
- ▲ Facilities used for face-to-face data collection
- ▲ Face-to-face data collection guidance interpreting Scotland's protection level system

Supplementing the advice, the Standards and Policy team liaised, at times on a daily basis, with a wide range of UK government

departments and officials in the Cabinet Office, BEIS, DTI, DCMS, ICO and CCS to ensure that the research sector's concerns as a result of Covid-19 were understood and reflected in government guidance and the schemes introduced to support businesses and workers as a result of Covid-19.

Other information published by MRS throughout the period included a new suite of guidance on essential safeguards. Four new documents were issued during 2020/21:

- ▲ Dealing with Discriminatory Comments
- ▲ Bullying and Harassment
- ▲ Whistleblowing
- ▲ Mental Health

The team also used video conferencing to deliver up-to-date, relevant and targeted content covering a wide range of topics including:

- ▲ Design and delivery of introductory and intermediate/advanced data privacy in research training courses

- ▲ Four quarterly Standards and policy webinars
- ▲ Webinars on how to undertake risk assessments, Data Protection Impact Assessments (DPIA) and data breach reporting
- ▲ Delivery of 22 individually tailored standards briefings for Company Partners.

In readiness for the launch of the AQR/MRS Recruiter Accreditation Scheme (RAS) two standards documents, the MRS Regulations for the Buying of Qualitative

Research Recruitment Services and MRS Qualitative Research Recruitment – Legal Requirements and Best Practice Regulations for Recruiters, were updated.

The demand for Codeline services increased this year in line with member concerns about the implications for the sector during the pandemic. Overall, the number of written queries increased from 575 in 2019–20 to 633 during 2020–2021. Members of the team also provided telephone advice where requested, although in line with the approach taken in previous years,

the volume of telephone queries is not recorded in the statistics.

As well as advice on Covid-19, members also sought specific advice on data protection issues, the distinction between research and non-research exercises such as marketing, and how to deal with participants who reveal mental health issues during the data collection process. There continues to be greater complexity in the level of advice sought, with multiple queries in a single contact.

“We have chosen a record breaking number of **Honorary Fellows** this year to reflect how MRS has come in 75 years as well as the truly world-leading status of the UK’s market and social research sector. These brilliant individuals have all championed the value of evidence in some way and the breadth of their disciplines demonstrates the far-reaching value and impact of our sector, both nationally and internationally.”

Jane Frost CBE
CEO of MRS
Read more [here](#)

Standards and policy

What is the role of an association?

Debrah Harding, Managing Director of MRS looks at how the pandemic helped define the true value of an association in today's world.

What is the point of an association in modern society? This is a question that I am sometimes asked, and was a question I reminded myself about at the beginning of the pandemic. The answer - that associations protect, promote and connect their memberships and customers with each other, with business, government and society - has never been more important than over the last year.

When the crisis really began to bite in March 2020 it was an uncertain time. None of us knew what it would mean for us as citizens, for businesses, or for our country. What we did know was that everyone was pulling in their resources, sitting tight and watching and waiting. Which if you are running a business is a very, very scary place to be. Early on, MRS made a very clear decision that whatever happened, it was going to do everything possible to keep the research and insight sector active and flourishing.

We decided to take the financial hit and not access the UK government's furlough scheme. Instead we retained all our staff and dug in for the long haul. Never was this more true than with the Standards and Policy team.

Members and Company Partners were justifiably eager to know and understand what lockdown

meant for the sector. In order to make sure that we delivered the best we could for our stakeholders, the Standards and Policy team focused on two key areas: the practice of research, particularly face-to-face activities; and the research business and how this could benefit from the various government Covid-19 schemes.

For the practice of research it was all about how face-to-face data collection could resume under Covid-19 safe working conditions. Working closely with the government, particularly the Department for Business, Energy & Industrial Strategy (BEIS), MRS was able to shape and draft guidance enabling some face-to-face data collection

to resume from May 2020. As a result, since the beginning of the Covid-19 crisis, face-to-face data collection activities were only paused for two months in most of the UK.

While not all activities could resume, such as in-home data collection, the MRS guidance enabled data collection to resume in a modified way on the doorstep, in street, in store, in transit and in venues.

For the research businesses, the Standards and Policy team focused on the raft of government initiatives and schemes and what these meant for research, and how practitioners and businesses could access and leverage the funding available. We focused on

"We are proud to become the first international MRS Company Partner. As we look to drive curiosity and deep human understanding across our global organisation, MRS provides our teams with access to powerful resources and growth opportunities regardless of where they may be physically working from."

James Sallows

Head of Capability and Transformation, GSK Consumer Healthcare
Read more [here](#)

five key areas: the Coronavirus Job Retention Scheme (the ‘furlough’ scheme), the Self-Employment Income Support (SEISS) Scheme, the Coronavirus Business Interruption Loan Scheme (CBILS), the Bounce Back Scheme and the rates relief available via local authorities. Initially, we focused on interpreting these schemes and providing advice via FAQs.

The next stage was to get the schemes changed to ensure they could apply to as many within the research sector as possible. We were particularly concerned about workers such as recruiters and interviewers, and SME businesses.

The biggest and most significant success was having the furlough scheme extended beyond employees to cover workers, enabling workers such as interviewers to benefit from the scheme.

We had mixed success with the rates relief, convincing some local authorities to give relief while others resolutely would not budge.

To amplify our messaging and activities we harnessed our networks both within the wider marketing and advertising sector, via MRS membership of the Advertising Association, plus our connections with business networks such as the CBI and the Federation of Small Business. We also joined forces to undertake joint representation with other professional associations which had similar challenges to us, for example with the scope of the SEISS scheme.

The important point was that every day we kept pushing our

“The research industry listens to British citizens and relays their attitudes, opinions and behaviours to those in power – government. Now, more than ever, **we need to understand** all segments of British society in order to ensure that as a society we emerge well from this crisis.”

Letter from Jane Frost to the Chancellor of the Exchequer
chief executive of The Research Society
Read more [here](#)

Meet the MRS Standards and Policy Team



Debrah Harding
Managing Director



Julie Corney
Standards & Compliance Manager



Camilla Ravazzolo
Data & Privacy Counsel

messaging, reminding government about the needs of our sector, the pressures it was facing, and why research was important and could not be ignored.

I am incredibly proud of the Standards and Policy team’s achievements over the last year. We made a difference – we did our job – we kept the sector protected, promoted and connected. Could we have achieved more? Of course, that is always the case. But, I hope we reinforced the point about why associations exist and why they are important. The team however, could not have done this without incredible support from the staff within MRS, and also from the sector at large.

Time and time again we were asking ‘critical friends’ to review draft guidance, give practical insight, tell us what worked for them and provide market intelligence for policy papers. Without you, we could not have done our job to the same degree. So thank you. The job is not done, Covid-19 still exists, and now we have to get on with the challenges to come.

