MRS Annual Review 2023/24

MRS Evidence Matters™

Contents

3 Introduction by Jane Frost, CEO

5 A review of MRS finances

7 Standards and policy

- 8 The sector in numbers
- 9 The future for digital information regulation
- 11 In ten themes

20 Councils, boards and committees

21 Membership initiatives

26 Professional development

28 Publishing and advertising

30 Accredited Company Partners

31 Conferences

34 Media

36 Financial statutory accounts

37 Company details

Introduction

Jane Frost, CEO, MRS

mrs.org.uk/blog

The period covered by this annual review runs from 1 April 2023 to 31 March 2024.

I would like to open this annual review by congratulating the research sector which has shown both resilience and innovation this year, and as a result has outperformed the growth of the UK economy as a whole (p.5).

MRS has mirrored some of this success with just under 1.5% income growth over the last year. If you were fortunate enough to attend the sold out MRS Awards last December you would have enjoyed the palpable sense of excitement and optimism in the room – not surprising then that we received 30% more awards entries than the previous year (p. 22).

Reflecting the strength of the UK research sector globally, MRS has grown internationally as well as in the UK. Thirteen new international affiliates joined our 38 new Accredited Company Partners over this period (p.30). We also attract an increasingly broad audience to Research Live, with nearly 70% of our 24,000 monthly visitors coming from outside the UK, notably the US (35%) and India (5%) (p.28).

MRS has always been a world leader in training, development and qualifications for the research sector, and this year extended its reach through the creation and launch of its Global Insight Academy which provides training to 2,000 professionals every year, both face-to-face, virtually, and in new on-demand courses.

Building on strong foundations has enabled the sector and MRS to adapt to change and embrace new opportunities as they emerge, or example in the field of AI. Our Delphi publications add to the body of critical collective knowledge for the sector and MRS events constantly innovate and complement traditional learning formats. For example, the new online AI themed conference which reached 250 delegates in January (p.33).

While the new UK Government revises its AI legislation, MRS has provided guidance to protect privacy and ethics and enable innovation (p.11). This is especially vital to enable work across borders and enable continued growth in the volume of research work exported to Europe from the UK. MRS has also provided policy and standards services to European research organisations such as EFAMRO and EPHMRA and is joining with them to lobby EU regulators on AI.

'MRS has always been a world leader in training, development and qualifications for the research sector and this year extended its reach through the creation and launch of its Global Insight Academy'.

Clients are of course the foundation stone for all we do, and they can be a major force for change.

The pace of change is only going to increase, and with more social fragmentation and global fragility our old certainties are going to fade. Our relationships and networks need to remain strong and flexible to serve the sectors. Our crossborder alliances not only with EPHMRA and EFAMRO , but also with the Insights Association in the US, Research Society in Australia and our other international reciprocal relationships with countries such as Japan gives us much deeper and more effective reach.

Clients are of course the starting point for all we do, and they can be a major force for change. This was shown this year demonstrated when the MRS Senior Client Council agreed to ask their suppliers to sign up to the MRS Inclusion Pledge; this pledge and its counterpart the MRS Climate Pledge are considered proxies for social impact measurement by the Government. Clients form an ever greater part of our audiences, our contributors and our networks.

But it is not just clients who have power to make change happen. Every one of us who makes a purchase, has a supplier relationship, or is a leader or manager, can make a difference by applying to their actions the principles of sustainability and inclusion. MRS has produced many new pieces of guidance to help everyone do that.

I couldn't close without bringing us back to the reason we get to work in this marvellous profession – giving consumers and citizens a voice and helping make everyone's decisions better through great insight and better evidence. To do this, we have to listen to everyone, and the work done by volunteers in our Representation in Research Group should be essential reading for all researchers who really believe in ensuring everyone is heard. .

I'll end by thanking our individual members and Accredited Company Partners, our sponsors and advertisers, and all those across the sector who provide time and support via our various boards, groups and committees, especially those elected or co-opted to serve on our Main Board. Thank you for your skills, your time and the resources you give to ensure that MRS can continue to serve the research sector strongly and faithfully.

Jane Frost CBE,
CEO of MRS

'Everyone of us who makes a purchase, has a supplier relationship, or is a leader or manager, can make a difference by applying to our actions the principles of sustainability and inclusion.'

A review of MRS finances
Continuing to go from strength to strength

mrs.org.uk/blog

Debrah Harding, Managing Director, looks at the financial position of MRS at the year ending 31 March, 2024.

The 2023/24 financial period was another good year for the sector and the Society. The UK economy grew by just 0.1% across the whole of 2023 with a technical recession in the final six months of the year. However, the UK research sector continued to grow, with a strong performance which outperformed the UK economy as a whole.

This view was supported by the MRS Business Sentiment Monitor (BSM), which gathers a snapshot of business owners' views on their business, the industry and the UK economy. For the first wave of the BSM undertaken in 2024, the provisional results reported an improving picture with 23% of participants reporting that they thought the research industry will grow in the next 12 months, and a 57% anticipating it will stay the same. As usual when asked about their own business performance, business owners were more optimistic with 52% expecting higher revenues in the year ahead and a further 30% expecting their revenues to stay the same.

MRS continually appraises published evidence, supplemented by surveys such as the BSM, to estimate the size and reach of the UK research, insight and analytics industry. For the 2023/24 period MRS estimated that the UK research insight and analytics industry was worth in excess of £9.2bn, a +3% uplift on the previous estimate of £8.9bn.

MRS is also sustaining its return to growth, with income for 2023/24 at £4.09m. With income growth of just under 1.5%. MRS products and services have continued to perform at their best level since before the 2008 financial crash. The MRS portfolio of products and services all contributed to this strong performance with membership, Accredited Company Partnership, training, annual awards, annual conference, commercial events and the International Journal of Market Research (IJMR) all generating higher income than the previous period.

Overall, MRS made a small statutory deficit of (£61k) for the financial period. MRS continues

With income **growth** of just under 1.5% MRS products and services have continued to perform at their best level since before the 2008 financial crash.

MRS Annual conference 2024

to have very healthy reserves of £6.09m , largely as a result of a strong property portfolio which has retained its value during the period.

During 2023/24, MRS secured a new tenant, an established furniture company, who will occupy the vacant ground and lower ground floors of 15 Northburgh Street on a new long lease.

The new tenant is undertaking refurbishment activities to turn the office premises into a new a showroom. Leveraging the vacant floors of the MRS property enables MRS to mitigate some overhead costs and strengthen and diversify the Society's income streams. The extra financial capacity will also help MRS to continue to invest in new MRS benefits including a new digital content proposition, plus continued investment in MRS' digital and physical infrastructure to ensure that MRS provides the best service to its members, Company Partners and customers.

MRS has set a cautious budget for 2024/25 due to the continued economic uncertainty in the UK, which includes the potential for stagflation and recession in the UK economy, and general caution in the global economy.

MRS continues to have **very healthy reserves** of £6.09m , largely as a result of a strong property portfolio which has retained its value during the period.

Standards and policy
An overview of activities

mrs.org.uk/standards/mrs-policy

The new MRS Code of Conduct launched on 15 May 2023.

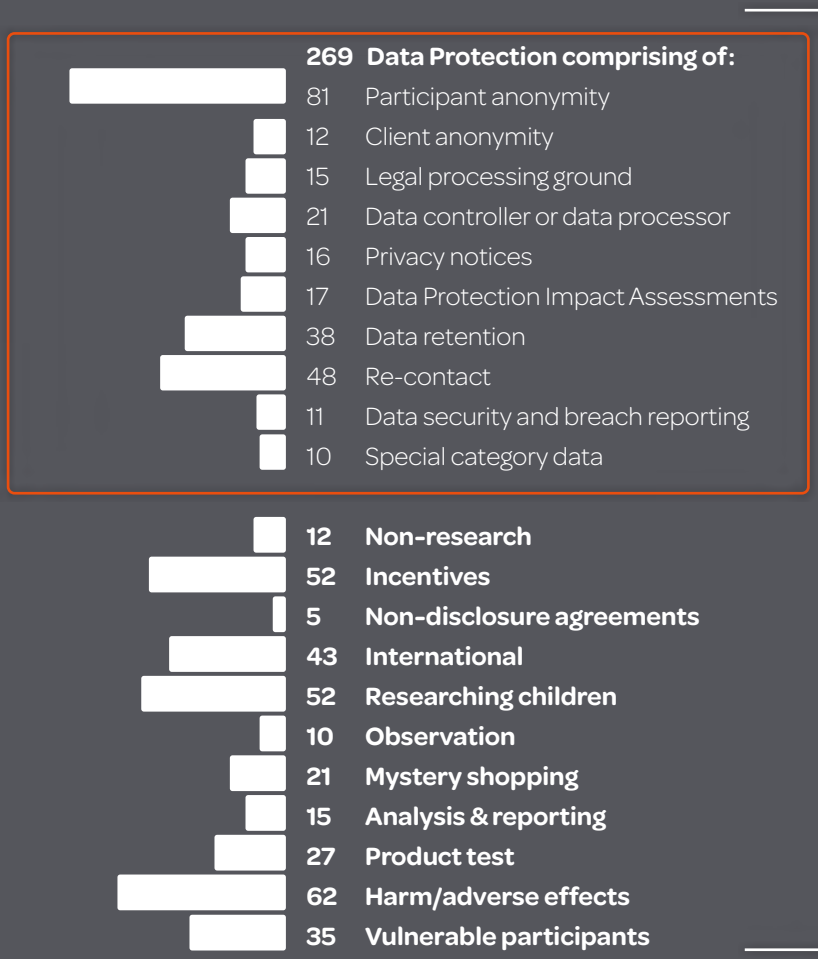
The MRS Standards and Policy team continue to update the suite of guidance to bring it in line with the MRS Code of Conduct. The 2023/24 period has seen the publication of new guidance on AI and related technologies, along with a new addition to the safeguarding and wellbeing series – Essential Safeguards – covering personal safety. Topics to be covered in future include data collection in the metaverse, legal and ethical considerations when collecting biometric data, and best practice guidance for researching neurodiverse participants.

