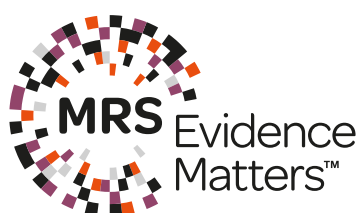




MRS Annual Review 2024/25



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Introduction

Jane Frost, CEO, MRS

The period covered by this annual review runs from 1 April 2024 to 31 March 2025.



Firstly, I'd like us to all step back and enjoy a moment of celebration that ours is a sector that has thrived over the last 2-3 years and shown great resilience and innovation even as a new wave of technology is transforming how we work and live.

The research sector is at its best under pressure, although that pressure may have felt a little relentless of late. I was hoping that we would catch up to 'bread and butter' as our importance to the UK economy grows, but it turns out that although we are bigger than the sector representing 'bread and pastries', we have a while to go before we can add butter and dairy spreads into the mix.

This year just gone has shown a less consistent financial performance across our members' businesses than previously, and the outlook is clearly divided among you when assessing growth in the coming period, including that of the wider UK economy (p.5).

Client budgets are under pressure, there are many reorganisations underway, and AI has raised a raft of questions in terms of how to deliver insight in a way that is faster and cheaper for business.

What new technology can do is to democratise research - put it within the scope of even more people than even DIY research tools did in the past. But that brings new challenges.

I frequently hear statements that use of AI will enable clients to start researching more and pick up the questions that have been left on the shelf due to lack of resource. But as yet there is no evidence of that happening.

What new technology can do is to democratise research - put it within the scope of even more people than even DIY research tools did in the past. But that brings new challenges. How do you train the new users? How do you get more people to understand the basics of data, the need for context? How do you quality assure the data that is driving these AI behemoths?

We are going to need new roles and new skills and these issues need to be addressed in every organisational restructure. But we've seen seismic changes before across the eighty years that this sector has matured. I believe we are one of the best equipped professions to reimagine our

future and thrive, bringing to the table as we do that oft' cried need for human creativity and validation to make best use of the evolving tech landscape.

I am proud that MRS continues to deliver to the needs of its members proud that our work with government is ensuring the market we work in is as free as possible of regulations that inhibit our growth. It was great to see the recent Data (Use and Access) Act confirm research can be defined as a scientific research enabling the use of some of the legal exemptions available to other scientific research disciplines (p.7). MRS lobbied hard for that. It was also encouraging to see the launch of the **Global Data Quality Pledge** to help fulfil the need for better data assurance – MRS are a leading light in that initiative.

I have no doubt that MRS will continue to adapt to help enable you to grow, to inspire and innovate and we will be at your side helping shape the direction of the market and campaigning on the big issues with you.

I am equally delighted to see the expansion of the **MRS Global Insight Academy**, responding to your demand for new and different courses. I am committed to ensuring, with you, that we grow as an inclusive place to work; as a sector that commits to representative research and representative talent.

I have no doubt that MRS will continue to adapt to help enable you to grow, to inspire and innovate and we will be at your side helping shape the direction of the market and campaigning on the big issues with you. We're never complacent at MRS – just as our standards and policy work (p.16) demonstrates how we're constantly striving to get the best deal for the sector our events and services evolve.

The **MRS Better Data campaign** shows the power of the Society to work with the largest agencies, clients and all parts of our sector for the benefit of all. We will work with you to take ownership of this critical issue impacting the research sector and harness all our influence to turn it into an opportunity that we can all benefit from.

Finally, MRS is 80 next year – 2026 – and I want us to join together to celebrate a profession that has grown such a depth of understanding of the human experience that we are indispensable for the future not just of businesses but of society. Our President's Medal roll of honour as well as winners of MRS Awards, Oppies, and Research Heroes all prove that to be so.

Events of the last few years have shown that now, more than ever, evidence matters. MRS will stand with you, into the future to support, protect and connect, and we will always champion the best that this sector creates.



A year of positive momentum

A review of the MRS finances and the research sector

Debrah Harding, Managing Director,
looks at the financial position of MRS
at the year ending 31 March, 2025.



The 2024/25 financial period was a strong year for MRS. Despite the UK economy's sluggish growth of less than 1%, the UK research sector outperformed, with the MRS Annual Survey 2024 reporting an impressive average turnover growth of around 8% for the total supply-side. However, some supply-side business owners are more cautious about the year ahead.

The MRS Annual Survey captures business owners' sentiments about their businesses, the industry, and the UK economy. The 2024 Annual Survey reported 21% (14 participants) expecting the industry to decline in the next 12 months, with 15% (10 participants) expecting it to grow while the majority (61%) expect the industry will stay the same size. As usual, when asked about their own business performance, business owners were more optimistic with **45% of the 67 participating organisations expecting their revenues to improve in the year ahead**. However, 19% are expecting their revenues to shrink, with 34% expecting the revenues to be the same. A gloomier view is held about the UK economy with only 20% of participants responding to the Annual Survey expecting the economy to improve slightly or significantly in the next 12 months, whilst **53% believe the economy would decline slightly or significantly**.

MRS continually evaluates published evidence, supplemented by surveys like the Annual Survey and league tables, to estimate the size and reach of the UK research, insight, and analytics industry. For the 2024/25 period, MRS estimated the industry's worth to be over **£9.98bn**, an 8% increase from the previous estimate of £9.2bn.

MRS is also experiencing sustained growth, with income for 2024/25 reaching **£4.34mn**, reflecting a growth of over **6.1%**. The MRS portfolio of products and services, including Membership Subscriptions, the Company Partner Service, Publications and Information Services, Training and Qualifications, Conferences and Seminars, all contributed to this strong performance.

Overall, MRS reported a small statutory deficit of **(£30.1k)** for the financial period. However, with the revaluation of the MRS property, other comprehensive income for the year was **£148.5k**, resulting in a total comprehensive

income of **£118.4k**. MRS continues to maintain healthy reserves of **£6.21mn**, largely due to its strong property portfolio, which increased in value during the period.

During 2024/25, the ground and lower ground floor tenant, an established furniture company, refurbished the office premises into a new furniture showroom. This tenancy helps MRS mitigate overhead costs and diversify its income streams. The additional financial capacity allows MRS to invest in new benefits, including the digital content proposition for **Research Live** and ambitious data quality initiatives. MRS has also continued to invest in its digital and physical infrastructure, aiming to achieve ISO 27001, ISO 77701, and ISO 22301 certifications to ensure the best service for its members, Company Partners, and customers.

MRS has set a cautious budget for 2025/26 due to ongoing market uncertainty stemming from domestic and global geopolitical and economic challenges.

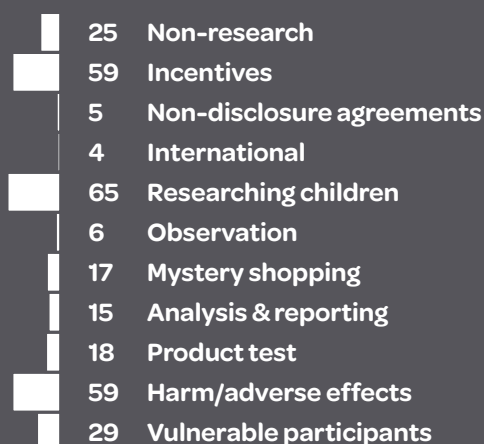
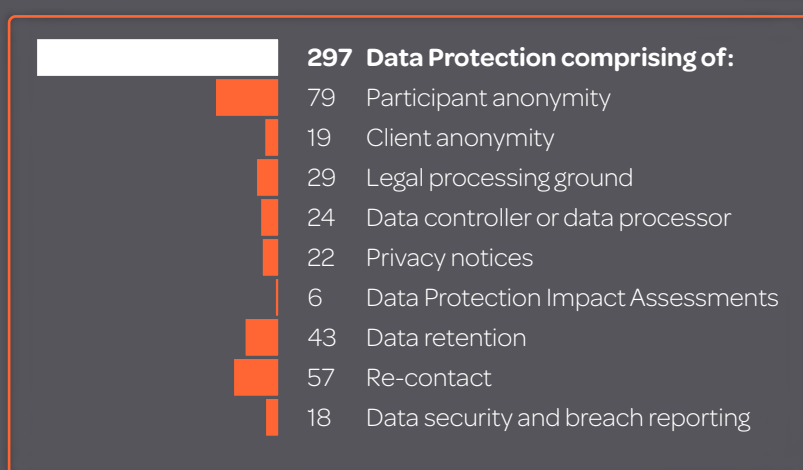
MRS continually evaluates published evidence, supplemented by surveys like the Annual Survey and league tables, to estimate the size and reach of the UK research, insight, and analytics industry.