Standards and policy

The sector in numbers



282

queries seeking guidance on how Covid-19 impacted the sector



8

New guidance documents

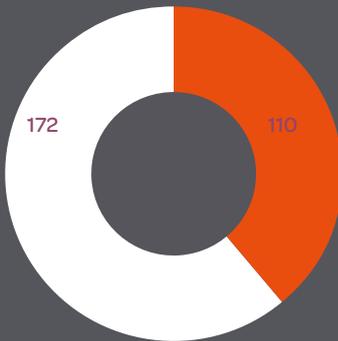


12

rounds of guidance updates

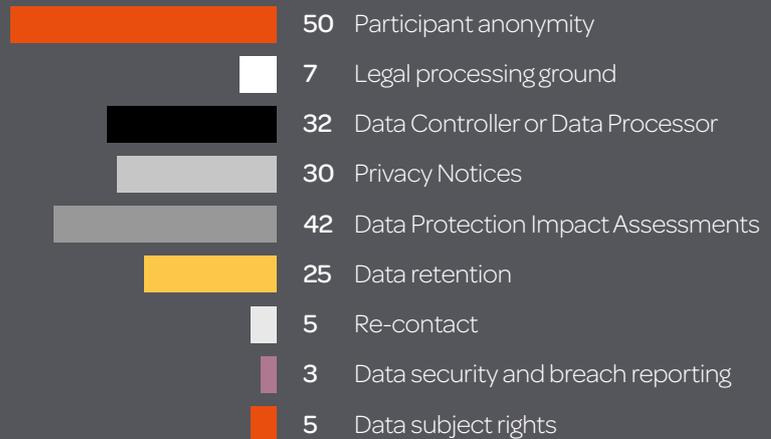
633 Codeline total*

Covid-19 related queries
282 comprising of:



- Furlough/job retention scheme
- Data collection activity

CoviData Protection
199 comprising of:



Disciplinary cases



2

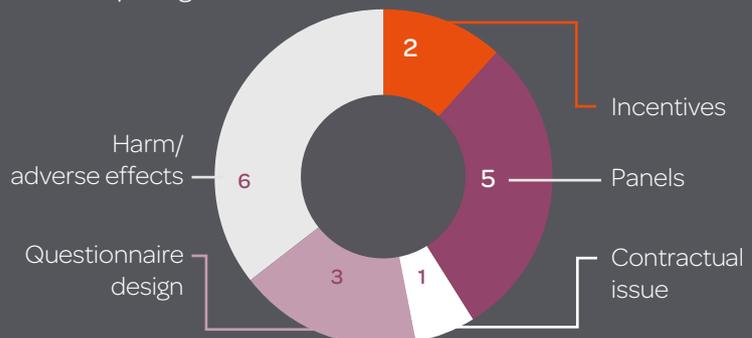
Company Partner



0

Individual member

Complaints resolved by the standards department*
17 comprising of:



*email enquiries only *11 company partner cases, 6 individual cases

Standards and policy

In seven themes

Protecting face-to-face research and its participants.

As the full implications of the pandemic and repeated lockdowns hit, it became clear that there were some long-term consequences that could severely affect the future of face-to-face research and data collection. In order to curtail these and protect the face-to-face sector MRS undertook exhaustive discussions with the UK Government, particularly BEIS and DCMS.

This resulted in the publication of the June 2020 MRS policy paper, ***Covid-19 Lockdown: The Long-term Potential Impact on the UK's Face to Face Research Sector*** which highlighted the potential threats to face-to-face research. These included the quality of representative research; the increase in social demographic inequalities by excluding segments of society that only take part in research via face-to-face methods; and the need to protect thousands of jobs within the face-to-face supply-chain including interviewers, viewing facility and participant recruiters, plus qualitative researchers.

MRS also undertook a campaign to promote the rights of participants and workers (particularly interviewers) aged 70 years and older who were being disenfranchised by the government's approach of classifying all individuals in this

age group as clinically vulnerable, irrespective of health status. The MRS policy paper, ***The over 70s and the Covid-19 lockdown easing: Why a change of government policy is needed***, resulted in a change of approach to enable the over 70s to undertake face-to-face data collection and for individuals in this age group to be face-to-face participants.

Safeguarding participants and practitioners

The importance of safeguarding has been brought into sharp focus during the Covid-19 pandemic. The widespread and negative economic consequences, along with uprooted everyday life and enforced social isolation, may be reasons why an increased number of participants have mentioned mental health issues during professional activities conducted by members and Company Partners.

Protecting wellbeing by taking all reasonable precautions to prevent harm or adverse effects is an integral part of the MRS Code and guidelines. However, true safeguarding goes deeper than this. Preventing harm is of course important but it is also key to have measures in place to guard against any potential harm occurring in the first place.

With that in mind, during 2020/21 MRS introduced a new series of bite-sized guidance called ***Essential Safeguards***, to address issues that may cause harm or adverse effects to participants, practitioners and the broader community. Topics covered to date include dealing with discriminatory comments, bullying and harassment, whistleblowing and how to help participants who reveal mental health issues during data collection activities.

MRS is committed to highlighting safeguarding issues for adults and children involved in data collection activities and this will be reflected in future additions to the 'Essential Safeguards' series and in upcoming full guidance documents.

Procurement

As buying patterns changed as a result of the pandemic, it was important that those involved in procurement understood what was and was not possible, particularly with face-to-face data collection methods.

Prior to Covid-19 the UK public sector was the second biggest buyer of research services. To protect this during the pandemic, MRS worked closely with the government's procurement arm, the Crown Commercial Services

MRS is **leading discussions** with government and regulators on the implications for research, insight and data, and is seeking balanced solutions to ensuring that the sector can continue to flourish.

(CCS), to ensure that it was supporting research suppliers who were supplying services to the public sector and to encourage research to continue to be procured. Activities included:

- ▲ Rebalancing the payment terms and conditions for research suppliers, including being offered the option to be paid a bigger % 'up front' to assist with supplier cash flow.
- ▲ Encouraging ethical procurement practices, ensuring that quality remains the key consideration and not over emphasising price.
- ▲ Promoting and recommending the MRS' Code and associated guidance, including the MRS face- to-face data collection guidance which complemented the government's safe working approach.
- ▲ Encouraging government department clients to commission more research, to re-start any projects put on hold as a result of Covid-19 and to publish details of their research and insight plans for the months ahead to enable suppliers to manage and plan their resources.

As a result of MRS lobbying, these activities were put into action by CCS, protecting the research suppliers as much as possible during one of the most difficult and challenging periods that the research sector has ever experienced.

Data protection and GDPR

The legislative framework of privacy and data protection is the topic that never sleeps, not even for a pandemic. The UK is beginning to shape its regulatory future by publishing strategies and action plans on the opportunities and challenges of this hyper-digital world, weighing the priorities and potential trade-offs of data in a deliberate and evidence-based way, and, above all, to drive growth in the UK economy and to power its recovery from the pandemic.

From the UK National Data Strategy to the government's Plan for Digital Regulation, MRS is leading discussions with government and regulators on the implications for research, insight and data, and is seeking balanced solutions to ensuring that the sector can continue to flourish as data protection and GDPR evolves.

The MRS stance remains that it is essential that the UK's data protection values and data

protection regime is comparable with that of the EU. Ethics, pragmatism and business practicality must be balanced in order for data privacy legislation to be successful.

MRS is currently discussing with the ICO a UK Research and Insight GDPR Code of Conduct that identifies and addresses data protection issues specific to the research sector.

To support its members and Company Partners, MRS keeps close ties with other relevant membership associations and interest groups. Collective actions have been undertaken with, among others, the Advertising Association (AA), Direct Marketing Association (DMA), and the All-Party Parliamentary Group on Data Analytics (a cross-party group established by Daniel Zeichner MP to connect Parliament with business, academia and civil society to promote better policy making on big data and data analytics).