Topics to be covered in future include data collection in the metaverse, legal and ethical considerations when collecting biometric data and best practice guidance for researching neurodiverse participants.

Standards and policy
The sector in numbers

mrs.org.uk/standards/mrs-policy

Codeline queries:



Codeline total

603

email enquiries only

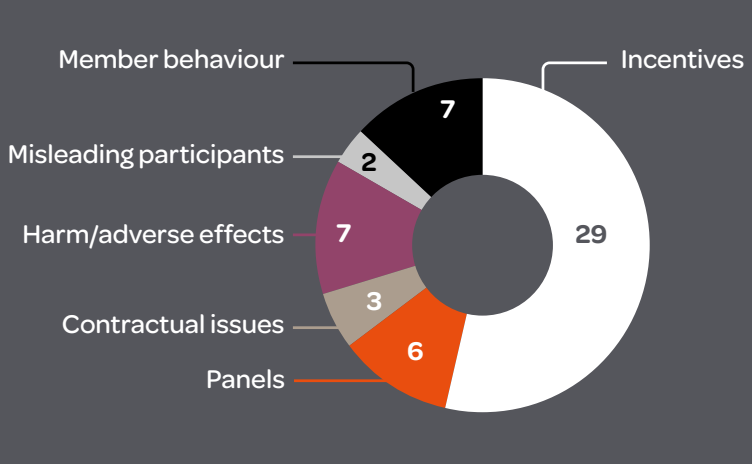
269

queries seeking guidance on data protection related issues

5

disciplinary cases

Complaints resolved by the standards department



Total

54

*48 Company Partner cases, 6 individual cases

Disciplinary cases

4

Company Partners

1

Individual members

Standards and policy

mrs.org.uk/standards/mrs-policy

The future for digital information regulation

By Debrah Harding , Managing Director, MRS

Throughout the 2023/24 period, MRS lobbied the UK Government to refine the proposed Data Protection & Digital Information (No.2) Bill (DPDI Bill) which the government aimed to bring into legislation at some point in 2024. However, this activity came to a shuddering halt when the government called an election for July 2024. Despite receiving a carry-over motion from the previous parliamentary session, the DPDI failed to complete its parliamentary journey.

The Bill was intended to regulate the usage of personal data, expanding the remit of the Information Commissioner's Office (ICO) to provide this oversight. However, it would have been difficult for the government to propel the DPDI through its remaining stages during the brief wash up period, due to the considerable opposition to the Bill in its current form from the then opposition.

Some of the opposition's concerns were those raised by MRS, particularly the proposed changes to the Privacy & Electronic Communications Regulations (as part of the new Bill), specifically the potential to introduce a new exemption for direct marketing provisions when used for the purposes of democratic engagement.

As the usage of AI grows, provisions for the protection of personal data are likely to need to be **enshrined in UK law** and this should present opportunities for these provisions to be introduced at some later date.

This issue was compounded by some additional late-stage amendments, which generated significant criticism. The amendments intended to improve the sharing of data between government departments and private companies and were deemed an ill-disguised attempt by the then UK Government to gather data on the public's personal finances.

Nevertheless, the DPDI Bill originated with good intentions and some of the benefits of the Bill, particularly the recognition of market and social research as 'scientific research' would have been beneficial for the sector and will continue to be pursued by MRS.

The new UK Government announced in the King's Speech in July 2024 its intention to introduce a new Digital Information & Smart Data Bill, which is likely to include parts of the previous DPDI Bill including some of the proposed scientific research provisions. MRS will be working with the new

government to maximize the potential benefits to the research sector from the proposed new Bill.

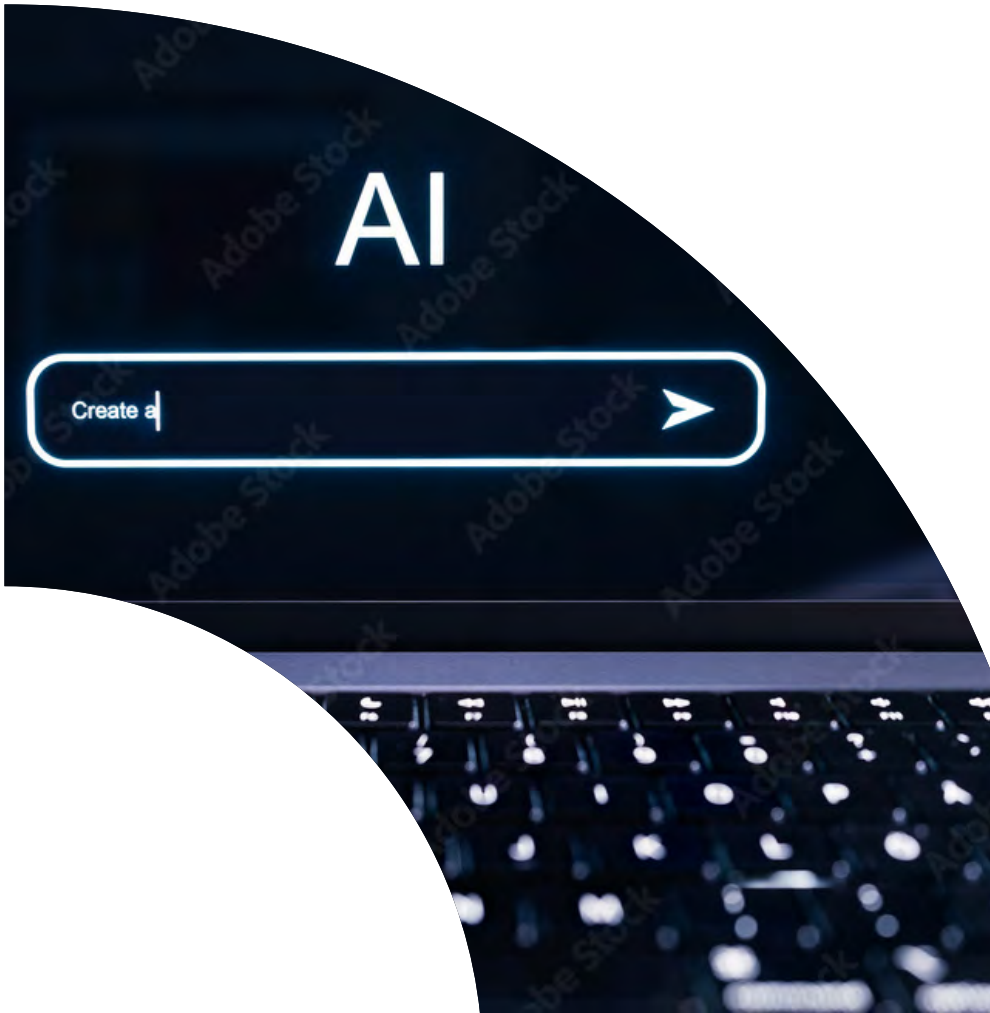
The new UK Government is also looking to strengthen its approach to AI legislation. However, for now, the approach to AI remains context-based, relying on existing sectoral laws to impose the necessary legal and ethical guardrails on AI systems. This manifests in a patchwork of AI regulatory activity across relevant authorities such as the ICO, the Competition & Markets Authority (CMA), and the Financial Conduct Authority (FCA).

Of most direct interest are the activities undertaken by the ICO relating to how AI, data protection, and privacy interconnect. The ICO is developing best practice guidance to help businesses develop data protection-compliant AI, as well as how to interpret data protection law as it applies to AI systems that process personal data. In addition, the ICO has been undertaking a series of consultation activities on generative AI examining how aspects of data protection law should apply to the development and use of the technology.