Standards and policy

The sector in numbers

mrs.org.uk/standards/mrs-policy

Codeline queries:



Codeline total
email enquiries only

599



Complaints resolved
by the MRS Standards
Department

46

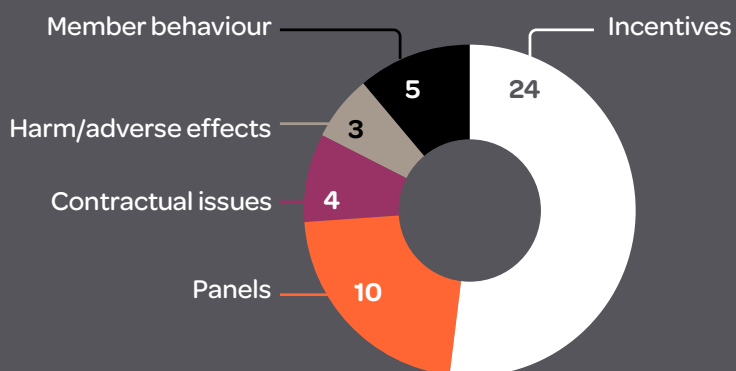


297 queries seeking
guidance on data
protection related issues



4
disciplinary cases

Complaints resolved by the standards department



Total

46

*42 Company
Partner cases,
4 individual cases

Disciplinary cases



3
Company Partners



1
Individual members

Standards and policy

Data (Use & Access) Act 2025: what it means for research

By Debrah Harding,
Managing Director, MRS

When the election was called on 4 July 2024 one of the casualties was the proposed Data Protection & Digital Information (No.2) Bill (DPDI Bill), which the former UK Government aimed to bring into legislation at some point in 2024. By the time of the election, the DPDI Bill had failed to complete its Parliamentary journey and was discarded.

With the new government came a new proposal, the **Digital Information & Smart Data Bill** which was proposed in the Kings Speech with the aim of progressing the regulatory framework for digital identities in the UK and to streamline and clarify the UK's data regime. This Bill soon morphed into the Data (Use & Access) Act 2025, **the DUA Act**, which has now completed its Parliamentary process having received Royal Assent on 19 June 2025.

By the time of the election the DPDI Bill had failed to complete its Parliamentary journey and was discarded.

With the new Government came a new proposal, the Digital Information & Smart Data Bill which was proposed in the Kings Speech...

So, what does the DUA Act do? The aim of the Act is to refine the data protection legislation in the UK, building on the Data Protection Act 1998, the UK General Data Protection Regulation (UK GDPR) and the Privacy & Electronic Communications Regulations (PECR). It

does not replace the existing legislation rather it builds on the existing framework with the intention of bringing clarity, promoting innovation and economic growth, and making it easier for organisations (particularly SMEs) to implement their data protection and privacy obligations. It also aims to complement other forthcoming legislation such as the **Cyber Security and Resilience Bill**. The intention is that individuals and businesses will have more flexibility in how they meet data protection and data requirements, rather than needing to meet new requirements.

One of the big benefits of the DUA Act is that it makes it clearer when personal data can be used for the purposes of **scientific research**, clarifying that commercial scientific research can meet the definition of scientific research and participants can give 'broad consent' to an area of scientific research. A point MRS fought for, liaising with the Department for Science, Innovation & Technology (DSIT) and various ministers to ensure that this concept, first mooted in the DPDI Bill, was brought into the new Act.

The new Act allows the re-use of participants' personal information for scientific research without providing a privacy notice if this would involve a disproportionate



Overall, the new legislation is written and structured to make some of the grey areas (such as research) easier to understand.

effort. This can only be undertaken if other individual rights are protected and notices of activities are accessible via websites, etc. In addition, the new Act has an assumption of compatibility for some data re-use, assuming that some re-uses of personal information are compatible with the original purpose without having to do a **compatibility test**. This includes disclosing personal information for the purposes of archiving in the public interest, even if data was originally collected with consent for a different purpose.

Another win for research was the changes to the **cookie rules** which allows some types of cookies to be used without consent, when used for purposes such as statistical purposes (such as media measurement) and to improve the functionality of websites.

The Act also recognises the increasing use of AI and other forms of automated decision making by expanding the 'lawful bases' which can be used, in conjunction with appropriate safeguards, when using personal data to make automated decisions. This allows for the use of **legitimate interest**, for example, as a legal base but not if the data includes special category data.

On a wider level there is greater clarity on the rules for disclosures to help other organisation perform their public tasks. For example, sharing data with the police without first having to decide whether sharing the data is compatible with their public function. This responsibility now rests with the organisations, such as the police, making the request.

For some of the rights, such as **Subject Access Requests** (SARs) the DUA Act makes things easier. From now on when fulfilling SARs a reasonable and proportionate search is acceptable. The legislation also clarified that direct marketing activities can be a legitimate interest.

Many of the Act's provisions will be enabled through secondary legislation and incremental updates rather than an overnight change. Some of the changes such as those to cookies etc are expected to come in quickly.

Overall, the new legislation is written and structured to make some of the grey areas (such as research) easier to understand. Away from the specifics of data protection and privacy the Act also enables a number of new initiatives which should benefit research in the medium- to long-term including the

new smart data schemes and the **UK's Digital Verification Services (DVS) Trust Framework**. Whilst the final stages of the discussions about the legislation became dominated by discussions about copyright and AI, with musicians such as Sir Elton John and Sir Paul McCartney weighing in and taking much of the media attention, overall, the new legislation is a welcome addition to the data protection legislative landscape.

The final challenge will be the EU's assessment of the new legislation. The European Commission has extended the UK's adequacy decision until the end of 2025 to allow for the finalisation of this legislation. The UK Government is confident that adequacy will be retained. In May 2024 MRS responded to the House of Lords inquiry about **data adequacy** stressing the importance of the adequacy recognition as an enabler for congruency between EU and UK legislation and economic relations. As the EU also seeks to modernise its approach to data protection and GDPR, it will be interesting to see if they follow the UK's lead and acknowledge the benefits of the UK's approach. The early signs are good with the European Commission issuing in July 2025 a positive draft decision that the UK remains adequate.

Standards and policy

In ten themes

Theme 1 AI and Research

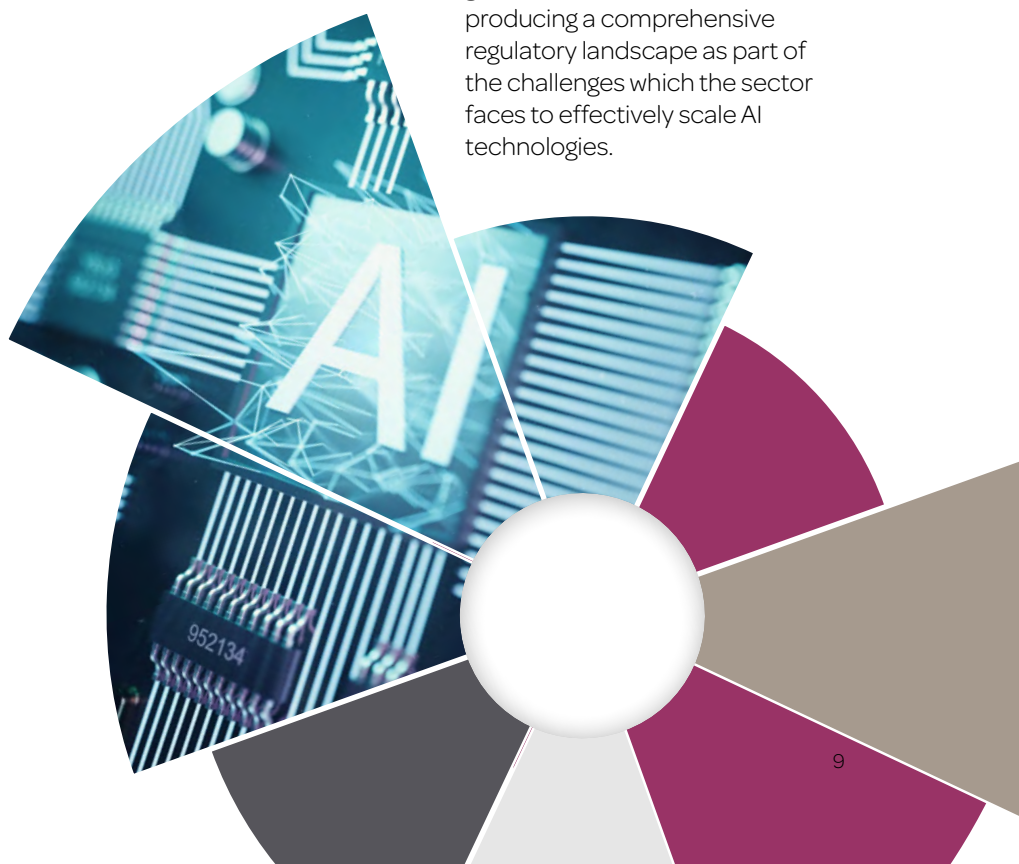
In July 2024, the UK experienced a significant political shift with the election of the new Labour government, marking the most significant change since 2010. This new government is determined to “turbo charge AI” as part of their ambitious “decade of national renewal” through the UK’s AI Opportunities Action Plan. Among the 50 recommendations, several are poised to benefit the research sector, including the creation of new AI Growth Zones to fast-track AI infrastructure development and the establishment of a **New Data Library**. The goal of this data library is to “...responsibly, securely, and ethically unlock the value of public sector data assets to support AI research and innovation...”.