Brexit

MRS has been, and still is, keeping its firm position at the forefront of the Brexit discussion. The 2020/21 period was a crucial period for Brexit as the December 2020 deadline loomed and MRS was

Standards and policy: In seven themes

To support MRS members and Company Partners, MRS created the **Brexit Hub** which provides practical guidance on a wide number of issues.

continuously engaging with key government departments and the ICO determining the implications of Brexit and the Withdrawal Agreement for the research and insight sector. In particular, on the issues relating to international transfers of data during the transition period, adequacy decision arrangements and implications of the UK and EU standard contractual clauses regimes.

MRS continues to closely follow and monitor regulatory, legislative and policy developments during the post-Brexit period, including government plans to strengthen the UK's international standing with the potentially significant revision and re-discussion of current competition regulations, and with the establishment of new trade agreements with new partners.

To support MRS members and Company Partners, MRS created the MRS Brexit Hub which provided practical guidance on a wide number of issues including international data transfers, appointment of EU representatives, immigration and standard contractual clauses. MRS regularly updated on the latest Brexit developments via the quarterly *Stay up to date and within the rules* webinars and the joint MRS/BEIS webinar hosted in December 2020 presenting the impact of Brexit on the sector and providing advice on how it would translate in practice.

International standards

The global research business is underpinned by national standards of privacy and data protection regulation. As a member of both organisations, MRS works closely with the European Federation of Associations of Market Research Organisations (EFAMRO), and the Global Research Business Network (GRBN). MRS is also a key ally of EphMRA, the European Pharmaceutical Market Research Association.

EFAMRO's role is to promote the interests and needs of the sector, and to make sure that voices are heard, and pleas accepted. Since 2009 MRS has undertaken all standards and policy activities on behalf of the Federation. In this context we have engaged with the European Data Protection Board (EDPB) and the European Commission during 2020/21 regarding the concepts of data processors and data controllers, the definition of scientific research and data subjects' rights.

EFAMRO continues to work with ESOMAR on the drafting of a transnational GDPR Research Code. The objective is to adopt a pan-European binding sector specific text to help the research sector to maximise the opportunities of the GDPR more effectively.

MRS and EFAMRO continue to work with EphMRA as their point of reference for standards updates. We carried out extensive work updating EphMRA's Code of Conduct during 2020/21 and provided Codeline support in its interpretation and compliance; analysing national legislation from around the world and its practical implication for the sector; and drafting additional guidance, ethics and support material.

Aside from policy and standards, MRS has successfully linked EFAMRO and GRBN in international discussions on the state of the sector during the pandemic. We organised two EFAMRO Open Days that gathered participants from around the world, debating the efforts undertaken by associations to help their members and boost their resilience, growing membership and increasing revenues in these difficult times.

MRS has worked with GRBN in identifying three main initiatives for 2021/22: inter-regional online discussion events for association leaders; diversity and inclusivity; and trust.

Standards and policy

AQR/MRS Recruiter Accreditation Scheme

A long cherished project which came to fruition in 2020/21 was the launch of the *AQR/MRS Recruiter Accreditation Scheme (RAS)* in September 2020.

MRS strived to get this scheme launched to support recruiters who were suffering as a result of the curtailing of many face-to-face research projects due to Covid-19.

The scheme was designed to provide recognition for professional and competent recruiters and address quality concerns about some recruitment practices.

The ethos of RAS is one of continuous improvement, with recruiters re-accredited every three years.



By introducing RAS the following benefits were achieved:

- ▶ **Accredited recruiters demonstrated understanding of standards** including all of the key aspects of qualitative recruitment including the legal and ethical requirements.
- ▶ **Buyers of recruitment services reduced their risks when buying recruitment services** by enabling procurement from regulated recruitment suppliers who have demonstrated competence to key issues such as GDPR.
- ▶ **Users and buyers of recruitment services demonstrated their accountability and due diligence** by procuring from accredited recruiters who have demonstrated competence via an independently assessed qualification.

- ▶ **Recruiters demonstrated their competence and improved long-term recruitment quality** as the RAS standards become more widely understood and used – particularly in evolving areas such as using social media tools for recruitment.

The ethos of RAS is one of continuous improvement, with recruiters re-accredited every three years. As part of this process, the RAS materials will be updated in 2021/22 to address changes (such as with data protection post Brexit) and new topics will be introduced including recruiting seldom heard participants and how to undertake inclusive recruitment, and ensuring that recruiters are being trained and assessed to evolving RAS requirements.

How Covid-19 has impacted the UK research industry

Sinead Jefferies, founder of Vela and MRS Main Board member, presents new research findings.



During 2020-21, the sector has been hit hard by the Covid-19 pandemic. Due to a combination of economic downturn, budgets being cut, businesses not being able to operate as normal and just general uncertainty, many research companies found themselves with significant downturns in revenue and in the difficult situation of having to either furlough staff or make redundancies. In order to get a better understanding of how businesses across the sector were faring and how they felt about the evolving situation, MRS conducted three waves of research, delivered by Watermelon Research.

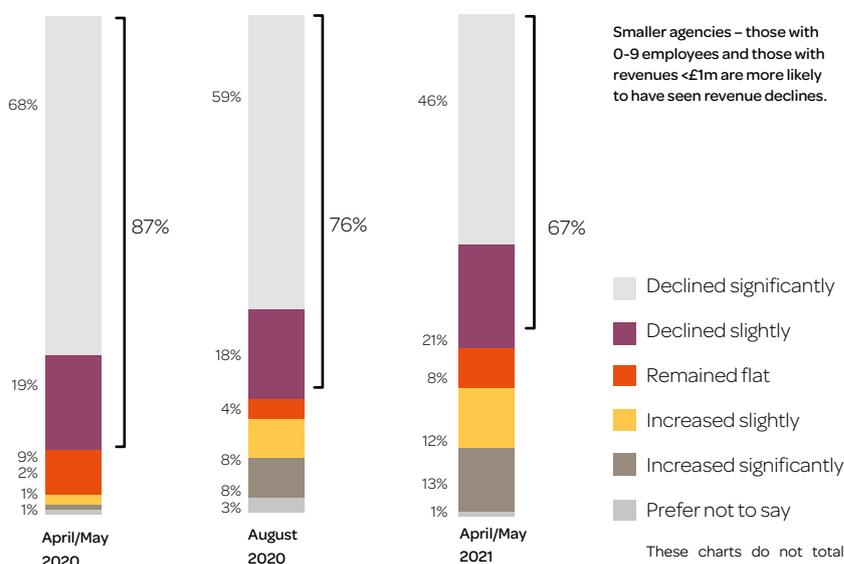
The most recent wave of research, conducted in April and May 2021, shows that although the situation has improved for many businesses in the sector, there are still two-thirds who have seen a decline in revenue since the beginning of the pandemic. Small businesses – those with fewer than 10 employees and those with revenues less than £1m per annum – are the most likely to say their revenues have been significantly affected. We often talk about how this is a sector driven by people, and sadly over the last year our people have had some hard times to endure. Six in ten businesses within the sector have furloughed staff at some point since the beginning of the pandemic, and of those 35% have since gone on to make redundancies.