MRS has been supporting the ICO's guidance, welcoming the increase in clarity that the ICO will provide. Whilst responding to the consultations, MRS has sought for the ICO to acknowledge and interpret the statistical purposes exemptions provided in Article 89 and Recital 162 of the GDPR, and how these apply to AI systems, e.g. clarity on the re-use of research data to train generative AI models used by the research sector.

MRS is in discussions with the relevant government departments, particularly the Department for Science, Innovation and Technology (DSIT), to ensure that research considerations are reflected in any proposed legislation.

Of most **direct interest** are the activities undertaken by the ICO relating to how AI, data protection, and privacy interconnect.



Standards and policy
In ten themes

mrs.org.uk/standards/mrs-policy

The Standards and Policy team has a wide remit, from ensuring new data legislation is fair and workable, to publishing guidelines for conducting research that is ethical and representative.

Theme 1
AI and research

On 6 February 2024, the UK Government published its much anticipated response to the UK AI White Paper consultation. Within the AI white paper, the government remained committed to take a pro-innovation approach to AI regulation that supports growth and innovation. What this means is that the UK regulatory system will take a principles-based approach and strengthen resources of regulators to ensure regulatory cohesion and enable AI products to come to market safely and quickly. The regulatory cohesion will be delivered by the development of a central function, as originally proposed by the white paper. This central function will support effective risk monitoring, regulator coordination, knowledge exchange, and the publication of new guidance to support regulators in implementing the core principles effectively.

The white paper was issued very soon after a report from the House of Lords Communications and Digital Committee about Large Language Models (LLMs) and generative AI which was critical of the government's approach to AI. The Committee argued the government's current approach is too focused on a "narrow view of AI safety" and should instead rebalance tackling the associated risks with "boosting opportunities". If not, the report warns, the UK could fall behind international competitors and as a result become "strategically dependent" on overseas tech. The Committee has concluded that LLMs will produce "epoch defining changes", comparable to the invention of the internet. With the election of the new UK Government much of what occurred in 2023/24 and the continued direction of travel is very much in the air; MRS will be working with the new UK Government to represent the sector's interest in these deliberations.

> "...AI is not an end in itself, but a tool that has to serve people with the ultimate aim of increasing human well-being."
> The European Commission

However, whilst the UK decides its AI approach, the EU has been moving ahead with its legislation the EU AI Act. The AI Act has been introduced with the aim of building trust in human centric AI, in the words of the European Commission, *"...AI is not an end in itself, but a tool that has to serve people with the ultimate aim of increasing human well-being."*. Whilst the AI Act was approved on 13 March 2024 by the EU Parliament, the majority of the legislation will not be applicable for another 24 months with shorter deadlines of six months, for prohibited AI activities such as biometric categorisation systems, social scoring systems, etc.

During this implementation phase MRS, working with EFAMRO and ESOMAR, has been seeking clarification where the AI Act has some ambiguity, not least how the AI Act applies to research data used to develop AI systems. As part of this process MRS, via EFAMRO, has been liaising with the Irish Data Protection Commission (DPC) to discuss the interplay between the EU GDPR and EU AI Act. In the year ahead it has been agreed that the sector will produce some AI research case studies for the DPC to gain a greater understanding of the research

sector's issues, and to feed into the wider discussions being held at the EU's European Data Protection Board about AI and data protection.

In addition, in November 2023, MRS published new draft guidance, *MRS Guidance on Using AI and Related Technologies,* to assist practitioners to act legally and ethically when using AI and AI related technologies. The MRS guidance has been structured around four ethical pillars across the 12 principles of the MRS Code below.

Looking ahead, MRS considers it imperative that business can navigate both the UK and non-UK rules for AI. Fragmented and divergent legislative requirements remain one of the greatest barriers to innovation. While UK legislation may be less strict than that in the EU, British businesses will still need to meet minimum EU requirements to work with their European counterparts and to provide AI tools and services to the bloc. Given the UK's international reach and the significant amount of the UK sector's output being exported into Europe, this matters significantly to the continued growth of the UK sector. Businesses therefore need support in navigating the risks of AI not just within the UK, but also across borders. There is a middle ground to be found between promoting innovation in the use of AI and maintaining the quality, transparency and ethics of the research sector through considered proportionate regulation that enables the UK research sector to trade beyond our borders. This is the case that MRS will continue to make in the year ahead to the new UK Government.

Looking ahead, MRS considers it imperative that business can navigate **both the UK and non-UK rules for AI**.

The ethical principles which underpin the MRS guidance on Using AI and Related Technologies:

Communication, Use and Access	Client Data and Confidentiality	Data Protection and Privacy	Reputation of the Profession and the Sector
Transparency	Responsibility and Ownership	Privacy	Awareness and Literacy
Explainability	Appropriateness	Dignity and Autonomy	Trust
Accessibility & understandability	Human Oversight	Proportionality and Robustness	Sustainability
Fairness and Impartiality			

MRS contacted the UK National Statistician, **Professor Sir Ian Diamond**, setting out our concerns and providing the MRS detailed response to the ONS consultation.

Theme 2
Population statistics and the future of the census

During 2023/24, MRS continued to make representations on the future of the Census. In October 2023 MRS provided a detailed response to the ONS consultation on the future of population and migration statistics.

It is the view of MRS and the MRS Census and GeoDems Group (CGG) that the proposed alternative arrangements to the Census, relying upon admin-based data, will not produce the comprehensive data that the research sector needs to provide the insights, data and evidence which help businesses, public bodies and other constituents to understand consumers, customers and citizens in developing goods, services and public policy essential for economic efficiency, innovation and progress.

MRS has recommended the continuation of a traditional census for at least one more cycle, to enable the alternative arrangements to be developed fully and the numerous data gaps filled, in order to deliver the quality of data that is essential for the continued growth and prosperity of the UK.

If ONS decides to change methodology to administrative data sources, contrary to MRS' and CGG's recommendation, it would be imperative that the following issues are addressed:

- Produce harmonised UK estimates
- Maintain the depth and breadth of data available from the census including data to at least LSOA level
- Collect the information required to produce Approximated Social Grade
- Have robust data quality
- Produce reliable and robust inclusion data
- Continue to produce estimates for households based on the current concept
- Publish raw data rather than verified statistical counts at small-area levels
- Ensure that any surveys used to improve data are sufficiently robust (e.g., 750,000 households) to give the necessary granularity; and up-to-date data with the appropriate level of detail; recency is not a benefit in itself, only when it is combined with depth and quality of data does it have value.

In November 2023, MRS contacted the UK National Statistician, Professor Sir Ian Diamond, setting out the sector's concerns and providing the MRS detailed response to the ONS consultation. Following this contact MRS hosted a number of meetings with ONS, exploring the sector's concerns and hearing ONS' plans.

A decision about the future of the Census was due in the Spring of 2024, but this was delayed, and with the UK election and the new UK Government a decision is now not expected until towards the end of 2024. In the meantime, the MRS will continue to discuss the issue with ONS and other relevant stakeholders.

MRS has been **coordinating efforts** with the AQR, CRIC, ESOMAR, the Insights Association, QRCA, TRS, SampleCon, and VMÖ to address ongoing and emerging risks to data quality.

Theme 3
Data quality

Since March 2023, MRS has been coordinating efforts with the AQR, Canadian Research Insights Council (CRIC), ESOMAR, the Insights Association, QRCA, The Research Society (TRS), SampleCon, and The Association of Market Research Austria (VMÖ) to address ongoing and emerging risks to data quality in the market and social research, consumer insights and analytics industry via the Global Data Quality (GDQ) initiative.

MRS is focusing on the use of fraud and bot technology, and throughout the 2023/24 period the MRS project team of over 30 volunteers worked on the following activities:

- Creating a glossary of the terms and definitions used to describe bot and fraud technologies. The glossary was launched at the Insight Association's CRC conference in November 2023 and is being continually refreshed and updated as new terms come into usage.
- Identifying approaches being used by the research sector to combat bot and fraud technology across modes and methodologies and providing guidance on the costs, resource, time and legal implications of each approach. The guidance was compiled throughout the 2023/24 period, working with GDQ partner VMÖ, and the draft document, *Improving Data Quality and Integrity: some practical approaches*, was subsequently published in April 2024.
- Investigating the sources of fraud by initially undertaking an audit of a project where over 50% of the completes were rejected. The audit helped to identify the complexity and multi-layered nature of the research sample ecosystem. To bring greater clarity a visual interpretation of the sample ecosystem is being created complemented by a sample buyers' guide/checklist to help buyers better understand the challenges of the ecosystem and to ask the right questions when buying samples. Both these documents are due to be published by the autumn 2024. In addition, MRS is working with GDQ partner, SampleCon, to investigate whether a feedback loop can be developed for when problematic records are identified.
- Investigating how technology is disrupting qualitative research and developing new guidance to help practitioners. MRS, working with GDQ partners AQR and QRCA, completed a research project during 2023/24 determining how fraud and technology is impacting qualitative research and what steps need to be taken to improve data quality validation for qualitative research. The next step for this project is to develop some new guidance based upon the recommendations identified during the research and this guidance is due out by the end of 2024.
- 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 the results will be released later in 2024.
- Initiate 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 Online Fraud Charter and the Action Fraud crime reporting service. Early discussions have been encouraging and we hope to be able to report more in 2024/25.