This AI plan is a cornerstone of the government’s new **Industrial Strategy**, which aims to position the UK as a global technology leader by 2035. One of the key objectives is to make the UK one of the top three destinations worldwide (alongside China and the US) for launching and scaling tech businesses. Historically, the UK has been a stronghold for ResTech, and the government’s tech ambitions are set to further solidify the UK research sector’s status as a hub for technology,

During the 2024/25 there were a number of AI-related consultations which MRS responded to including the House of Lords Scaling Up – AI and Creative Technology consultation.

innovation, and development. MRS input into the new Industrial Strategy as part of its membership of the **Professional & Business Sector Council** Innovation and Technology Working Group.

During 2024/25 there were a number of AI-related consultations which MRS responded to including the House of Lords Scaling Up – AI and Creative Technology consultation. The inquiry examined **challenges SMEs face scaling up AI** in the UK and what actions are needed from Government and industry over the next 5 years to maximise the economic potential of the sector. The MRS response (with input from the sector) included upskilling, access to impartial guidance, R&D incentives, and producing a comprehensive regulatory landscape as part of the challenges which the sector faces to effectively scale AI technologies.



MRS, as a member of EFAMRO, was selected to participate in the working groups responsible for the development of the EU AI Office's Generative AI Code of Practice an essential part of the roll out of the EU's new AI Act. The Code, drafted through an iterative process of internal discussions within the Working Groups and additional external input from stakeholders, was published in July 2025. MRS' focus during the drafting has been for practical, implementable requirements which recognises the different challenges for both large and small businesses.

In tandem with these policy developments the **MRS Guidance on Using AI and Related Technologies**, first issued in November 2023, was updated and issued just after the 2024/25 period in April 2025. The updated guidelines include more contextual commentary to assist practitioners in interpreting and applying the legal and ethical requirements plus new rules on the use of synthetic data.

The Advanced Insight & Analytics (AIA) Council also contributed to the MRS thought leadership in this area with the publication of its paper, **AI and Synthetic Data in Market Research**, which was published in March 2025.

Theme 2 Translation and transcription

In October 2024, MRS issued a new Report, **Translation and Transcription Procurement: Data Privacy and Compliance**. The aim of the Report is to create a shared starting point between research practitioners and the language service community for buying translation and transcription services. The report covers vocabulary to clarify communications and looks in depth at some of the more common topics to consider during the translation and transcription procurement process including data privacy and translation memory. The report includes analysis of the data protection, storage and retention considerations for a range of different translation and transcription scenarios.

The launch of the report was supported by a webinar which was held in February 2025.

New additional translation and transcription guidance, considering the AI implications, is being drafted and is due to be launched in the autumn of 2025.

Theme 3 Government statistics and the future of the census

During 2024/25 MRS continued to make representations on population statistics whilst the sector waited for a decision on whether a Census for 2031 would be undertaken. Throughout the period MRS and members of the Census & GeoDems Group (CGG) met with representatives from the Office for National Statistics (ONS) and the Office for Statistics Regulation (OSR) to discuss the challenges with government statistics and the need for the Census in 2031.

These representations were being played out during a tumultuous time with the ONS and the UK Statistics Authority (UKSA) facing significant pressure due to the poor response rates for several studies, not least the Labour Force Survey. To tackle these issues, two consultations were launched to investigate the root causes of the statistical problems. In March 2025, Sir Robert Devereux KCB was appointed to lead an independent review of the performance and culture of the ONS, with the **results of the review** published on 26 June 2025. Additionally, on 7 April 2025, just after the end of the 2024/25 financial period, the Public Administration and Constitutional

MRS explored with the Network Providers how genuine telephone research can be recognised by their systems to avoid CLI call blocking

Affairs Committee (PACAC) launched an inquiry focusing on the performance of the UKSA, and its two executive offices, the ONS and the OSR.

In May 2025, MRS and MRS CGG submitted a consultation response to the PACAC inquiry recommending several key actions:

- ▲ **Maintaining the census until 2031:** ensure the foundation for representative samples remains robust.
- ▲ **Improving transparency:** ONS should be more transparent about the steps being taken to improve data quality.
- ▲ **Improving accountability:** a governance review to improve accountability is crucial.
- ▲ **Realistic strategic planning:** UKSA needs to revise its strategy based on the government's needs and data landscape.
- ▲ **Streamlining ONS:** ONS should focus exclusively on

official statistics that are cross-cutting across departments (e.g., health, economics, population statistics).

- ▲ **Investing in resources:** there is a need for increased investment in both financial and human resources to support ONS's field force.
- ▲ **Enhancing data quality control:** ONS should have enhanced data quality control measures.
- ▲ **Active AI implementation:** The safe and ethical adoption of AI in business operations and statistical production must be a priority for ONS.

In June 2025, UKSA issued a recommendation for a Census to be conducted in England & Wales in 2031. In July 2025 the UK Government announced its support of this recommendation. Another good result for the research sector as a result of MRS' policy and public affairs activities.

Theme 4 Telephone research

In December 2024, MRS met with Ofcom and the network providers to discuss the impact of CLI call blocking technology on telephone research activities. MRS explored with the network providers how genuine telephone research can be recognised by their systems to avoid CLI call blocking. Following the meeting MRS and Ofcom agreed to arrange a webinar to discuss the changes to the CLI rules with the aim of providing practical guidance on how best to manage the impact of these changes.

The MRS and Ofcom joint webinar was held in April 2025 to discuss some of the challenges of telephone research, particularly call blocking and labelling. To watch the webinar, visit the [MRS Webinar Library](#).

Following this webinar, the MRS Standards & Policy team have been in discussions with Hiya, the caller ID and spam blocking service, about how it affects telephone calls for research purposes. Hiya has recommended some resources which members and Company Partners may find useful:

Since March 2023, MRS has been at the forefront of a global initiative to tackle ongoing and emerging risks to data quality in market and social research, consumer insights and analytics.

- ▲ **10 tips for a positive call reputation:** recommendations for minimizing the risk of poor recipient reactions to calls and potential spam labelling or blocking.
- ▲ **Number registration:** free registration for telephone research businesses, establishing their phone numbers as active in use by a known, legitimate caller.
- ▲ **Remediation:** if calls are still being labelled even after registration, a dispute ticket can be created resulting in further investigation.

Discussions on this topic are set to continue into the 2025/26 period with some pilot analysis being undertaken of a handful of research telephone call centres to see if there are technical issues which are causing some research telephone numbers to be tagged as spam.

Theme 5 Data quality

Since March 2023, MRS has been at the forefront of a global initiative to tackle ongoing and emerging risks to data quality in market and social research, consumer insights and analytics. This initiative, known as the **Global Data Quality (GDQ)** initiative, has seen MRS collaborate with various global and national associations and bodies.

Throughout the 2024/25 period, MRS focused on combating fraud and bot technology. The dedicated MRS project team, comprising **over 30 volunteers** undertook several activities:

- ▲ **Enhancing the GDQ glossary** by adding new terms and definitions to align with other outputs produced by the GDQ.
- ▲ Conducting an audit to understand how different data quality approaches are being used. The results will be used to expand and provide more operational guidance to enhance the **Improving Data Quality and Integrity: some practical approaches** guidance produced in April 2024.
- ▲ In March 2025, producing a new PowerPoint deck describing the complexities and challenges of the



sampling ecosystem. This was accompanied by a complementary **Data Quality Transparency Checklist**, designed to help inform buying decisions.

- Throughout the 2024/25 period MRS volunteers from Cint and Cobalt Sky, in collaboration with SampleCon, created and piloted a project level feedback loop aimed at providing a standardised classification and approach for **quality reversals and removals**. The initiative is set to launch in 2025/26.

- Working with GDQ partners AQR and QRCA, MRS is developing new qualitative guidance to tackle **data quality challenges disrupting qualitative research**. This new guidance is expected to be released by the end of 2025.

- Work has continued on documenting and classifying third party **data quality and security solutions** and how they address different aspects of the fraud challenge. A survey of these solutions was undertaken in early 2024 and this is being enhanced with up-to-date information with the aim of producing an online tool later in the 2025/26 period.

MRS has been working with volunteers to develop a draft model for measuring the impact of data fraud. The aim being to loop back to the Home Office and the police...

- Following initial discussions with the Home Office and the UK police to have research fraud designated as a crime to enable the sector to utilise government schemes such as the **Action Fraud** crime reporting service, MRS has been working with volunteers to develop a draft model for measuring the impact of data fraud. The aim being to loop back to the Home Office and the police, with the financial impact model, to strengthen the arguments for having research fraud classified as a crime.

- The MRS project to explore the impact of poor mobile design and lack of **mobile optimisation** has on participation, completion and response rates, continued to thrive. New research was reported during a webinar held in November 2024 and a separate participant topical survey was conducted to identify causes and text device preferences.

At a global level, the GDQ launched the **GDQ Pledge**, a comprehensive framework calling for businesses to uphold rigorous data quality standards, provide transparency, protect participant experience and rights, enable education and collaboration and participate actively in GDQ initiatives. The Pledge has been embraced by nearly 250 businesses since it was launched in March 2025.

Other GDQ initiatives included the launch of the Insights Associations' first wave of the **Data Quality Benchmark Report** and the launch of the Global Research Business Network's (GRBN) **Online Sample Buyers' Sentiment Survey**. Soon-to-be-released resources include GDQ Operational Guidelines for Research Participant Incentives plus The Research Society's, Incentive Guidelines for Market and Social Research.