The biggest impact in terms of the type of research conducted has, inevitably, been face-to-face – both quantitative and qualitative. Back in April 2020, 8 in 10 research companies who offered face-to-face said that this work had stopped completely, whether it was quantitative or qualitative. A year on, this has changed somewhat for quantitative, with 4 in 10 saying this stream of work is still at a standstill, but the picture is different for qualitative, with around 6 in 10 businesses saying that they were

still not doing any face-to-face qualitative work. The obvious flip side to this has been the increase in online qualitative. While in April/May 2020 there was already an increase in agencies reporting that they were doing more online qualitative, it was later in the year that we really saw a big shift, and this has continued. By April/May 2021 almost seven in ten said they had increased the amount of online qualitative work being conducted – the largest uplift of any methodology seen across the last year.

Impact on revenue since beginning of COVID 19

Each wave of the survey has seen a steady decline in those who have seen revenues fall since the beginning of the pandemic, although there are still two-thirds of businesses in the sector who say that Covid-19 has had a negative impact on revenue.

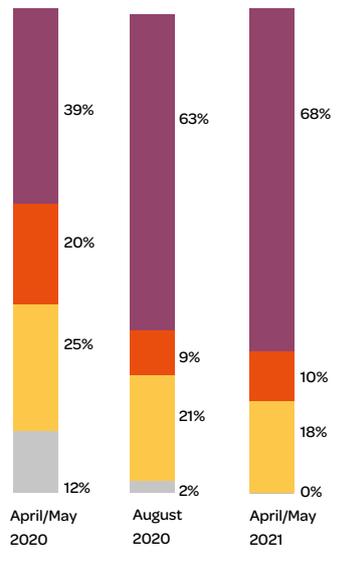


These charts do not total 100% as they exclude those who have responded that they prefer not to say.

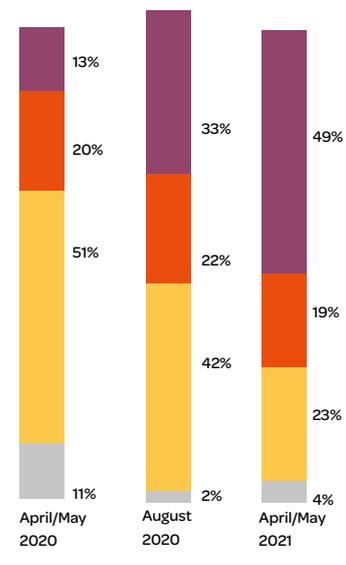
Techniques and methodologies – most likely to have been increased

Online qualitative is the area that has seen most positive impact of the changes in the last year, increasing in use in April/May 2020 and then even more so subsequently. Online quantitative has also been boosted, as have telephone quantitative and qualitative, although to a lesser extent.

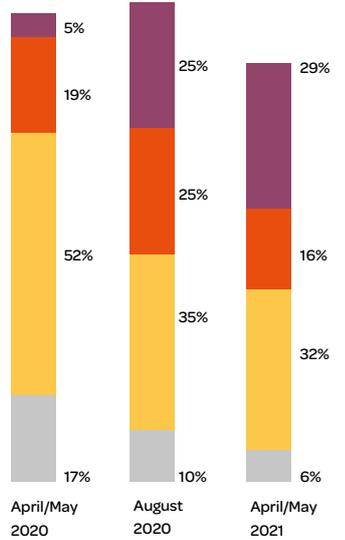
- Increased
- Stayed same
- Reduced
- Stopped



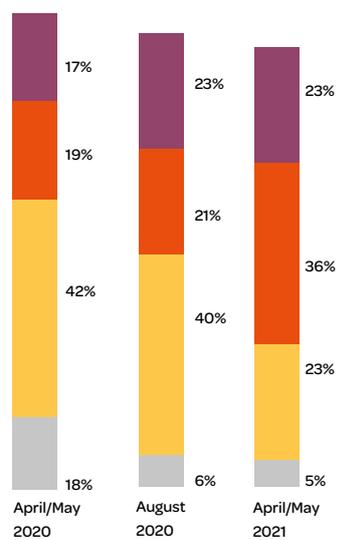
Online qualitative



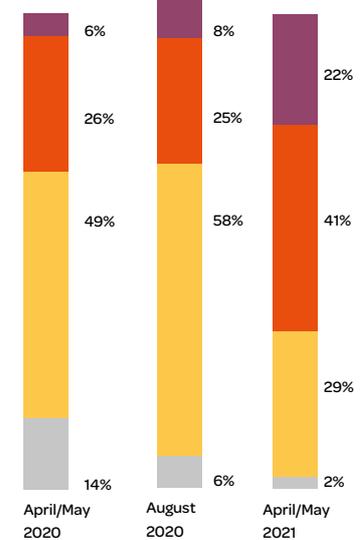
Online quantitative



Telephone quantitative



Telephone qualitative

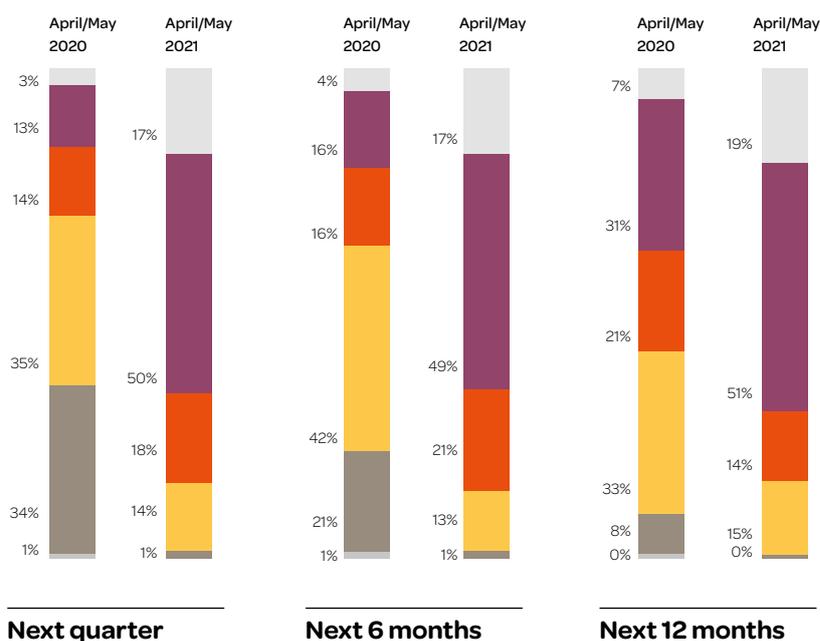
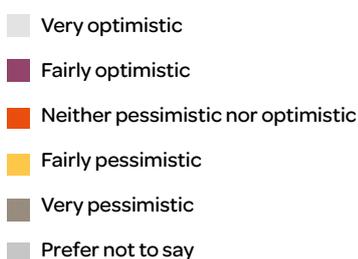


Strategic consultancy

Coming out of 2020/21 levels of optimism are much higher than they were at the start of the year, with around two-thirds of business leaders feeling at least some level of optimism for both the shorter term and the next twelve months.

Levels of optimism and pessimism looking ahead

Levels of optimism among business leaders are significantly higher than in the same period last year with virtually none feeling 'very' pessimistic looking ahead. There are now similar levels of optimism for both short and longer-term, whereas before short-term optimism was very limited.