In March 2021, the MRS Representation in Research group was established to determine how MRS can improve representation of often underrepresented groups.

The ongoing MRS project to explore the impact of poor mobile design and lack of **mobile optimisation** has on participation, completion and response rates, continued to go from strength to strength during the 2023/24 period.

The fifth wave of the **annual mobile optimisation research** was produced. New for 2023 was some new survey data on what devices surveys should be offered on, the impact of non-optimised surveys on data quality and participant engagement, and how participant behaviour differs by device type.

The *MRS Mobile Adoption & Optimisation Best Practice Guidance,* produced as a result of this project, continues to be the leading guidance for mobile optimisation.

Theme 4
Inclusion and representation in research

In March 2021 the **MRS Representation in Research (RinR)** group was established to determine how MRS can improve representation of often underrepresented groups within UK research projects. During 2023/24, RinR built on the tools and guidance developed the previous period including:

- Hosting in April 2023 some qualitative groups with panel companies to assess how much has changed for the collection of inclusion data since the initial RinR research two years ago
- Reviewing the MRS Census resources and how these could be leveraged to assist practitioners in using the new 2021 Census data for inclusive characteristics ensuring research is representative. Some changes were made during 2023/24 to the CGG's GKB pages to surface resources to help practitioners to create inclusive UK samples
- Reviewing international Census and geodemographic resources and signposting these for inclusion requirements for international projects
- Developing *new guidance Is your Research Really Representative? The Nat Rep Journey – The Essential Questions for Planning, Designing and Undertaking Inclusive Research.* This guidance interprets the MRS Code requirements regarding transparency when reporting and using nationally representative samples
- **Launching new EDI training and assessment materials for recruiters** enhancing the inclusion materials for the AQR/MRS Recruiter Accreditation Scheme (RAS) for accredited recruiters and recruitment organisations.

In the year ahead more work is being undertaken to raise awareness of the resources available, to create focused and targeted messaging and to engage more actively with clients ensuring the RinR outputs are understood across the research supply-chain.

Theme 5
People, talent and skills

In February 2024, MRS launched the new **MRS Employee Engagement and Satisfaction Survey (EES)** 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 survey covers the key elements of employee engagement including culture, management, professional development and progression, inclusion & diversity and remuneration. It was designed by MRS using best practice from employee research in consultation with research experts in this field. Ten companies signed up to take part in the pilot for 2024. The results of the EES were released to the participating companies in May 2024, with a summary report for the wider sector due to be produced later in 2024.

In addition to the new survey, throughout the 2023/24 period the People and Talent group produced the following new tools:

- **Guidance on cost of living and inflationary pressures** and how best to support staff and businesses
- A report on **positive retention strategies**
- **Guidance on amplifying employee** voices within businesses
- An **interactive online careers pathway tool** including videos with practitioners talking about their careers.

A discussion about talent and skills, drawing from the experiences of the People & Talent initiative and the tools which have been created, took place at the Agency Owners and Business Leaders event in London in November 2023.

Theme 6
Russia

Since the invasion of Ukraine, the UK, US and the EU plus other countries have imposed a range of economic sanctions against Russia. Whilst the UK, US and EU has largely aligned their sanctions there has been some divergence. One difference is the approach to public opinion polling and market research services. During 2023, the EU decided to prohibit market research and public opinion polling exports; the UK and the US have chosen not to impose such prohibitions.

MRS published guidance, *EU Economic Sanctions: Public Opinion Polling and Market Research in Russia* to aid practitioners in the UK, EU and outside the EU in understanding the implications of the sanctions for research businesses and practitioners.

A discussion about talent and skills... took place at the Agency Owners and Business Leaders event in London in November 2023.

MRS together with the SRA arranged a commissioners and suppliers roundtable to discuss some of the current public sector research procurement challenges and opportunities.

Theme 7
Opinion polling

During the 2023/24 period, MRS strengthened its opinion polling resources in readiness for 2024, the 'election year' when an estimated 50% of the people in the world, including the UK, heads to the polls. As a result, the accuracy and reliability of opinion research has been under the spotlight during 2024. Whilst opinion research represents less than 3% of all research services bought in the UK, it inevitably results in more scrutiny of research as a discipline.

Throughout 2024, MRS strengthened and expanded its **online polling hub**, adding a suite of FAQs about opinion polling, and updating associate guidance including *What are opinion polls?: MRS guidance on how to read opinion polls* and the joint MRS/Impress guidance, *Using Surveys and Polling Data in your Journalism*.

Theme 8
Procurement

As part of MRS policy to improve public sector procurement practices, MRS continued to have monthly meetings with Crown Commercial Services (CCS) throughout 2023/24 to discuss the Research & Insight Marketplace which is the main procurement vehicle for public sector research procurement.

During the period, the Procurement Act 2023 received Royal Assent and it is anticipated that the new regulations will take full effect in October 2024. The Act aims to create a simpler and more transparent procurement system which delivers the best value for money for commissioners whilst improving the way in which commissioners conduct procurements. By streamlining the approach in which companies bid for public contracts, the process should be simplified, whilst also giving commissioners more flexibility. During 2023/24 MRS has been discussing with CCS the impact of the changes to the procurement legislation and what this might mean for research.

Notable changes include the introduction of public/social interest as a consideration. Specifically, it shifts the focus from awarding contracts based solely on cost to considering broader benefits for the community. During 2023/24 MRS issued new guidance, *Social Value Policy in UK Government Research Procurement*, to support practitioners in understanding how social value applies to research.

In June 2023, MRS together with the SRA arranged a commissioners and suppliers roundtable to discuss some of the current public sector research procurement challenges and opportunities. This successful roundtable was held in conjunction with the Government Social Research network with a wide representation from the public sector at this event including the Competitions & Markets Authority, Department for Work and Pensions, Department of Justice, Health & Safety Executive, Cabinet Office and Department for Business and Trade.

Theme 9
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 standard. Quality standards are an essential part of the approach to standards, complementing and supporting legal and ethical requirements.

During 2024 and 2025 the focus of the update of ISO 20252 will be three main areas:

- Automation, AI and related technologies
- Enhancing the data quality requirements for panels and samples
- Aligning the standard with other relevant standards (e.g., ISO 27001) and incorporating feedback received since the 2019 standard was launched.

Theme 10
Classifying the sector

In February 2024, MRS responded to the ONS consultation on the UK's adoption of industrial classification of economic activity and the UK's Standard Industry Classification (SIC) approach. The MRS response covered the efficiency of the existing codes and their accuracy and applicability to the research and insights sector. Overall, MRS believes that the current SIC classification has not kept pace with the technological changes in business resulting in classification gaps within the current SICs particularly as activities such as insight, data analytics and data science are not currently options in the SIC, yet these are significant activities within the research sector.

By updating the SICs not only would more technological innovations be properly recognised, it would enable more accurate sizing of industry sectors such as the UK research sector; thereby giving greater strength to MRS' arguments that the research sector is a significant contributor to the UK and global economy and needs to be supported and protected.

> ... the research sector is a significant contributor to the UK and global economy and needs to be supported and protected.

Pledge to take positive actions in 2024

A manifesto for opportunity

The research sector is taking steps to ensure that it is representative of the world around us.

- Publishing annual pay statistics
- Diversity at board level

Sign up the
MRS Inclusion Pledge.

A manifesto for sustainability

The research sector is taking positive actions towards achieving net zero in the shortest timeframe feasible.

- Four pillars: tracking, reduction, transparency and collaboration
- Climate Action list for reducing carbon emissions

Sign up to the
MRS Climate Pledge

MRS Evidence Matters™

www.mrs.org.uk

Councils, boards and committees

mrs.org.uk/about/governance-structure

As well as MRS Main Board (p.37) there are several groups, councils and committees that provide MRS with strategic direction and operational support.

Accredited Company Partner Counci

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

Diversity, Inclusion & Equality 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

Professional Development Advisory Board

View current membership

Representation in Research Steering Committee

View current membership

Senior Client Council

View current membership

Sustainability Council

View current membership

Recruiter Accreditation Steering Group

View current membership

Membership Initiatives

mrs.org.uk/events

Mentoring

The MRS Mentoring Scheme continues to help participants think through strategic decision making as well as manage day-to-day work challenges more effectively. **380** individual members have now benefitted from the scheme as mentees and **250** members have been trained as mentors. The MRS Mentoring Scheme won the Best Member Engagement award at the Association Excellence Awards 2023.