...the RinR Group plans to raise awareness of the available resources, to create focused and targeted messaging and to engage more actively with clients...

Theme 6 Inclusion, access and representation in research

In March 2021, the **MRS Representation in Research** group was established to determine how MRS can improve representation of often underrepresented groups within UK research projects. During 2024/25 the Representation in Research (RinR) Group built on the tools and guidance developed during the previous period including the **launch of new guidelines**, in November 2024. These guidelines aim to help practitioners ensure an inclusive, representative, engaging and safe approach to global research. They identify three core areas to help practitioners address and navigate the international representation issues, aiding in the development of well-considered briefs for conducting international research in any market.

Looking ahead, the RinR Group plans to raise awareness of the available resources, to create focused and targeted messaging and to engage more actively with clients ensuring the RinR outputs are understood across the research supply-chain.

In August 2024, the MRS Standards & Policy team in collaboration with Unlimited, produced new guidance as part of the MRS Essential Safeguards series, on **Conducting activities with neurodiverse individuals**.

Throughout the year, the Standards team liaised with the Government Statistical Service (GSS) on its consultation updating the harmonised standards for ethnicity, sex and gender identity and physical and mental health conditions. MRS will review its guidance on these topics once the new harmonised standards are completed. The Standards team is also completing new guidance interpreting the EU's Accessibility Act which is due to be published in the autumn of 2025.

Theme 7 People, talent and skills

In the previous financial period MRS launched the new **MRS Employee Engagement and Satisfaction Survey (EESS)** as part of MRS' on-going **People and Talent initiative**. The MRS EES Survey helps participating businesses understand their individual workforces and benchmark their performance with similar businesses across the sector. **The report** featuring the first cohort of research organisations that participated, was published in December 2024.

In February 2025, the second wave of the EESS was launched, with the data collection completed and results published in July. Seven organisations took part with three new participating organisations.

In March 2025, MRS, in collaboration with AURA and the IMA, jointly launched a new research project called ClientSight. This project focuses on client-side research, insight and analysis, aiming to support career development and complement the EESS findings from the supply-side. Undertaken with insight partner Opinium, the results were unveiled at an in-person event at the Opinium HQ in London in June 2025 followed by a webinar in July 2025.



MRS continued to strive to obtain positive changes with the [Employment Rights] Bill, as MRS continues to believe that there are real problems with the Bill, specifically around the Zero Hour Contracts

Other people and talent initiatives launched in the period included the **Return on Retention Report** which was launched at the Agency Owners and Leaders conference in November 2024 together with a **separate webinar**. In addition a new resource was created, **A Guide to Hybrid and Flexible Working**, which was published in July 2024.

Theme 8 Employment rights

With the UK election in July 2024 the new UK Government proposed a new Employment Rights Bill aimed at delivering a core part of the government's five mission-led priorities to grow the economy. One ambition of the government is to address "one-sided flexibility" by ensuring that jobs provide a baseline security for workers. One part of this is to end "exploitative

zero-hour contracts" by introducing rights to guaranteed hours among other proposals.

Throughout 2024/25 the proposed Employment Rights Bill continued its Parliamentary progress. During this time MRS strived to obtain positive changes with the Bill, as MRS continues to believe that there are real problems with the Bill, specifically around the Zero Hour Contracts (ZHC) provisions and the assumption that all such contracts are 'exploitative'. The CBI and Advertising Association together with MRS continue to drive home the same points about ZHC.

MRS is continuing to engage with the relevant policy team at the Department for Business & Trade (DBT), the UK Government department responsible for the Employment Rights Bill, to discuss the implications of the ZHC proposals for fieldworker contracts.

DBT appears to appreciate the arguments put forward by MRS and is encouraging MRS to engage with the secondary legislation planned, which will provide the detail necessary to determine when fieldworker contracts may be in scope of the legislation. In the current version of the Bill the end user of the worker's services will be responsible for



MRS secured the agreement of the [Crown Commercial Services] CCS to recognise the updated MRS Climate Pledge in the same way as the former MRS Sustainability Pledge.

offering guaranteed hours, but it has been stated that exceptions may be introduced in secondary legislation, which may offer a way of having flexible fieldworker contracts excluded.

Separately, MRS has been engaging with large data collection funders, such as the Economic and Social Research Council (ESRC), ONS and the OSR to flag what these changes will potentially mean for **future data collection** costs. As part of these discussions further issues affecting fieldworker costs, such as the rise in the National Insurance and the decrease of the NI secondary threshold, have also been raised.

The Bill is due to be completed later in the 2025/26 period after which secondary legislation is due to be introduced. MRS will issue guidance for members about the application of the new Bill once the details are clearer. In the meantime, MRS will continue to make the case for the exclusion of flexible fieldworker contracts from the proposed ZHC provisions.

Theme 9 Procurement

As part of MRS policy to improve public sector procurement practices, MRS continued to have bi-monthly meetings with Crown Commercial Services (CCS) throughout 2024/25 to discuss the Research & Insight Marketplace which is the main procurement vehicle for public sector research procurement.

During the period MRS secured the agreement of the CCS to recognise the updated MRS Climate Pledge in the same way as the former MRS Sustainability Pledge. This CCS recognition enables MRS Company Partner organisations, which are signed up to the Sustainability Pledge, as having an equivalent to a carbon reduction plan as part of the application process to be listed as a recognised supplier on the Research & Insight Marketplace.

In the 2025/26 period ahead MRS is planning with the Social Research Association (SRA) to host a procurement roundtable with suppliers and UK public sector commissioners to discuss innovation and procurement issues. A similar event was successfully held in the 2023/24 period.

Theme 10 Quality standards

In 2024 the ISO Technical Committee responsible for the standard, **ISO 20252: 2019 Market, opinion and social research, including insights and data analytics – Vocabulary and service requirements**, started the process of updating the research standard. During 2024-25 the update of the standard was underway in earnest with three main areas of focus:

- ▶ Ensuring that the standard enabled for the use of AI and related technologies across the research standard processes, modes and methodologies detailed in the standard.
- ▶ Enhancing the data quality requirements for panels and samples, primarily focused in Annex A of the standard.
- ▶ Aligning the standard with other relevant standards (e.g., ISO 27001) and incorporating feedback received since the 2019 standard was launched.

In June 2025, a consultation for the new standard was launched and the aim is that the new standard will be finalised in the second half of 2026.

Councils, boards and committees

[mrs.org.uk/about/
governance-structure](https://mrs.org.uk/about/governance-structure)

As well as MRS Main Board (p.34) there are several groups, councils and committees that provide MRS with strategic direction and operational support.

Accredited Company Partner Council View current membership	Advanced Insights and Analytics Council View current membership	Census and GeoDems Group View current membership
Delphi Group View current membership	Disciplinary Authority View current membership	Equality, Diversity & Inclusion Council View current membership
Fellows Advisory Board (FAB) View current membership	Fair Data Accreditation Board View current membership	Market Research Quality Standards Advisory Board View current membership
Market Research Standards Board View current membership	People & Talent Steering Group View current membership	Recruiter Accreditation Steering Group View current membership
Representation in Research Steering Committee View current membership	Senior Client Council View current membership	Sustainability Council View current membership

Professional development

Qualifications and RAS

MRS Advanced Certificate in Market & Social Research Practice

In this financial year a total of **154** candidates participated in assessment for the Advanced Certificate qualification.

110 candidates were awarded the qualification – a **71.4%** pass rate.



In January 2025 MRS promoted and participated in an Apprenticeship Forum, hosted by training provider, Swarm, with 34 employers in attendance.

[Find out more.](#)

MRS/AQR Recruiter Accreditation Scheme (RAS)

RAS raises the profile and status of individual recruiters, recognising their knowledge, skills and competence. **216** Recruiters held active RAS Accredited Status at the end of March 2025, and **52** RAS Accredited Companies (24 External, 28 In-House).

During 2024/25 development work was undertaken to evolve the scheme into its next phase, by adding the Recruiter Training Programme alongside the existing Recruiter Accreditation Scheme. From April 25, it was no longer a mandatory obligation for MRS Company Partners and RAS Accredited Companies, to use RAS Accredited Recruiters when buying qualitative research recruitment services. Although, it is recommended best practice to use RAS Accredited Recruiters where possible, to ensure the highest levels of recruitment excellence, or as a minimum those recruiters who have completed the RAS Recruiter Training Programme. [Find out more.](#)

MRS Certificate in Market & Social Research

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

181 enrolled onto the Foundation Course in Market Research.

MRS fully supports and promotes the apprenticeship not only as a stepping stone into the research profession, but also to promote social mobility and to continue to build a diverse and inclusive sector.

Apprenticeship

There are now six approved training providers for the Market Research Executive Apprenticeship.

MRS fully supports and promotes the apprenticeship not only as a stepping stone into the research profession, but also to promote social mobility and to continue to build a diverse and inclusive sector.

A marketing campaign focussing on the benefits to employers of recruiting an Apprentice - What an Apprentice can do for you was run in October 2024 and a social media campaign was run to coincide with National Apprenticeship week in February 2025.

Professional development

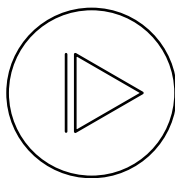
Membership initiatives



Mentoring

The transformative power of mentorship remains central to the success of many MRS members. As the scheme grows, it continues to foster invaluable connections between mentors and mentees, enriching professional journeys and cultivating mutual growth.