Another major shift that has been seen in the last year has been the need to work from home. Although it has not been without its challenges, particularly on mental wellbeing, the majority of companies within the sector are anticipating some form of remote working continuing beyond the lockdowns. One in three are planning on offering their people full flexibility to work from home or the office as they wish, and a further one in three say they anticipate a set 2/3 day hybrid split between the office and remote working. The majority of the remainder were either already fully home working pre-pandemic, or anticipate full home working to continue.

As businesses look ahead to 2021/22, the key things leaders anticipate are:

- Greater flexible and remote working than before (78%)

- ▲ A move to some form of hybrid working (74%)
- ▲ Continuing to grow the business (64%)
- ▲ A business re-focus or change in the type of work done (63%)
- ▲ Higher revenues than in 2020 (61%)

Coming out of 2020/21 levels of optimism are much higher than they were at the start of the year, with around two-thirds of business leaders feeling at least some level of optimism for both the shorter term and the next twelve months. This is driven by seeing new business coming back, developing (and redeveloping) client relationships, and a general sense that there is more certainty and stability in the economy in general. However, we are not out of the choppy waters, and 15% of businesses still feel pessimistic about their prospects, either

due to the sector they are in or the type of work they do, or because they are still feeling the impact of uncertainty and loss of momentum that has come from the last year.

This research, and what I have heard from conversations with people across all parts of this sector, reinforces some of our core strengths:

- ▲ The critical role of research & evidence to support business & policy decision-making
- ▲ The entrepreneurial ability and agility to reinvent and provide solutions to meet the market's needs
- ▲ A desire to support our people and enable them to thrive and deliver their best
- ▲ A can-do attitude and determination to succeed.

A view from the field:

How ONS adapted during the pandemic

Steve Woodland, Deputy Director, Social Survey Operations at the Office for National Statistics (ONS) describes some of the innovations his team introduced to ensure data collection continued, in spite of Covid-19

Running ONS social surveys during the past 18 months has often felt like being a mechanic looking for the right tools for job. By the time you find the tool that fits, the job at hand has changed.

In mid-March 2020, we stopped all face-to-face data collection across our portfolio. For much of our work, having an interviewer in the field, conducting surveys in the home of respondents, was the optimal form of collection. It delivered the highest quality and allowed for complex survey designs. Overnight, this data collection stopped, and we had to find new tools to fit the gap.

Immediately, we began adapting our operation. Our field interviewers moved almost overnight to telephone interviewing. We adapted respondent materials and adjusted incentives, re-wrote questionnaires for telephone mode, introduced telematching and a portal for respondents to provide contact details. As well as adapting our established surveys, we introduced new ones, to provide the information to the government on the impact of the pandemic.

I'm proud of how everyone in our social surveys team coped with this change and adjusted what we did to the changing circumstances. It allowed



Steve Woodland
ONS

"I'm proud of how everyone in our social surveys team coped with this change and adjusted what we did to the changing circumstances. It allowed innovation that perhaps we would not have previously anticipated."

innovation that perhaps we would not have previously anticipated. For example, 20% of sampled respondents now consistently contact us and provide their details to take part in a telephone interview. This demonstrates the high regard that the public have for surveys.

As restrictions began to ease in summer 2020, we trialled a knock to nudge approach, with a field interviewer knocking on the door of a sampled household to

collect a telephone number. This had a positive impact on both our response rates and data quality. Introduction of this approach slowed down over the winter as Covid transmission rose again. But in the spring, the roll out continued, and we now have most of our face-to-face interviewers working in the field again with a knock to nudge approach across most of our surveys.

We are now reintroducing in home, face-to-face collection, as for some of our more complex surveys, we are confident that this remains the most effective collection method. This brings new challenges, and we are still unsure of how much the environment has changed. A recent survey conducted by ONS showed that up to 40% of households were uncomfortable about having an interviewer in their home. If that remains – and we will test to see if that is the case – that could have a fundamental impact on our delivery model.

At ONS, we'll continue in our role as mechanics, looking for the right tools for a post pandemic world. Covid has demonstrated the fundamental importance of our surveys, providing data that has been used repeatedly to inform decision making at the highest level. And as an industry we need to work together, sharing experiences to inform the new survey designs and collection models for the future.

About the boards

 mrs.org.uk/about/governance-structure

MRQSA Board:

Catherine Bolton
Alison Gallagher
Debrah Harding **Chair**
Piera Johnson
Jackie Megahey
Penny Steele
Ben Wener

Fair Data Board:

David Alexander, Mydex
Susan Blackall **Chair**
Greg Berry, Perspective Research
Rowland Lloyd, Ipsos MORI
Alice Milner, ABC
Michael Simmonds, Yonder
Spencer Wood, Watermelon Research

Market Research Standards Board

Kate Barber, CMRS
Dr Susan Blackall, FMRS
Sue Burden, CMRS
Caroline Callahan, CMRS
Dr Barbie Clarke FMRS
Geoff Gosling, CMRS **Chair**
Nicole Karat CMRS
Jackie Megahey, CMRS
Peter Mouncey, FMRS
Nick North, CMRS
Giles Pavey, CMRS
Adrian Sanger, CMRS
Helen Turner, CMRS
Michael Wooderson CMRS
Ian Wright, CMRS

MRS Disciplinary Authority

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

MRS Inclusion Group

Babita Earle, Zappistore **Chair**

Caroline Frankum, Kantar
Agency Representative

Danielle Todd, We are relish

Jake Steadman
Client Representative

Jane Frost, CEO of MRS

John Bizzell - MRS
Events & Communications

Kenny Imafidon, ClearView Research

Michael Brown, UMWW/
Sabine Trinquetel
MRS Representative

Shazia Ginai – (Neuro-Insight)

Tatenda Musesengwa
CORe Representative

Vanella Jackson, Hall & Partners
MRS Inclusion Pledge & MRS Unlimited

Shibu Pillai
Secretary

Steven Lacey, SLS Strategy
MRS Unlimited

“This [MRS Inclusion & Diversity] report provides clear evidence that the current state of play is not good enough and the research sector has a lot of work to do in ensuring equal opportunities for all.”

Babita Earle

Chair of the MRS Diversity & Inclusion Council
Read more **here**

Membership Events



Professional Webinars and Speaker Evenings

Free to MRS members, Professional Webinars, are a key membership resource. Throughout the year our interactive events attracted over **4,557** participants from all around the world. Topics included *digital ethnography, trust and how to respond when the world turns upside down*.

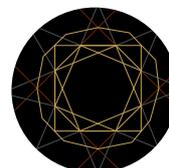
No live events were held due to the pandemic, and all planned Speaker Evenings were recorded as webinars and shared with members within the member areas of the website topics included, *The emotional power of advertising, and The future of work*.

Due to the pandemic, the face-to-face regional events programme was suspended. One benefit of the London speaker evenings programme going online was that these events became easily accessible to members across the country, with **2,979** attendees from outside the South East.



MRSpride

The network for LGBTQ+ researchers and their allies continued to pursue its agenda of amplifying LGBTQ+ voices across the sector and sharing relevant research stories. Whilst no live events were held due to the pandemic, a series of virtual PLATFORM webinars were produced, with **463** live viewers across the programme and **350** subsequent views of the event recordings via YouTube. These culminated in the world's first Trans Insight Summit in February 2021, which raised £1,000 for charity partner Mermaids. Three episodes of the network's OUTsights podcast were also produced and a fourth is in the works.