Professonal webinars

Professional webinars are a key membership benefit. Throughout the year MRS' interactive events attracted over **2,000** participants from around the world. Topics included Neurodiversity for Brands, Hollywood Marketing and The Fully Human Organisation. Members can access all the recordings on demand within the MRS webinar library.

&more

&more offered online and face-to-face events and resources this year, beginning with April 2023's webinar with the Young Person's Sustainability Collective, discussing how young researchers can help make the sector greener.

The free 'Summer of Champions' party was held at Bounce with drinks, food and a chance to meet other &more members over a friendly ping pong tournament. In September, &more teamed up with The Research Club and Significant Insights to host the 'Careers and Beers' speed-networking event. This was an opportunity for &more members and seniors in the industry to network and discuss topics such as AI, data quality, and diversity with expert speakers. The year was concluded with &more's flagship event, the &more Online Conference, with 10 sessions and over 120 attendees participating in the day.

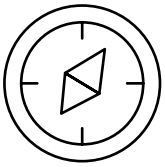
Throughout the year, in-person &more Book Club sessions were held, and 2024 began with &more members once again being welcomed at the MRS Annual Conference keynote session and post-conference drinks.

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 in planning their careers. The programme has enabled over **120** membership upgrades to Certified Membership.

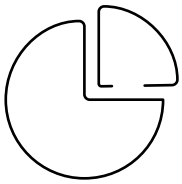
MRS Unlimited

The group had a very busy year adding resources to the MRS website on inclusive workplace and research practice, as well as running four webinars. These included two Lived Experience Forums in which speakers with a disability, neurodiversity and/or health conditions shared how they implemented specific actions to contribute to and thrive in an inclusive workplace.



MRS & AQR University Roadshow

The MRS & AQR University Roadshow continued its successful programme of online events, including sessions for long-time supporters such as the University of Strathclyde, De Montfort University, the University of East London and the University of South Wales. Volunteers also represented market and social research as an industry at careers panel sessions for the University of Bath and Leeds Beckett University. In total, over 800 students attended online sessions live or watched on-demand via their university's careers service. Both MRS and &more members continued as volunteer speakers for the roadshows and also took part in a schools outreach visit with the International British Online School.



Data analytics

ADA (Advanced Data Analytics) Network is a specialist group for advanced practitioners to meet, identify, develop, and disseminate research best practice in advanced analytics and has existed for many years.

The ADA network sits under the Advanced Insights and Analytics (AIA) Council. The Council has two wide-reaching aspirations:

1. Encourage and support those in the research sector to understand and collaborate more with analytics and data science.

2. Showcase the research sector as an exciting, innovative, and challenging space for advanced analytical skills.

In April 2023, the ADA Network hosted an event at MRS HQ titled 'Utilising Advanced Conjoint Methods for Volumetric Analysis' which attracted 71 delegates.

In November 2023, the AIA Council co-hosted an event with The Social Intelligence Lab at MRS HQ titled 'What role can social data play in market research?' which attracted 65 delegates.

Both events were oversubscribed with waiting lists, and extremely low no show rates.

The AIA Council co-hosted an event with The Social Intelligence Lab at MRS HQ titled `What role can social data play in market research?' which attracted 65 delegates.

Awards

The Excellence Awards lunch moved to a new venue and was held at Smith & Wollensky in June 2023 with **117** guests in attendance. The Operations Awards (Oppies) also took place at a new venue, Drake & Morgan, in September. Hosted by Bruce Pont **221** guests attended. The main MRS Awards were held in December at Old Billingsgate and hosted by Sophie Duker. **960** guests attended and award entry numbers increased **30%** on the previous year.

The B2B Network

During 2023/24 discussions were held with the Business Intelligence Group (BIG) to explore closer integration into MRS. BIG has now been successfully reintegrated back into MRS and is the new MRS B2B Network. Events are already being scheduled for the coming year.

Regional activity

The Best of MRS Events & Awards was held in Manchester in July 2023. The event sold out and was very well-received; plans are underway to hold a similar event next year.

The main MRS Awards were held in December at Old Billingsgate and hosted by Sophie Duker. 960 guests attended and entry numbers increased 30% on the previous year.

Sustainability in research

The new MRS Climate Pledge was launched on World Environment Day, and builds on and replaces the MRS Net Zero Pledge which was originally launched in June 2021. There are now over 100 research organisations signed up to the pledge.

The MRS Sustainability Council decided to revise the Net Zero Pledge to better reflect the evolved global understanding of net zero. The new MRS Climate Pledge was designed in line with recommendations from the Science Based Targets initiative (SBTi) and its primary aim is to encourage businesses to take positive actions towards achieving net zero in the shortest timeframe feasible. The new pledge encourages greater levels of positive behavioural change and focuses on four key pillars: tracking, reduction, transparency and collaboration. It also features a helpful Climate Action list to help guide organisations to take meaningful steps in reducing carbon emissions.

A Sustainability Webinar was held in June, as part of World Environment Day. It focused on the new requirements within the MRS Climate Pledge along with the practical, necessary actions required to implement each of the four pillars.

.

Pride

MRSpride, the network for LGBTQ+ researchers and allies, held three roundtables for small agencies, a summer social event and the annual MRSpride SHOW UP Insights Summit, with renewed support from YouGov as principal sponsor and new support from Dynata in 2023.

A series of roundtables, one of which was hosted online, and two in person in London, attracted 29 people, discussing ED&I: best practice guidelines review, Pride and Mental Health, and Awareness, Education and Next Steps.

July 2023's annual MRSpride summer social event, supported by Dynata, attracted 130 guests. October 2023 saw the annual MRSpride SHOW UP Insights Summit, hosted in person, attracting 103 attendees in person.

Two MRSpride podcasts were released, the first in discussion with Insights Association about their Idea Council, and the second discussing adoption and new research into how different personas celebrate life, with Jason Mander.

Operations Network

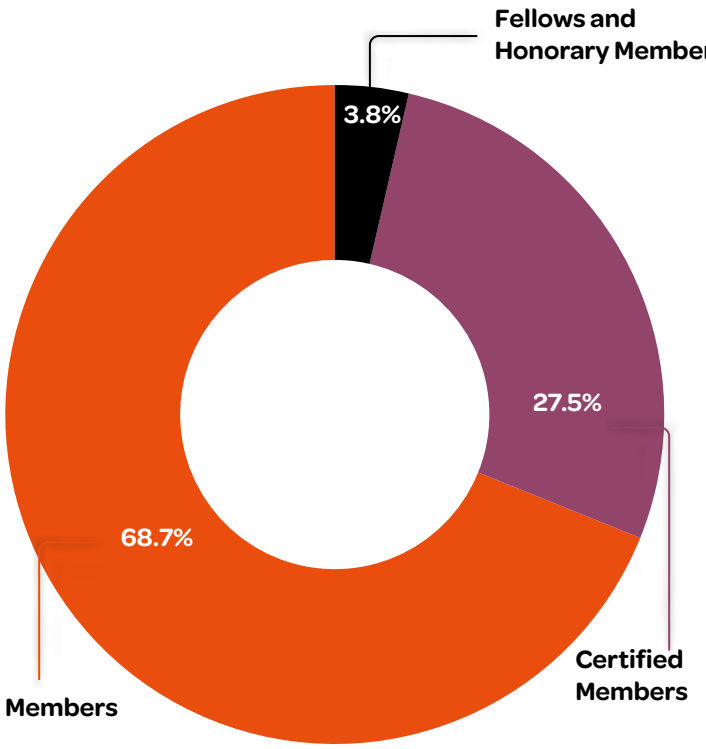
The Operations Network is currently undergoing a significant redevelopment to enhance its value and impact to Accredited Company Partners. While there haven't been any events during 2023/24 the network is being reimagined with a more holistic approach, aiming to broaden the range of products and services offered by MRS to better suit this audience.

The renewed Operations Network will debut with a launch event in 2024, setting the stage for regular quarterly events of valuable networking, along with a series of operations - related blog posts, relevant training courses, and regular communication with the network advertising how they can get the most from their involvement with MRS.

Social Equity Group

The MRS Social Equity Group is the new name for the MRS Social Inclusion Group. The group's mission is to improve the opportunities and amplify the voices of those disadvantaged on the basis of their social background. Over the last year, the group ran a very successful webinar on ethnography at the frontline of social exclusion. The group is now planning a busy schedule of webinars and meet-ups for autumn and spring 2024.