536 individual members have now benefitted from the scheme as mentees and **260** members have been trained as mentors. [Find out more.](#)



Professional webinars

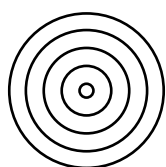
Professional webinars are a significant membership benefit. Throughout the year, MRS's interactive events attracted **2,623** participants from various regions globally. Topics covered included the Evolution of Consumer Behaviour, TikTok Takeover, AI in Consumer Evolution, and Communicating Across Borders. Members can access all recordings on-demand within the webinar library. [Find out more.](#)



&more

&more continued to deliver a dynamic mix of events and opportunities, supporting young researchers across the sector.

In April, &more partnered with the AQR Young Disruptors for Stand-up Research: How stand-up comedy has helped my career in Qualitative Research. AQR Parker Prize winner and MRS Careers Ambassador Amanda Hammond shared how comedy skills helped shape her confidence and communication as a qualitative researcher.



CPD

The MRS CPD programme offers members a way to showcase their achievements, earn professional recognition, and manage their career plans. Over **130** members have upgraded to Certified Membership through the programme. [Find out more.](#)

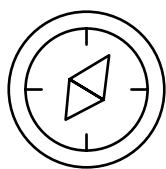


MRS Unlimited

The MRS Unlimited group had an exceptionally productive year, enhancing the MRS website with resources on inclusive workplace and research practices, and hosting two webinars along with a highly attended in-person event – Unlimiting Research for Disability Inclusive Ideas. [Find out more.](#)

In June, &more joined forces with MRSpride for a joint summer party in Manchester. The event welcomed members from across the networks and the wider research sector, providing a relaxed opportunity to connect and celebrate.

Over the summer, &more began recruiting nine new Leadership Team members and &more Champions, to help guide the network and link with wider MRS initiatives such as the ED&I Council, Representation in Research, and the People & Talent programme. In September, both outgoing and incoming &more teams came together for a planning workshop at Wembley Stadium, where they shared ideas and developed plans for the year ahead.



MRS &AQR University Roadshow

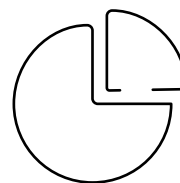
The MRS &AQR University Roadshow continued to engage students across the UK through a mix of online and in-person events throughout 2024–25.

The roadshow ran sessions for regular partner universities such as Strathclyde and Oxford Brookes, while also expanding its reach with new bookings from Leeds Beckett, the University of Wolverhampton Business School, and the University of Bristol. In January 2025, an in-person visit to the London College of Fashion helped students undertaking study towards the MRS Certificate in Market Research to explore career paths in insight and analytics.

To support MRS members who run careers sessions in schools, MRS provides online resources and video content, helping them to deliver flexible, accessible outreach.

With the continued support of MRS and &more members, the roadshow continued its work raising awareness of the research sector and inspiring the next generation of talent.

[Find out more.](#)



Data analytics

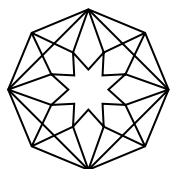
In 2024/2025, the MRS Advanced Insights and Analytics Council (AIA) continued to thrive as a leading platform for thought leadership and community engagement. Over the year, the council published **10** insightful blogs on the MRS website, each exploring key developments and innovations in the insights and analytics space. These blogs were widely shared across the community, sparking valuable discussion and reinforcing the council's influence.

Additionally, MRS partnered with the Social Intelligence Lab to host a well-received event in May 2024 titled Gen AI in Social Listening, which attracted **60** registrants and highlighted the growing importance of generative AI in understanding online conversations. For the 2025/26 period the AIA Council is focusing on the publication of thought leadership papers on advanced insights and analytics topics.

[Find out more.](#)

To close out 2024, the flagship &more virtual conference returned, welcoming over **120** delegates to **11** online sessions on topics including closing the say-do gap, the power of teenage voices in research, and how young researchers are leading AI innovation. The event was complemented by an in-person roundtable hosted by Opinium, giving members a space to connect and exchange ideas face-to-face.

2025 began with a Meet the Leadership Team networking event at the MRS Annual Conference, followed by &more members being welcomed once again to the conference keynote and after drinks. [Find out more.](#)



Awards

The Excellence Awards lunch was held at Smith & Wollensky in June 2024 with **65** guests in attendance. The Operations Awards (Oppies) took place at Drake & Morgan, in September 2024 and were hosted by Bruce Pont. The event sold out with **308** guests attending and award entry numbers increased 60% on the previous year. The main MRS Awards were held in December 2024 at Old Billingsgate and hosted by Zoe Lyons. **965** guests attended the sold out event. [Find out more.](#)



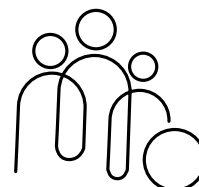
The B2B Network

The number of sign-ups to the B2B network have increased substantially, with **450** signed up.

Data Quality in B2B Research webinar was held in February with 80 over registered for the event.

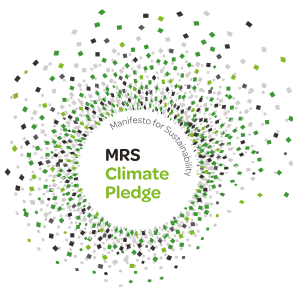
The network has released a new training course, a knowledge hub and a podcast, attracting three sponsors with more interested parties for the year ahead.

The B2B Network held a winter social event in Manchester in November which was well received with around 30 attendees on the night enjoying darts, shuffleboard, food and drink. [Find out more.](#)



Social Equity Group

The Social Equity Group is a network for people who want to help drive change in the world of research and communications. The network has organised various social meetups and conducted a webinar discussing the topic Why Class Isn't Working. [Find out more.](#)



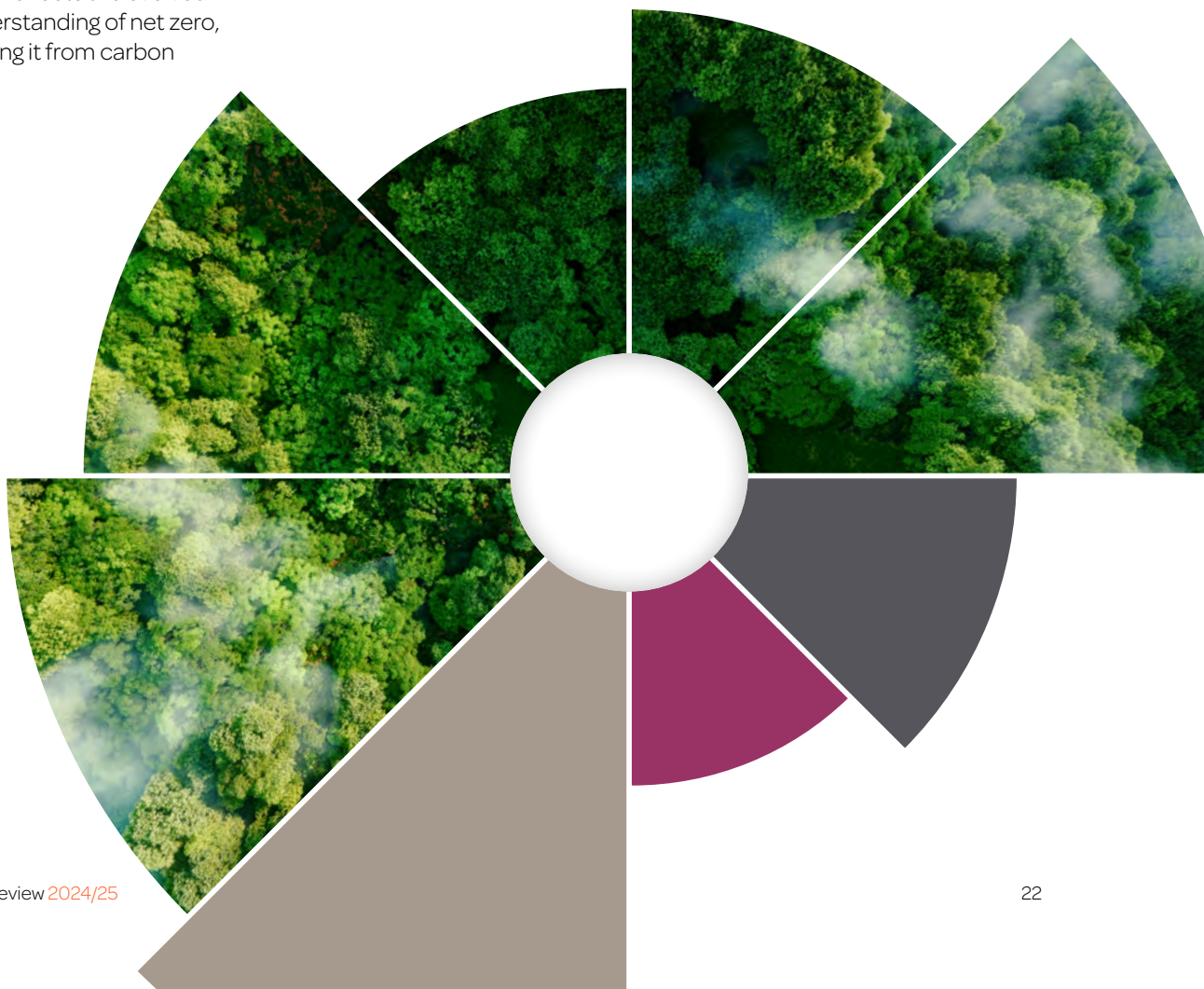
Climate Pledge

In 2024, MRS launched a new sustainability initiative for the sector—the **MRS Climate Pledge**, replacing the original Net Zero Pledge introduced in 2021. This refreshed commitment encourages research businesses to take meaningful climate action toward achieving net zero in the shortest feasible timeframe.