Awards

Despite the challenges faced by the sector, both the Operations Awards and the main MRS Awards were well supported and overall just 15 entries fewer were received than the previous year. In place of the usual three live awards presentations, two online broadcasts were produced to announce the winners.

In September, **214** people tuned into the Oppies+ broadcast, which incorporated the winners of the Operations Awards, as well as the categories usually presented at the Excellence Awards lunch. In December, 391 people watched the Virtual MRS Awards broadcast.

“The Research Society is thrilled to formalise our partnership with the [Insights Association](#) and the MRS. As the insights and research industry pivots to deal with the challenges posed by the Covid-19 pandemic, global collaboration is more important than ever”

Elissa Molloy

Former chief executive of The Research Society

Read more [here](#)



&more

Although no live events could be held in 2020/21, &more continued to support young researchers through a series of webinars on topics such as wellbeing and creativity, and launched the Lunchtime Bites series - a chance for young researchers to take centre stage and present fascinating case studies and projects they have been working on over the past year.

The annual &more conference moved online, with over **100** attendees, and the first ever joint event between &more and the AQR's Young Disruptors was held. The &more online resources section was greatly expanded, and three new members were appointed to the &more Leadership Team, joining our two existing members to work on &more events, content and social media.

MRS & AQR University Roadshow

The delivery of the University Roadshow moved online, with over **1,000** students attending 19 sessions, including the first ever international session at the University of Wollongong in Dubai. Thirty volunteers, both senior researchers and those new to the industry, spoke at a session. Additionally, the roadshow team worked with representatives of the MRS Diversity, Inclusion and Equality Council and CORE with the aim of reaching a wider audience of students and young people.

MRS Flex Forum

This collection of industry professionals who are passionate about flexible working provided guidance to the sector to help create a fairer, more productive workplace in today's society. The group is chaired by Inger Christensen, an independent consultant, and was set up as a result of a thought provoking and engaging Operations Network event back in January 2020.

Since its creation the forum has produced six webinars, nine articles providing guidance and considerations, both from an employer's and individual's perspective, and a list of resources to help build a more flexible blended working environment for the future.

In the period of April 2020 to March 2021, MRS recorded **328** registrations onto Flex related webinars.

The group has most recently set up a Coffee Catch Up session, so that the group can meet online informally to discuss any challenges, ideas or insight into making the return to the office more flexible.

The forum currently consists of **31** participants.

Professional Development Qualifications and Training

Training

1,287 individuals received some form of training from MRS, due to the pandemic we had to convert all of our face-to-face course to online.

139 training courses were delivered in MRS's online 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 AI in Business and Research, Advanced Statistical Techniques, Machine Learning, Predictive Analysis and Big Data and Consumer Insight.

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

“Having been given so much myself, by so many, it was a no-brainer to go on to support the sector as much as I could – through **training and education**, but also through collaboration on lots of committees and initiatives. Co-operation is where the sector is at its best.”

Phyllis Macfarlane

Winner of the MRS Gold Medal

Read more **here**

Qualifications

MRS Advanced Certificate in Market & Social Research Practice

In this financial year a total of **185** candidates participated in assessment for the Advanced Certificate qualification.

124 candidates were awarded the qualification – a 67% pass rate.

Due to the pandemic the June 2020 assessment round was postponed to September; the January 2021 assessment round took place as scheduled. To comply with social distancing requirements, the examinations were hosted online with live invigilation instead of via the traditional exam hall format. The online assessment method was successful and will be the favourable approach for future Advanced Certificate Examinations.

MRS Certificate in Market & Social Research

169 candidates achieved the introductory level MRS Certificate via the online multiple-choice exam.

121 enrolled onto the ‘Foundation Course in Market Research’.

MRS Certificate in Digital Interviewing Skills for Market & Social Research

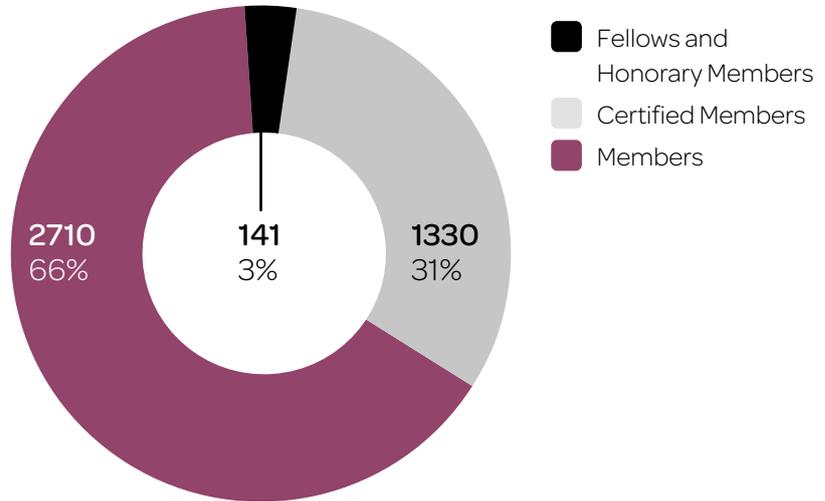
20 Girl Effect TEGAS from the Nigeria Network were awarded the ‘MRS Certificate in Digital Interviewing Skills for Market & Social Research’ using TEGA methodology. The qualification recognises the range of attitudes, knowledge and skills required to conduct effective interviews via hand-held technology with participants.

Bespoke accreditation

Home Office Digital Phase 5 of the bespoke MRS qualification *Certificate in Qualitative Interviewing Skills* commenced with a total of **27** Home Office employees having achieved the qualification.

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 **80** membership upgrades to Certified Membership.



MRS Members

as of 31 March 2021
Total: 4,181

Apprenticeship

The Apprenticeship - Market Research Executive – Proposal, Standard and Assessment Plan was approved by the Institute of Apprenticeships and Technical Education in March 2021. The apprenticeship should be available to employers for apprentices by early autumn of 2021.

The Market Research Executive apprenticeship is suitable for both school leavers aged 18 years and older or as an upskilling pathway to develop employees/workers already within a research role eg, interviewers.

MRS has fully supported the apprenticeship initiative not only as a stepping stone into the research profession but also as a key part of the drive for social inclusion within the research and insight sector.

MRS/AQR Recruiter Accreditation Scheme (RAS)

The MRS/AQR Recruiter Accreditation Scheme (RAS) launched in July 2020. It was developed in response to the sectors increasing concerns about the quality of some recruitment, particularly with the emergence of newer techniques online and using social media. In conjunction with these concerns there was a need to recognise the excellent professional recruiters who deliver quality recruitment.

RAS raises the profile and status of individual recruiters, recognising their knowledge, skills and competence. **227** Recruiters achieved RAS Accreditation by the end of March 2021. [See page 14](#) for more on this scheme.

Mentoring

The MRS Mentoring Scheme continues to support participants to think through strategic decisions as well as manage day-to-day work challenges more effectively. **242** individual members have now benefitted from the scheme as mentees and **145** Certified Members and Fellows have been trained as mentors.