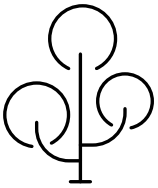
MRS members As of 31 March 2024 **Total 4,355**



Professional Development

Qualifications, training and RAS

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



The MRS Global Insight Academy

In July 2023, MRS launched the new Global Insight Academy bringing together a comprehensive range of professional development offered to the research sector in the UK and internationally. The academy includes 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.

MRS included courses to help practitioners unravel what 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

- **1,494** individuals participated in MRS training in 2023/24
- **121** 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, VR and the Metaverse, Transforming Market Research with Chat GPT, Creating a Compelling Research Podcast and Carbon Literacy.

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

25 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 Germany, Belgium, and across Africa. Only three courses were delivered face-to-face at client sites in 2023/24 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 activities.

Qualifications

MRS Advanced Certificate in Market & Social Research Practice

- **218** candidates participated in assessment for the Advanced Certificate qualification
- **156** candidates were awarded the qualification – a 71.5% pass rate

MRS Certificate in Market Research

- **320** candidates achieved the introductory level MRS Certificate via the online multiple-choice exam
- **217** enrolled onto the 'Foundation Course in Market Research'

MRS Diploma in Market & Social Research Practice

After an extensive strategic review and consultation with both the MRS Finance and Risk Board and the MRS Main Board, the decision was taken to withdraw the MRS Diploma from the MRS suite of qualifications.

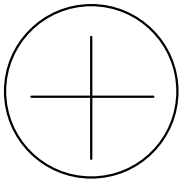
The declining number of registrations and a lack of demand for the qualification from the sector had resulted in this qualification no longer being financially viable or a key driver to upgrade members to Certified Membership of MRS.

MRS will continue to offer assessment rounds for candidates who are already registered for assessment with MRS for the duration of the individual's registration period to enable them to successfully complete the MRS Diploma qualification.

Apprenticeship

18 apprentices were enrolled on the Market Research Executive Apprenticeship, with 14 apprentices successfully completing their apprenticeship between April 23 and March 2024. Over 70 apprentices are enrolled on the standard.

MRS fully supports and promotes the apprenticeship as a stepping stone into the research profession, to promote social mobility and to continue to build a diverse and inclusive sector.



MRS/AQR Recruiter Accreditation Scheme (RAS)

RAS raises the profile and status of individual recruiters, recognising their knowledge, skills and competence. 290 Recruiters held active RAS Accredited Status at the end of March 2024, and 52 RAS Accredited Companies (24 external, 28 in-house).

Publishing
and advertising

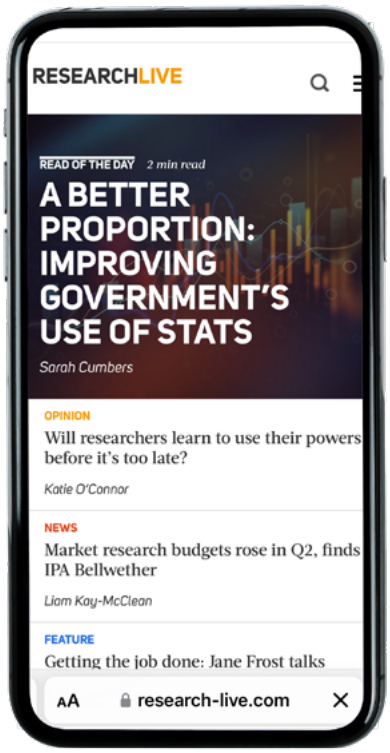
mrs.org.uk/publications

Content partnerships and advertising

MRS is the leading provider of news, opinion and case studies to the research, insight and data analytics community.

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

Clients over this period included SIS International, Forsta, Empower, Innovate, Smart Energy, Toluna, Insites Consulting, Accenture, Sago and Cint.

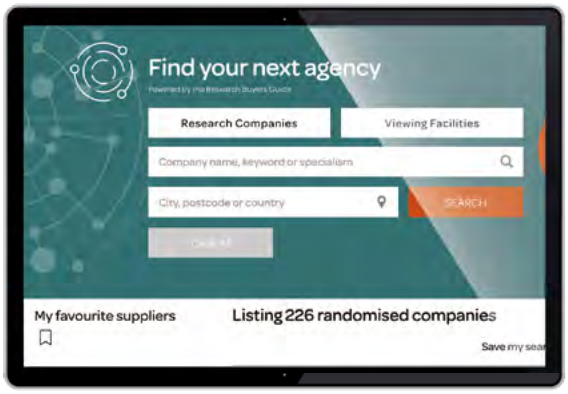


Research Live

Research Live is the most international of MRS' media channels. With a dedicated editorial team, the website continues to be the first port of call for research, insight and data news and opinion, with 24,000 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 2024, live coverage of MRS Annual Conference, and the annual campaign to celebrate the unsung heroes of the sector – Research Heroes.

Impact magazine

Since its launch ten years ago, the quarterly membership magazine has built a reputation for high quality journalism exploring cutting edge trends and issues across the research sector and beyond. The magazine was closed in July 2024 as MRS focuses on its digital offering to members. During its last year of publication Impact was sent to over 5,000 members and VIPs from the broader marketing community. With investment in the Research Live website this audience will continue to be delighted by quality content in a more accessible and environmentally-friendly digital format.



The Research Buyers Guide

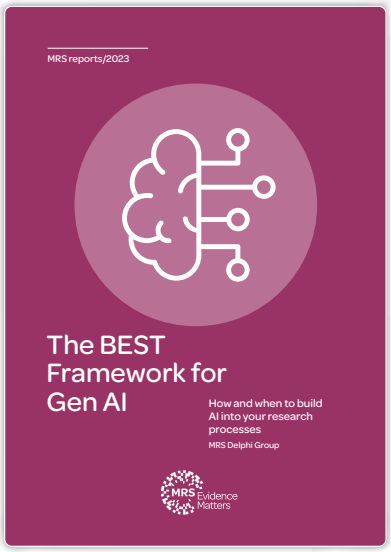
This online directory of research suppliers enjoys over 2,800 unique visitors every month; 70% of traffic is from the UK, 15% from Asia, 8% from Europe and 4% is from the US. Buyers of research can refine their search by specialisms, geography and participant location, and new categories have been added to reflect new expertise, for example in AI and online qual.

Research Jobfinder

In spite of the long term turbulence in the recruitment market, MRS' sector jobs website continues to attract 2,000 unique visitors every month and delivers a high job post application rate. The website is particularly valuable to reach out to the widest possible pool of candidates to counter some shortages for particular roles across the sector.

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 325 manuscript submissions in 2023, a 1.9% increase from 2022 . The two highest countries for submissions were from China (18%) and India (15%). Circulation comes via 37 institutional subscriptions and 1,983 package subscriptions.



Delphi Group

The 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 'The BEST framework for GenAI' the first in a three-part series exploring adoption of generative AI in the market research sector. All Delphi Group reports are available here.

Accredited Company Partners

mrs.org.uk/company-partner

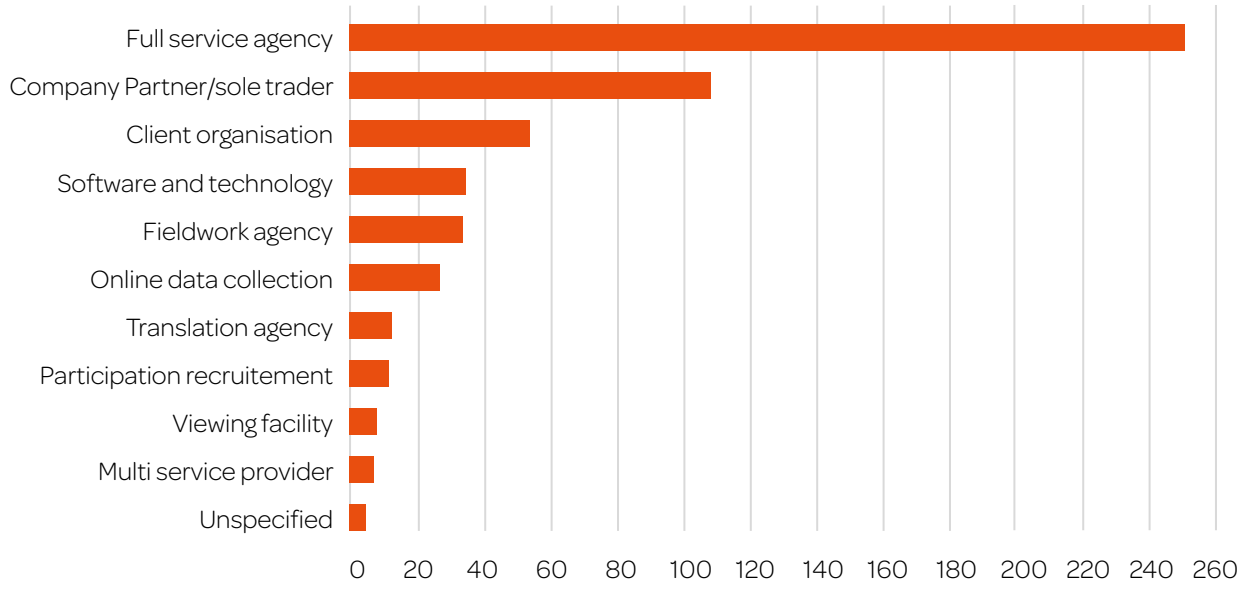
MRS Accredited Company Partnership has continued to experience strong growth in the 2023-24 period, welcoming 38 new partners. MRS' client-side engagement continues to deepen with LIV Golf, Vodafone, The Economist and DVSA amongst others all becoming Accredited Company Partners. In this period, MRS has also continued to grow the number of agencies becoming Company Partners; these have included Word on the Curb, Sign Salad, Truth and Tapestry Research.