Developed following a strategic review by the MRS Sustainability Council in October 2023, the new pledge reflects the evolved global understanding of net zero, distinguishing it from carbon neutrality.

Recognising that a true net zero target (defined as a **90%** reduction in Scope 1, 2, and 3 emissions before offsetting) is currently out of reach for many organisations, the revised pledge aims to drive more realistic and impactful behavioural change. It focuses on four key areas: **tracking, reduction, transparency, and collaboration**, and includes a practical **Climate Action List** to guide organisations in reducing their carbon footprint.

Over **100** MRS Company Partners have already migrated to the new pledge. To support accountability and progress, MRS introduced the **Annual Climate Pledge Tracking Survey**, requiring signatories to report their carbon footprint and reduction actions each year, with the first results due in the 2025/26 period. This initiative not only supports organisations at different stages of their climate journey but also prepares them for increasing expectations from clients, investors and future regulatory frameworks. **Find out more.**





MRSpride

MRSpride, the network for LGBTQ+ researchers and allies, had an exceptionally productive year, continuing its partnership with YouGov as principal sponsor and securing additional support from Dynata for key events.

In April, MRSpride hosted a webinar for Lesbian Visibility Week, chaired by Sabrina Trinquetel, which is available on the MRS website on-demand.

In June, MRSpride teamed up with &more to host the MRS Summer Party in Manchester – a sold-out event that welcomed **80** researchers and helped grow both networks' communities. That same month, MRSpride organised a fully booked guided walking tour of London's theatreland, attended by **18** guests.

July saw the return of the MRSpride London Summer Social, once again sponsored by Dynata. The event attracted around **150** researchers, providing an opportunity to connect and celebrate at one of London's most iconic LGBTQ+ venues.

In October, the annual MRSpride SHOW UP! Insights Summit brought together **80** delegates for a day of discussion covering intersectionality, inclusivity, the DIVA Report, the Outvertising Consumer Report, the chemsex

crisis and the organisations addressing it, plus a keynote from TEDx speaker Raga D'silva.

To kick off 2025, MRSpride hosted a breakfast networking event in collaboration with The Research Club. The session featured Ellie Reeves from Talon delivering an engaging talk on Britain's Queer History, drawing an audience of **40** attendees.

January also brought the exciting news that MRSpride was accepted to march in Pride in London, marking an inspiring milestone for the year ahead.

MRSpride hosted two podcasts for Outsights - one in conversation with Jessica Chudasama-Alloway and Cathia Randrianarivo, and another on navigating life as a trans woman + Queer History highlights.

[Find out more.](#)



Operations Network

Over the past year, MRS undertook a comprehensive review of the MRS Operations Network, applying a holistic lens to evaluate its structure, relevance, and impact. This process involved identifying key products and services that align with sector needs, while also developing new offerings to enhance the value proposition.

In January 2025, MRS marked a significant milestone by re-launching the network with a face-to-face event attended by **43** participants, fostering renewed engagement and collaboration. To maintain momentum and communication, MRS issued the first MRS Operations Network newsletter, featuring sector-authored blogs, upcoming training opportunities, relevant events, and other valuable resources, establishing a consistent channel for updates and insights.

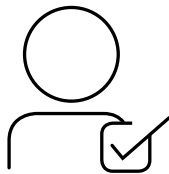




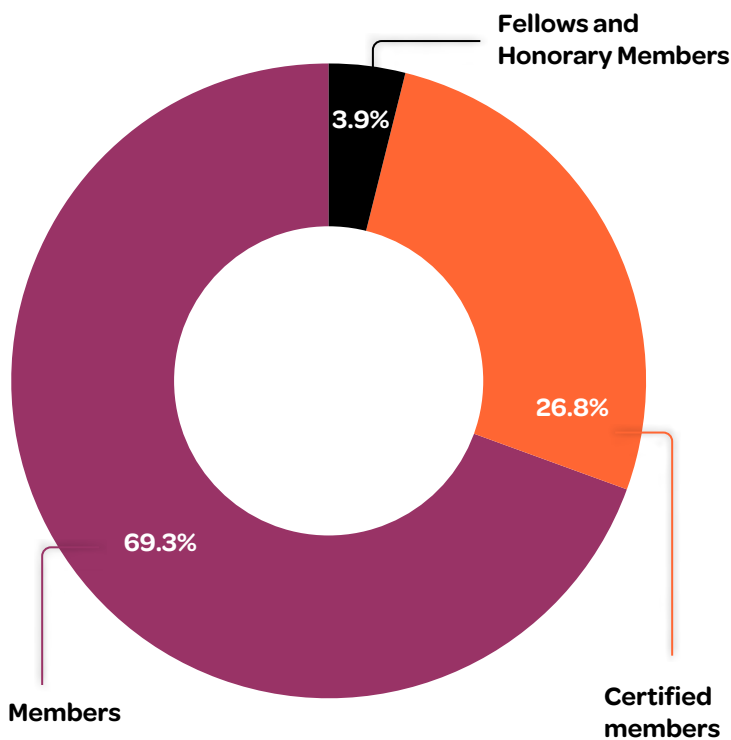
Census & Geodems Group (CGG)

Since 2023, the MRS Census & GeoDems Group (CGG) has been actively focused on shaping the future of the 2031 Census. The group contributed to the ONS consultation on the future of population and migration statistics that year and has maintained close engagement with both the ONS and the OSR, who are welcomed as regular attendees at CGG meetings (see the policy update on page 10).

In January 2025, CGG Chair Dr Emma White presented at the inaugural UK Statistics Assembly during a session dedicated to the future of the census, where it was particularly valuable to hear directly from stakeholders. The Assembly also provided a platform to highlight the importance of census variables used to derive Approximated Social Grade (ASG), a key classification produced in collaboration with UK statistical offices for the 2001, 2011, and 2021–2022 censuses. CGG member and former chair, Barry Leventhal played a fundamental role in the design and implementation of ASG, which remains widely used across the market research sector. The CGG continues to take pride in its longstanding relationship with the statistical agencies, supporting the development and testing of the ASG algorithm for each census round. [Find out more.](#)



MRS members as of 31 March 2025 Total 4,191



Professional development Training

mrs.org.uk/learningCPD/global-insight-academy

In July 2023, MRS launched the **Global Insight Academy** bringing together a comprehensive range of professional development offered to the research sector in the UK and internationally. The academy continued to thrive in the 2024/25 period, offering live training courses, qualifications, new on-demand courses, in-company training, CPD and webinars, all designed to provide research teams with the skills and knowhow needed for today's fast-paced market. As part of the academy, MRS included courses to help practitioners unravel AI is, and how it can be implemented to enhance research and insight. Delivered by senior experts, MRS training provides delegates with a high-quality learning experience incorporating practical exercises, breakout groups and defined learning outcomes.

Training via open programme

- 1,217 individuals participated in MRS training in 2024/25.
- 106 training courses were included in the open programme with popular courses run several times.
- New courses were introduced on cutting-edge topics such as AI Essentials for Market Research, Advanced AI Strategies for Market Research, AI Agents in Market Research, and Storytelling Bootcamp.

On-demand training

MRS launched eight on-demand courses covering a range of key skills including Business Impact, Data Privacy, Inclusive Research, Generative AI, Influencing Skills, Data Storytelling, Questionnaire Design and the Science of Behaviour Change.

In-company training

24 days of bespoke in-company training were delivered to blue chip clients, academia, central government, government agencies and research businesses across the UK, as well as in the Netherlands and the United States. 10 courses were delivered face-to-face at client sites in 2024/25 with the preference being for online delivery due to the flexibility it offers to organisations with teams in different locations. MRS also saw more clients splitting a full day into two half days so that delegates have more flexibility and balance between training and day-to-day work activity.



Publishing and advertising

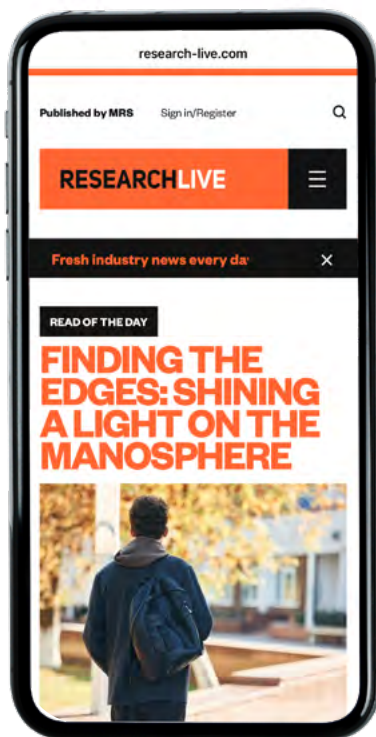
With a global audience, MRS has a wide variety of opportunities for advertisers across its various content channels, including display advertising and sponsored content.