Publishing

News and thought leadership

MRS produces a range of content across numerous print titles and digital channels. This includes daily breaking industry news, in-depth special reports and industry intelligence.

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 - **25,000** unique visitors every month. High points include the publication of the *Research Live Industry Report 2021*, live coverage of MRS annual conference, and a Covid-19 tracker which grew organically and listed all the research projects underway relating to the pandemic. In April 2020 **Katie McQuater** took over from Jane Bainbridge as Editor of Impact magazine and Research Live, with a new Deputy Editor, Liam Kay joining the team.

The Research Buyers Guide

In 2021, MRS decided to stop printing the guide in line with its environmental policy to introduce digital first publications. The online directory was redesigned and has experienced a doubling in visits in the first six months of 2021, now tracking at **4,000** unique visitors every month. Buyers of research can refine their search by specialisms, geography and respondent location, and new filters were added to highlight listed companies that have won MRS Awards, and those that have signed the MRS Inclusion and Sustainability pledges.

IJMR and SAGE

Members have free access to SAGE Publications' Research Methods suite as part of their enhanced membership benefits. Sage Publications also publishes on behalf of MRS the bi-monthly peer-reviewed journal, the IJMR (*International Journal of Market Research*), 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. The IJMR website receives on average **11,000** article downloads every month, and saw a 40% increase in the first six months of 2021 compared to 2020.

mrs.org.uk

When the pandemic forced many people to work from home in spring 2020, mrs.org.uk became a critical source of Covid-19 guidance to help MRS members understand how they could and should respond, from furloughing arrangements to support for fieldworkers and viewing facilities. With all products and services available online, this website supports both members and customers, from increasingly international locations, with traffic averaging **29,000** unique visits every month.

MRS Delphi Group

The group is the think tank for the research sector and includes experts from brands and agencies. The chair is Colin Strong from Ipsos MORI. Report topics this year included:

- ▲ *Fast Forwarding Research: how the Covid-19 pandemic has pushed organisations to be more innovative in how they conduct research*
- ▲ *Managing the Multiverse: how the research industry can use its expertise to help businesses and society understand information and data, to make decisions that are transformative, fair and more representative.*

All reports, as well as a new series of Delphi podcasts, are available [here](#).

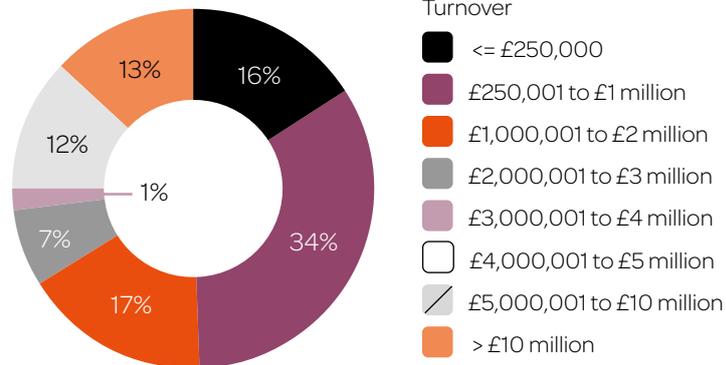
Intelligence Capital™

MRS spearheaded the Intelligence Capital™ initiative that aims to demonstrate the direct effect that insight can have on the growth of any business. Planning is underway with sponsor Savanta to supplement the two existing reports with practical tools and case studies.

Research Jobfinder

After a turbulent year in the recruitment market the jobs website has rebounded with increased traffic as the workforce and the sector responds to early signs of economic recovery.

Company Partnership Accreditation



The MRS Company Partner team has grown in step with an increase in Company Partners. This means we are now better able to support our Partners with all aspects of their partnership including renewals, memberships and voucher usage. We are also able to signpost the many areas of work that MRS is engaged with that will be of benefit to these Partners, such as training, webinars or Codeline.

MRS welcomed **44** new Company Partners in 2020-21 including client-side insight teams from **John Lewis** and transnational organisation **NATO**. Many agencies increased the size of their partnership commitments, thereby supporting the research sector while at the same time increasing the capacity and capability of their teams.

Company Partners by turnover

The growth of the MRS Company Partnership Accreditation programme both in terms of number of partners and their continued commitment shows that, in spite of the chaos and uncertainty of the Covid-19 crisis, the sector remains a vital component in the UK and global economy. This is reflected by the need for Partners to become accredited, to show commitment to the MRS Code, as well as purchase vouchers for briefings, training and conferences.

During the year all MRS conference and training moved from in-person to virtual. This has proved a very positive move for our Company Partners, with a far wider range of people from different geographies able to take advantage of MRS'

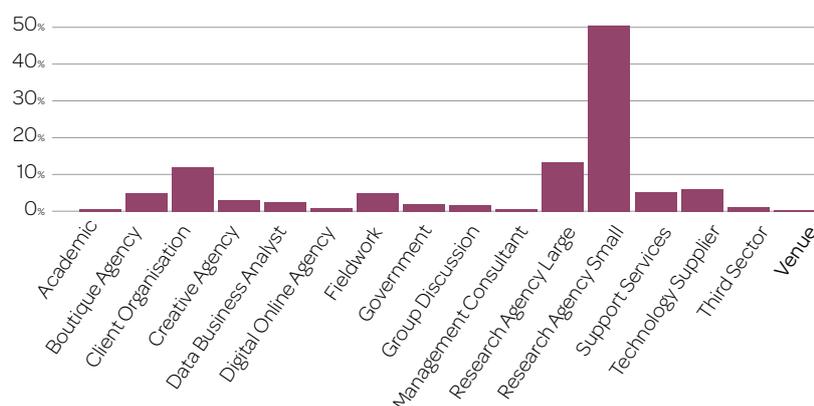
world leading training courses and conferences. It has also allowed MRS this year to launch a new **International Affiliate program**.

The MRS International Affiliate programme allows an organisation to increase commercial opportunities and support the training and development of its insight and analytics teams, wherever they are based in the world. International Affiliates also benefit from the MRS' global network, its knowledge bank, and training opportunities.

By March 2021, the first 10 MRS international affiliates included the global teams of major businesses – **GSK, Intel and Unilever** – and international research agencies such as US and UK-based **Behaviorally**. NATO, which represents 30 European and North American countries, and a number of multi-national companies has also signed the quality commitment.

In April 2020 the **Fair Data Principles** were updated from 10 to 12. Revisions were made to the existing principles to reflect the pace of reform and changes in data protection frameworks. MRS welcomes Cobalt Sky and MEL Research to join the growing list of Fair Data companies.

Company Partners by Type



Conferences

Impact 2021

MRS conferences are more popular than ever since they went fully online April 2020, attracting around two thousand delegates across the portfolio.

The MRS Annual Conference, whose theme was 'Transformation and Recovery', was a three day, multi-streamed online event taking place on 16-18 March 2021.

Due to the pandemic, the event was hosted on a virtual event platform and delegates were able to benefit from a number of digital and video networking opportunities.

Keynote speakers included **Sir Keir Starmer**, leader of the Labour Party, **Sir David Spiegelhalter**, Statistician and Winton Professor of the Public Understanding of Risk in the Statistical Laboratory, **Dr Camilla Pang**, Author of Explaining Humans, **Kathryn Jacobs**, OBE and **Sue Unerman** co-authors of *Belonging: The key to transforming and maintaining diversity, inclusion and equality at work*, and playwright James Graham, OBE.