There were 13 new MRS International Affiliates that gained accreditation this year. They represented the following countries: Australia, Belgium, Brazil, Bulgaria, Czech Republic, Germany, India, and the US. These organisations attended MRS conferences and awards as well as supporting important MRS initiatives such as Global Data Quality.

MRS has implemented a programme of formally welcoming new Company Partners via MRS social media channels. This has had the effect of amplifying the recognition of Company Partner Accreditation globally.

During the reporting year, considerable work was been done to correctly categorise MRS Company Partners by type of operation. This has been done to ensure the contribution of specialist service providers to the research sector are properly recognised. This effort included consultations with relevant businesses and support from key

MRS Accredited Company Partners by type



The Company Partner team has been ensuring that MRS partners are engaging as much as possible with the wide range of benefits available to them and their team.

members of the MRS Operations Network to ensure the new naming convention was both inclusive and specific enough to cover the wide range of Company Partners' expertise.

The initiative has ensured accurate representation and recognition of all the diverse range of Company Partners and allowed MRS to better service their needs (see table on previous page).

Another continued area of activity for the Company Partner team has been ensuring that MRS partners are engaging as much as possible with the wide range of benefits available to them and their teams through their partnerships- benefits that are core to every package and as such are often freely available at no cost. These include MRS networks, Company Partner briefings, professional webinars and a lot else besides. The table (right) shows the number of people from Company Partners who registered for this wide range of activities.

Event Category	Number of attendees
CPS Briefings	359
MRS Networks	570
> &more	96
> Advanced Data Analytics	71
> MRSPride	126
> Social Inclusion Group	32
> MRS Unlimited	151
> Census and Geodemographics Group	76
> MRS Operations Network	18
Other	215
Professional Webinars	668
Speaker Evenings	38
Standards and Policy updates	593
Grand Total	**2,443**

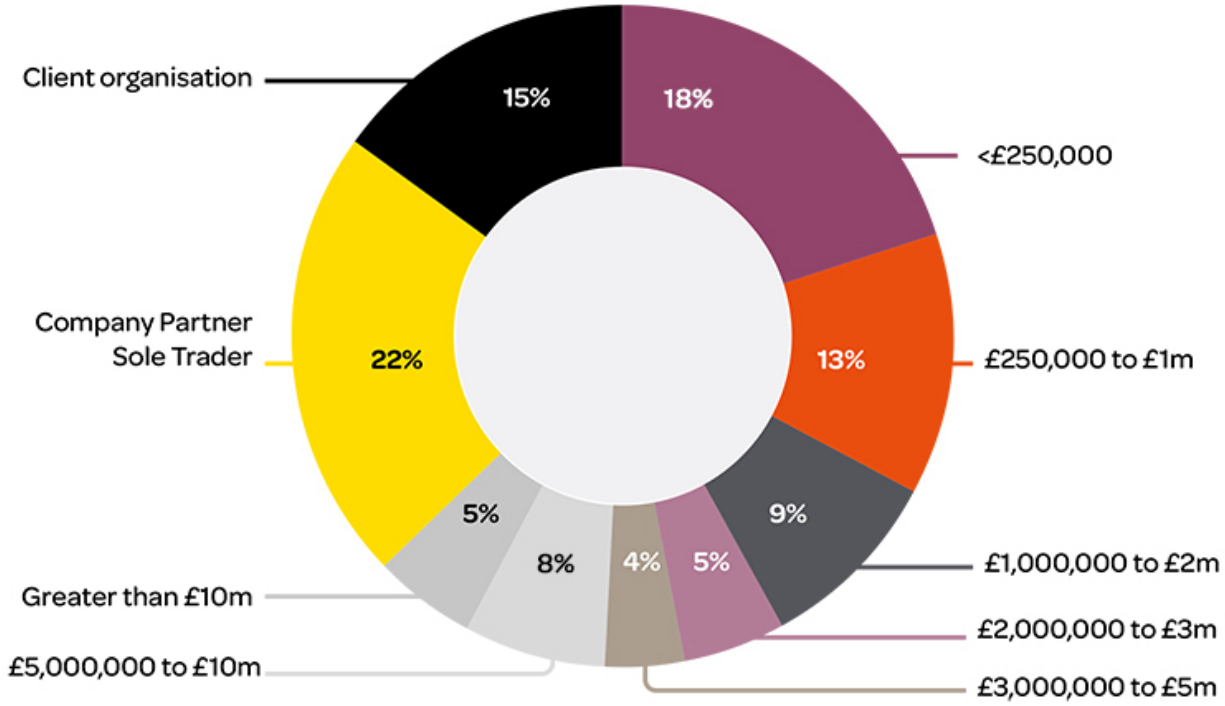
In it eleventh year, the MRS Fair Data Trust Mark is still a reliable method for individuals to ensure that their data is being treated fairly. The Fair Data 12 principles were determined to be robust when compared against the new DPDI Bill. There was one new Fair Data Company in 2024 and nine more are going though the process to become accredited.

Below is the current breakdown of Company Partners by turnover.

The MRS Fair Data Trust Mark is still a reliable method for individuals to ensure that their data is being treated fairly.

Fair Data™

MRS Accredited Company Partners by turnover



*the above includes 34 International Affiliates.

Commercial and annual Conferences

mrs.org.uk/events/conferences

MRS Annual Conference 2024 – Applied Transformation

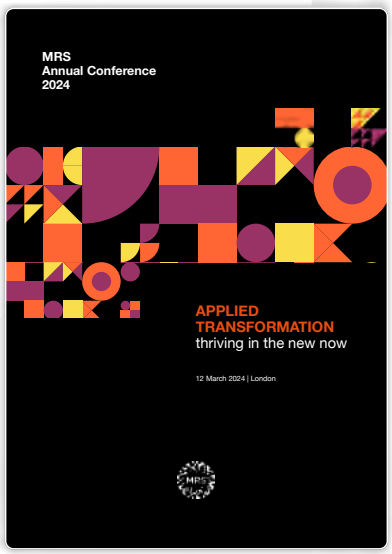
The MRS Annual Conference was hosted as an in-person event on 12 March 2024 at the Hilton Bankside in London. The conference was run as a one-day event with three content streams. Keynote speakers included Pippa Crerar, Political Editor, The Guardian, Raphael Rowe, TV presenter and investigative journalist and a keynote panel including Kelly Beaver, CEO, Ipsos UK and Jatin Aythora, Director of Research & Development, BBC. The conference was a sold-out event, attracting over 600 participants from 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 2023/24 attracting over 1,250 participants. Seven of the events were hosted in-person and six continued to be hosted online.

Three new events were launched in 2023/24, two in-person - the MRS Equality Summit in June and the Agency Owners & Leaders in November. AI in MR was launched as a new online event in January 2024, with over 250 delegates.

The [annual] conference was a sold-out event, attracting **over 600 participants** from across a diverse spread of practitioners.



Media

mrs.org.uk/media

Activities and highlights

Throughout the year, 38 pieces of media coverage were achieved. Highlights of the MRS communications campaign 2023/24 included:

Promoting the MRS Annual Conference 2024 as a showcase for all that the research sector has to offer. Engaging and inviting journalists from research and marketing publications, to build the profile of the event and its speakers. Securing coverage including in *Marketing Week* and *CX Today*.

Getting the research sector's voice heard on polling and its importance in our democracy. Submitting a letter to the editor, published in *The Telegraph* on the value accredited pollsters add to the national debate. Amplifying best practice for journalists and pollsters through commentary on LinkedIn and in collaboration with press regulator Impress.

Championing the role of social and market research in key issues through thought leadership in the media, highlighting its innovative and essential work for businesses. Achieving an article from Jane Frost in *Government Business,* focused on the opportunities and challenges from the growing use of AI in research.

Building engagement with the MRS Awards 2023. Developing the script for the compere and speakers to use, as well as telling award winners' stories by drafting descriptions for reference on the night. Driving publicity by pitching a press release on the awards to media, and helping to drum up excitement for next year's awards by creating voxpop videos.