July 2024 saw the last issue of the long running Impact magazine. MRS invested heavily in the **Research Live** website, which was relaunched in January 2025.

Editorial excellence is a cornerstone of all MRS publishing, and the writing team of accredited journalists were retained to expand Research Live's profile even further.

Research Live

Research Live is one of the most international MRS media channels. With a dedicated editorial team, the website continues to be the first port of call for research and insight news and opinion. The website receives **26,000** unique visitors every month from the US (35%), the UK (33%), and the rest of the world, notably Europe and India. High points include the publication of the Research Live Industry Report each December, live coverage of MRS Annual Conference, and the annual campaign to celebrate the unsung heroes of the sector – **Research Heroes**.



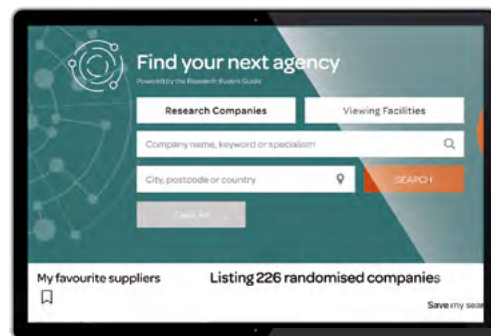
In autumn 2024, Research Live published a three-part podcast series focused on data quality in market research. With nine guests from across the industry, host Liam Kay-McClean, deputy editor at Research Live, explored whether there is a data quality crisis, what can be done to fix quality issues, and what the advent of artificial intelligence could bring.

Advertising clients over this period included Kantar, Cint, Norstat, Zappi, Walr, SIS International, Yonder, Opinium, Potentia, and Perspective.



Research Jobfinder

Although still available for the period this report covers (2024-2025) at the time of writing the jobs board has been retired. MRS continues to support the recruitment market via advertising on Research Live, but a stand alone jobs board was no longer commercially viable due to fundamental changes in how organisations recruit talent.



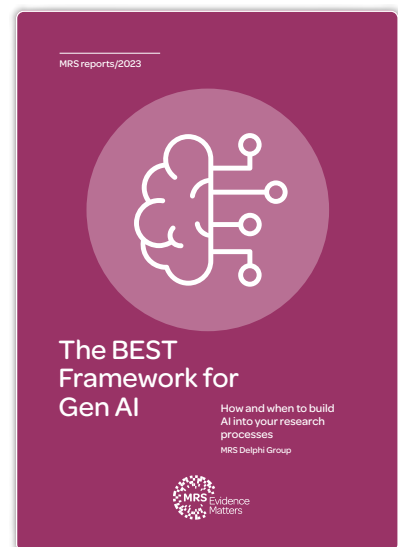
The Research Buyers Guide

This **online directory of research suppliers** enjoys **9000+** views a month; over 30% of these are from overseas research buyers. Website users can refine their search by specialisms, geography and participant location, and new categories have been added to reflect new expertise, for example in AI and online qual.



Delphi Group

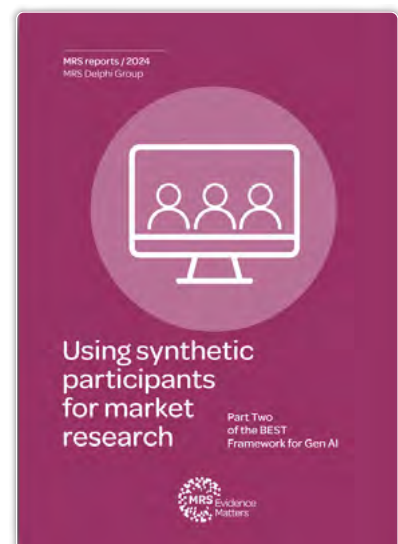
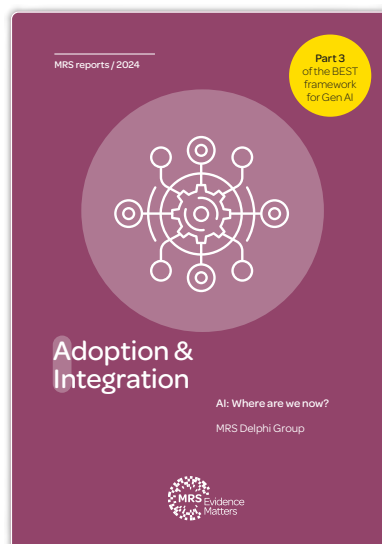
The **MRS Delphi Group** is the think tank for the research sector and includes experts from brands and agencies. The chair is Colin Strong from Ipsos. Report topics this year included two reports on the impact of AI on research practice; one focusing on synthetic data, the other on adoption of AI tools. These were part of a three-part series freely available. The third report this period looked at brand purpose in an era of uncertainty. All three reports were highly regarded and downloaded.



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 **International Journal of Market Research (IJMR)**, which is part of the membership package for MRS Fellows and Certified Members. Professor Dan Nunan is the Editor-in-Chief of IJMR.

The journal received **402** manuscripts in 2024, a 24% increase from 2023. The two highest countries for submissions were China (67 submissions) and India (64 submissions). There were **31** institutional subscriptions and **1,985** package subscriptions.



Accredited Company Partners

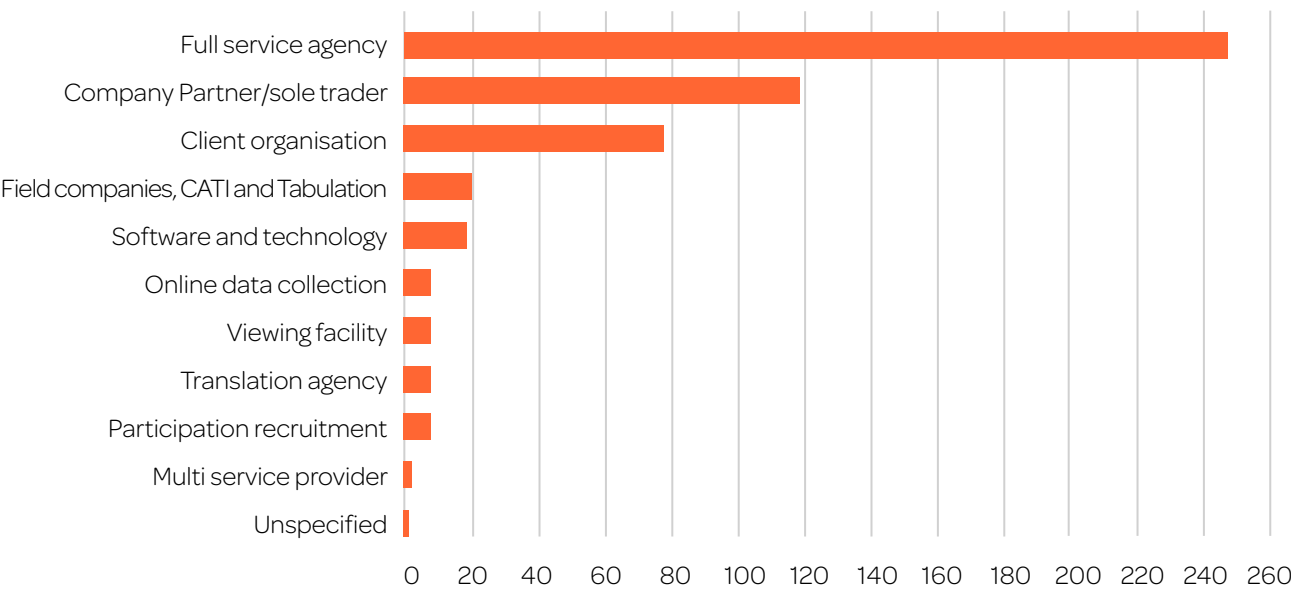
MRS Company Partner Accreditation has continued to experience strong growth in the 2024–25 period, welcoming **48** new Company Partners. These included 31 agencies, 12 clients, and four specialist service providers. Of these, **13** were International Affiliates. MRS client-side engagement continues to deepen with organisations such as Google UK, The AA, and The Wine Society all becoming Company Partners. MRS has also continued to grow the number of agencies becoming Company Partners, including Kantar Media, Dynata Global, NatCen, and Spark MR. International Affiliates welcomed this year included Catalyse Research, Big Band Inspire Your Brand, Exoylt

and Insights Opinion Ltd. The new affiliates expanded the geographic range of Company Partners into Kenya, Finland, and Spain.

Last year, the scheme launched an initiative to celebrate the accreditation of new Company Partners through social media welcomes, followed by tailored induction sessions. This approach has proven highly successful - enhancing visibility and ensuring teams gain maximum value from their company partnership. We delivered **33** social media welcomes and hosted **31** induction sessions during the year. If you believe your team would benefit from an induction or refresher session with the MRS team, we'd be delighted to hear from you.