The conference welcomed over **650** participants from a diverse spread of practitioners across the spectrum of clients, suppliers, specialists, consultants, academics and the wider media. Given the digital format, the speaker and delegation profile saw a significant uplift in international participation.

Over 1,600 chat messages were published on the virtual stages, 250 face-to-face meetings were instigated and over 260 delegates visited the sponsor exhibition booths.



“Over **1,600** chat messages were published on the virtual stages, **250** face-to-face meetings were instigated and over **260** delegates visited the sponsor exhibition booths.”

One day conferences

MRS ran **12** virtual events in 2021, attracting over **1,000** delegates over the course of the year.

The inaugural Behavioural Science Summit, postponed from March 2020 and revised to a digital event, attracted over **250** delegates. Other new sector conferences, appropriate for a digital delegation included, UX/CX/MR, Digital Ethnography and Storytelling. The annual sector conferences, Financial Services, Kids & Youth, Digital Analytics took place in 2020/21 and a new Sustainability Summit was held in November 2020 to highlight the work of the MRS Sustainability Council.

Media

Highlights

Supporting MRS's government lobbying efforts during the pandemic: calling for greater support for small to medium-sized businesses, showcasing the impact of the pandemic on the research sector and applying pressure on local authorities through targeted media to reverse decisions on business rates relief.

Proactive media relations in support of MRS's key priorities: including showcasing the importance of insight and evidence in times of uncertainty, and making the case for research to maintain its position at the heart of corporate strategy as companies pursue post-pandemic growth.

Communicating the role that MRS plays supporting Government procurement: including its advice on best practice, and managing media relations associated with the Good Law Project.

Supporting MRS's communications to its members about Covid-19 guidelines: including face-to-face data collection; highlighting the advice with relevant media outlets and managing the overall Covid-19 communications strategy in the context of changing government restrictions.

Securing interviews for Jane Frost CBE with Marketing Week about the research sector: adopting C-Suite language and *DataJournalism* on opinion polling in the US election.

"We are ending this extraordinary year on a high and with justifiable confidence in our sector's world-leading position. Our reassessment of the UK industry – now valued at £7bn - reflects how dynamic and far-reaching the business of evidence has become."

Jane Frost CBE
CEO of MRS
Read more [here](#)

Driving MRS's international activity by promoting the International Affiliate programme: a mark of research excellence for global research businesses, and announcing new partnerships and shared initiatives with The Research Society (Australia) and Insights Association (US).

Supporting MRS's diversity and inclusion programme: announcing new initiatives such as its Memorandum of Understanding with the Colour of Research group, the establishment of an MRS Diversity, Inclusion and Equality Council, and updates to the MRS Inclusion Pledge.

Building excitement for Impact 2021: creating a series of short preview clips of the sessions and interviews for social media platforms. Encouraging journalists from a wide range of trade, marketing, and national press to attend Impact 2021; securing media attendance throughout the conference programme, including journalists from *The Telegraph*, *The Times*, *WARC* and *Marketing Week*.

Driving engagement with the MRS Awards 2020: advising on the new virtual format and developing a script for the host. Securing media coverage about the awards and profiling the winners through virtual vox pops interviews. Creating video content for MRS's digital channels by identifying soundbites from the vox pops interviews.

Advising on activity around MRS's 75th anniversary celebrations: Making recommendations for Honorary Fellowships and showcasing the first recipients.

Contributing to *Research Live's* Review of 2020 and Preview of 2021 series, including about the pandemic's impact on research, reasons to be cheerful and the biggest potential challenges in 2021.

Throughout the period 65 pieces of media coverage were achieved in titles including *Marketing Week*, *Government Business*, *DataJournalism*, *Forbes*, *WARC*, *Mr Web* and *Research Live*.

Statutory accounts

The following summary of key financial information is extracted from the statutory accounts for the year 2020-21

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	2020-21	2019-20
Individual membership subscriptions	695	708
Company Partner Service	527	486
Publications & information services	491	711
Training & qualifications	659	777
Conferences & seminars	278	506
Other services	262	500
Total	2,912	3,688

Expenditure	2020-21	2019-20
Cost of activities	658	1,189
Employment	1,559	1,863
Other administration less sundry income	1,022	758
Net financing charges & taxation	4	4
Total	3,243	3,772

Recognised gains and losses	2020-21	2019-20
Net deficit	(67)	(84)
Adjustment on property value (after tax)	(209)	153
Contribution to reserves	(276)	69

Summary Balance Sheet (£'000)

	2020-21	2019-20
Tangible assets	6,082	6,479
Net current liabilities	(552)	(591)
Long term liabilities inc. deferred tax	(849)	(931)
Net Assets	4,681	4,957

Property revaluation reserve	3,597	3,844
Income & expenditure account	1,084	1,113
Reserves	4,681	4,957

Company details

MRS Main Board and Officers 2020/21



Jane Frost, CBE
Chief Executive Officer
MRS Main Board



Jan Gooding, MMRS
President
Main Board



Dr. Nick Baker, CMRS
Chair
Main Board



John Haworth, MMRS
Honorary Secretary
Treasurer



Crispin Beale
FMRS



Rebecca Cole
CMRS



Babita Earle
CMRS



Geoff Gosling
CMRS



Caroline Hayter
CMRS



Sinead Jefferies
CMRS



Nick North
CMRS



Jennifer Perry
CMRS



Zoe Ruffels
CMRS

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 sector standards. The commitment to uphold the MRS Code of Conduct is supported by the Codeline service and a wide range of specialist guidelines.

MRS Research-Live

research-live.com

IJMR

mrs.org.uk/ijmr

Research Buyer's Guide

theresearchbuyersguide.com

Jane Frost Blog

mrs.org.uk/blog

Impact Magazine

mrs.org.uk/intelligence/

impact Research Jobfinder

researchjobfinder.com

Geodemographics Knowledge Base (GKB)

geodemographics.org.uk

Fair Data

fairdata.org.uk

Research for Small Businesses

researchforsmallbusinesses.com

Recruiter Accreditation Scheme

ras.mrs.org.uk

The Market Research Society

(Limited by Guarantee)
Company Number 518685

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Nat West Plc
City of London Office
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London EC2R 8BP

Solicitors

Bates Wells
10 Queen Street Place
London EC4R 1BE

MRS Inclusion Pledge

A manifesto for opportunity

The MRS Inclusion Pledge asks CEOs to make five core commitments towards creating safer and more representative workplaces.

The Pledge has been signed by:

7th Sense Research UK

2CV

AudienceNet

Bayes Price

Basis Research

Behaviourally

Big Sofa

BMG

BritainThinks

buzzback

BVA BDRC Group

C Space

Cint

Clearview Research

Cobalt Sky

Crowd DNA

Delineate

Discovery Research

Dynata

Empower Translate

Firefish

GfK

Hannelius Recruitment

Hall & Partners

IFF Research

Ipsos MORI

ITWP Group

i-view London

Jigsaw Research

Kantar

Kantar Profiles Network

Lucid

MESH

MIS Group

Motif

mTab

NatCen

Northstar

Opinium

Panelbase & DRG

pplinsights

QRi Consulting

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