Supporting talent attraction and social mobility within the sector by spotlighting the benefits of the Market Research Apprenticeship Executive for young people and employers. Creating a highlights video of interviews with current apprentices discussing their career development on the programme.

Showcasing the value of research to the marketing sector, including through contributions to *Marketing Week's* State of Market Research series. Providing expert commentary from Jane Frost and securing journalist interviews for previous MRS award winners to discuss the benefits that market research has delivered to brands.

Highlighting the expertise of MRS members in the media, including coverage for new MRS Main Board member Georgie White in *CXToday* on the importance of research and insight in improving customer satisfaction.

Raising the profile of MRS and wider industry, through news announcements such as appointments to the Main Board and the reintegration of the Business Intelligence Group into MRS. Distributing the news to key titles read by the social and market research sector, such as *Research Live, Marketing Week* and *MrWeb*.

Supporting best practice in AI by promoting the publication of guidance on the use of new technologies by the Delphi Group.

Contributing to *Research Live's* 2023 review and 2024 preview series with commentary on the main challenges facing the sector, its biggest achievements and its priorities going forward. This included the impact of the ongoing cost of living crisis on the sector, the development of AI, and the skills agenda.

Building understanding of the MRS Code of Conduct and the part it plays in good research through Jane Frost's guest appearance on an episode of the *Now That's Significant* podcast – where researchers discuss the challenges and opportunities facing the sector.

Leveraging the executive team's social platforms to promote engagement with MRS events and key issues facing the sector, including the Gen-Z and B2B research conference.

Supporting the launch of the Research Inside campaign to showcase best-in-class research from the award winners – highlighting innovations in international, cultural and creative development insights, among other categories.

Financial
Statutory accounts

The following summary of key financial information is extracted from the audited accounts for the year 2023/24

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	2023/24	2021/22
Individual membership subscriptions	786	738
Company Partner Service	753	642
Publications & information services	512	572
Training & qualifications	904	876
Conferences & seminars	587	459
Other services	546	741
Total	**4,088**	**4,028**

Expenditure	2023/24	2022/23
Cost of activities	1,184	1,069
Employment	2,028	2,005
Other administration less sundry income	923	778
Net financing charges & taxation	14	249
Revaluation of property investment	0	(730)
Total	**4,149**	**3,371**

Recognised gains and losses	2023/24	2022/23
Net surplus/(deficit) on trading	(61)	138
Revaluation of property investment net of deferred tax	0	519
Surplus/(deficit) for the financial year	(61)	657
Revaluation of tangible fixed assets net of deferred tax	0	885
Contribution to reserves	**(61)**	**1,542**

Summary Balance Sheet (£'000)

	2023/24	2022/23
Tangible assets	7,888	7,977
Net current liabilities	(552)	(545)
Long term liabilities inc. deferred tax	(1,246)	(1,281)
Net Assets	**6,090**	**6,151**

Property revaluation reserve	4,976	4,976
Income & expenditure account	1,114	1,175
Reserves	**6,090**	**6,151**

Company details

mrs.org.uk/about

MRS Main Board and Officers 2023/24

MRS Officers

Jane Frost CBE
Chief Executive Officer, MRS

Saj Arshad CMRS
President

Sinead Jefferies CMRS
Chair of Main Board

John Haworth MMRS
Honorary Secretary Treasurer

MRS Main Board Members

Shazia Ali MMRS

Dr Marie-Claude Gervais CMRS

Jake Steadman CMRS
(Special Advisor)

Rebecca Cole CMRS

Geoff Gosling CMRS

Nick North CMRS

LaShanda Seaman MMRS

James Endersby FMRS
Chair designate

Jonathan Hall CMRS

Zoe Ruffels CMRS

Company details
Further information

mrs.org.uk/about

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 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 supported elections, launched global brands and deciphered profound trends in society. We support, promote and aim to enrich the research and business world.

In consultation with our individual members and Accredited 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
www.mrs.org.uk/researchbuyersguide

Research Jobfinder
researchjobfinder.com

Fair Data
mrs.org.uk/fairdata

Recruiter Accreditation Scheme
ras.mrs.org.uk

GeoDems Knowledge Base (GKB)
mrs.org.uk/geodemographics

The Market Research Society
(Limited by Guarantee)
Company Number 518685

Registered office and Business address
The Old Trading House
15 Northburgh Street
London EC1V 0JR

Telephone
+44 (0)20 7490 4911

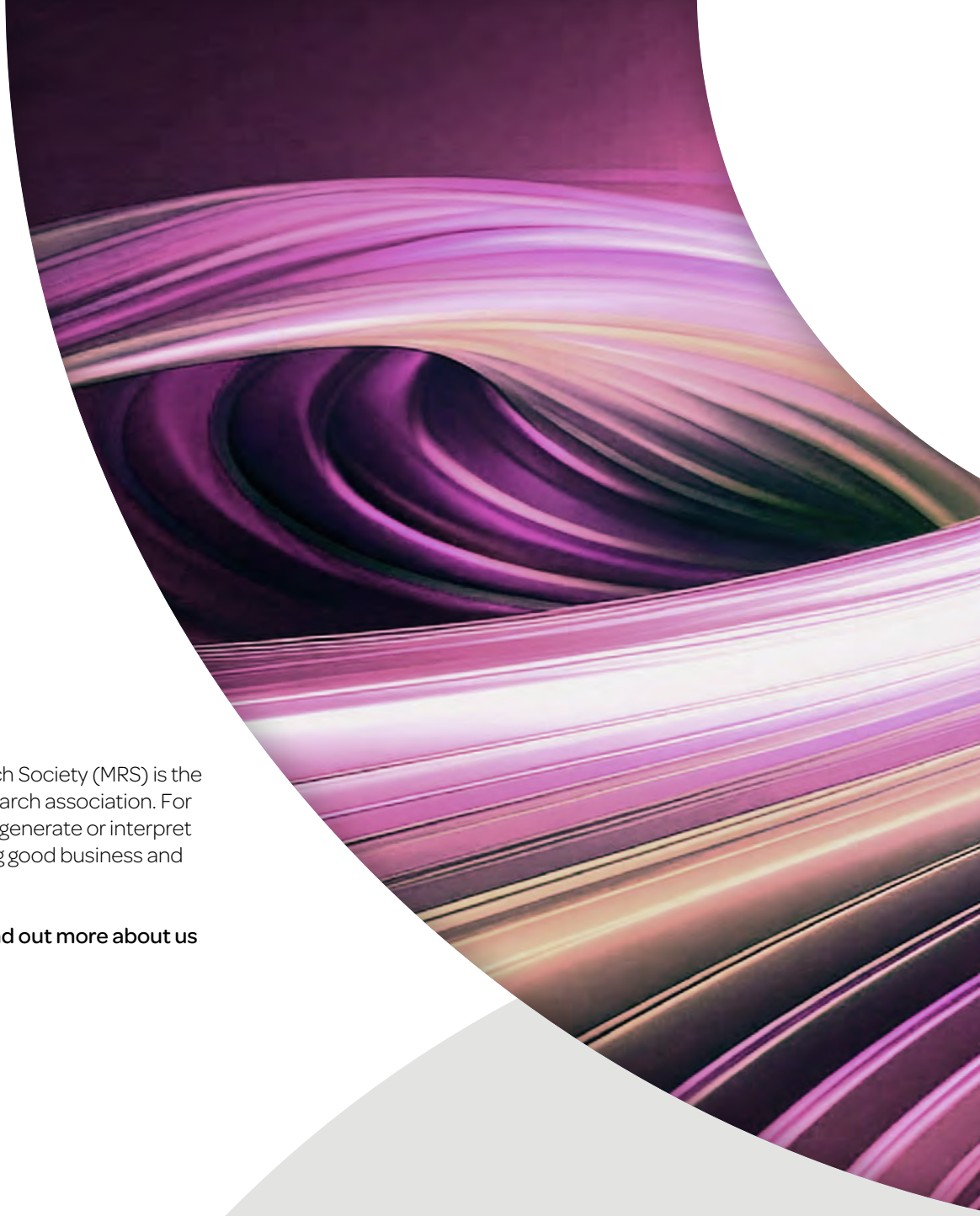
Email:
info@mrs.org.uk

Website:
mrs.org.uk

Auditors
Gravita ABG LLP
Aldgate Tower
2 Leman Street
London E1 8FA

Bankers
Nat West Plc
City of London Office
1 Princes Street
London EC2R 8BP

Solicitors
Bates Wells
10 Queen Street Place
London EC4R 1BE



The Market Research Society (MRS) is the world's leading research association. For all those who need, generate or interpret evidence for making good business and policy decisions.

Click here to find out more about us

MRS Evidence Matters™