MRS has continued to build on last year's initiative to accurately categorise MRS Company Partners by type of operation. This classification ensures that the contributions of Specialist Service Providers to the research industry are properly recognised. Originally developed through consultations with relevant businesses and with the support of the MRS Operations Network, the framework remains inclusive and specific enough to reflect the diverse expertise across our partnership base. The MRS Operations Network continues to support and champion Company Partners working in this vital sector of the industry. The results of this ongoing classification are shown in the table below.

MRS Accredited Company Partners by type



Through activities such as the MRS Company Partner induction/ refresher sessions MRS prioritises helping Company Partners make the most of the wide range of benefits available through their partnership—many of which are included at no additional cost.

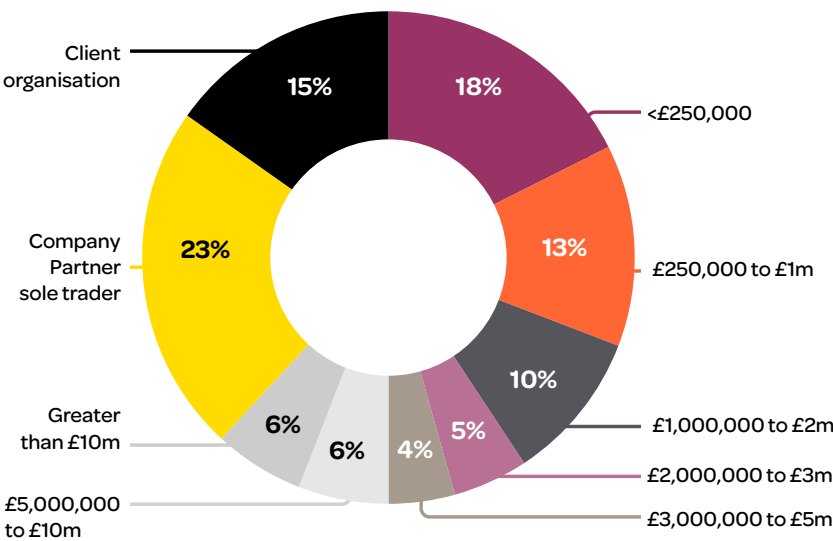
These benefits include access to MRS networks, Company Partner briefings, professional webinars, and more. Throughout the year, the MRS Company Partner team has actively encouraged participation across these opportunities to ensure Company Partners and their teams are fully supported and engaged. The table shows the number of individuals from MRS Company Partners who registered for these activities.

Since 2013 the **MRS Fair Data Trust Mark** has been a reliable method for individuals to ensure that their data is being treated fairly. The Fair Data 12 principles were determined to be robust when compared against the new DUA Act. There were two new Fair Data companies in 2024-2025 and **10** more going through the process to be accredited.

Opposite is the current breakdown of Company Partners by turnover* of which 39 are MRS International Affiliates.

Event Category	Number of attendees
CPS briefings	299
MRS networks	473
&More	51
Advanced Data Analytics	15
MRSPride	134
Social Inclusion Group	48
MRS Unlimited	101
MRS Operations Network	38
B2B Network	86
OTHER	212
Professional webinars	546
Speaker evenings	24
Standards and policy updates	503
Grand total	2057

MRS Accredited Company Partners by turnover



Conferences

One-day and annual events

MRS Annual Conference 2025 – Shaping our Future

The MRS Annual Conference took place on 11 March 2025. The event was again hosted over one day with three streams of content. Keynote speakers included Dex Hunter-Torricke, Former Communications & Public Policy Advisor to Elon Musk (SpaceX) and Dr Tali Sharot, Professor of Cognitive Neuroscience & Director, University College London. The event sold out, attracting over **650** participants across a diverse spread of practitioners: clients, suppliers, specialists, consultants, academics and the wider media.



MRS one-day conferences

MRS ran 13 one-day events in 2024/25 attracting over **1,000** participants. Eleven of the events were hosted in-person with two online. Two new one-day events were launched in 2024/25, the MRS User Research Conference which was in-person and the Client Conference, an event exclusive to client-side practitioners, hosted online.



Following the success of the MRS Agency Owners & Leaders Conference, MRS launched the MRS Leaders Forum, a year-long programme of three half-day forum events for agency CEO/MDs/Business Owners. The intention is to create a network for business leaders to gather and discuss critical strategic, operational and financial challenges and opportunities in running and growing an insight agency. The first forum was hosted in February 2025, with the theme of Growth & Innovation.

The intention is to create a network for business leaders to gather and discuss critical strategic, operational and financial challenges and opportunities in running and growing an insight agency.

Activities and highlights

Throughout the year MRS achieved 40 pieces of media coverage.

Highlights of the MRS communications campaign 2024/25 included:

- Profiling the **MRS Annual Conference 2025** as the summit that brings the research and insights sector together to shape the future of business and policy. Promoting MRS members, speakers and the event itself by inviting journalists from research and marketing publications, as well as vertical sector titles. Securing coverage including in The Drum, Marketing Week and Financial Services Forum.

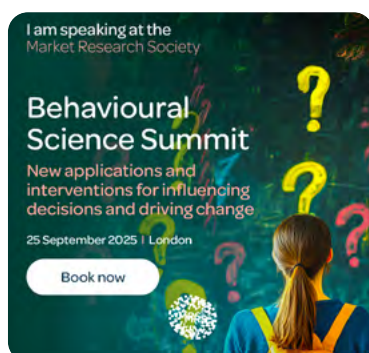


- Flying the flag for polling in the media, providing best practice for journalists, pollsters and the public interacting with data around the UK and US elections. Achieving a comment piece in Big Issue from MRS CEO Jane Frost, on the value of polling ahead of the UK general election.



- Maximising the impact of the **MRS Awards 2024** Celebrating the winners, and generating interest in next year's event, by pitching a press release on the Awards to media, and creating voxpop videos.
- Promoting the Campaign for Better Data to highlight the guidance and training provided by MRS to help the sector strengthen and evolve the quality of the evidence it produces, and to reinforce public trust in data. Securing coverage in research and marketing titles including Performance Marketing World and MrWeb, and promoting through LinkedIn blogs and posts.
- Amplifying the voice of research in the marketing sector, including through a regular column in Marketing Week secured for Jane Frost, beginning with an article on the moral and business cases for inclusive market research.

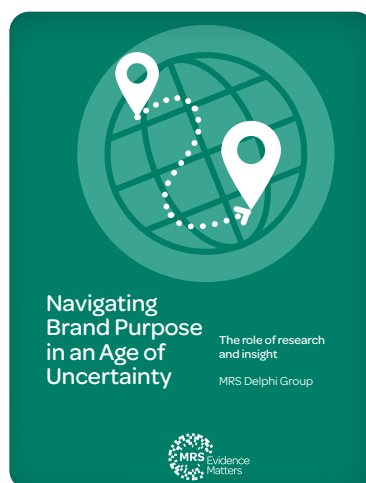




Publicising and leveraging MRS' events programme, achieving five pieces of coverage in Marketing Week for the Client Conference. Showcasing MRS' events programme and the insight of its members and speakers by engaging and inviting journalists to wider MRS events like the AI: Powering up Insights Conference and Behavioural Science Summit.

Keeping the sector updated on MRS' work and company news through news announcements such as appointments to the main board and the launching of MRS' Climate Pledge. Distributing the news to key titles read by the social and market research sector, such as Marketing Week and MrWeb.

Extending the reach of MRS research and guidance by promoting reports by the Delphi Group on synthetic data usage and navigating brand purpose.



Boosting the executive team's presence on social media to introduce a wider audience to MRS events and share its advice on key issues facing the sector, such as evidence-based policymaking and the power of inclusive research.

Financial

Statutory accounts

The following summary of key financial information is extracted from the audited accounts for the year 2024/25

A copy of the statutory report and accounts which is submitted to Companies House is available to members on request.

Summary Income and Expenditure Account (£'000)

Income	2024/25	2023/24
Individual membership subscriptions	812	786
Company Partner Service	774	753
Publications & information services	535	512
Training & qualifications	935	904
Conferences & seminars	697	587
Other services	584	546
Total	4,337	4,088

Expenditure	2024/25	2023/24
Cost of activities	1,279	1,184
Employment	2,202	2,028
Other administration less sundry income	923	923
Net financing charges & taxation	(37)	14
Revaluation of property investment	0	0
Total	4,367	4,149

Recognised gains and losses	2024/25	2023/24
Net surplus/(deficit) on trading	(30)	(61)
Revaluation of property investment net of deferred tax	169	0
Tax relating to other comprehensive income	(21)	0
Total comprehensive income for the year	118	(61)
Revaluation of tangible fixed assets net of deferred tax	0	0
Contribution to reserves	118	(61)

Summary Balance Sheet (£'000)

	2024/25	2023/24
Tangible assets	7,999	7,888
Net current liabilities	(609)	(552)
Long term liabilities inc. deferred tax	(1,181)	(1,246)
Net Assets	6,209	6,090
Property revaluation reserve	5,125	4,976
Income & expenditure account	1,084	1,114
Reserves	6,209	6,090

MRS Main Board and Officers 2024/25

MRS Officers



Jane Frost CBE
Chief Executive Officer,
MRS



Saj Arshad CMRS
President



John Haworth MMRS
Honorary Secretary
Treasurer



James Endersby FMRS
Chair

MRS Main Board Members



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Evidence matters

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