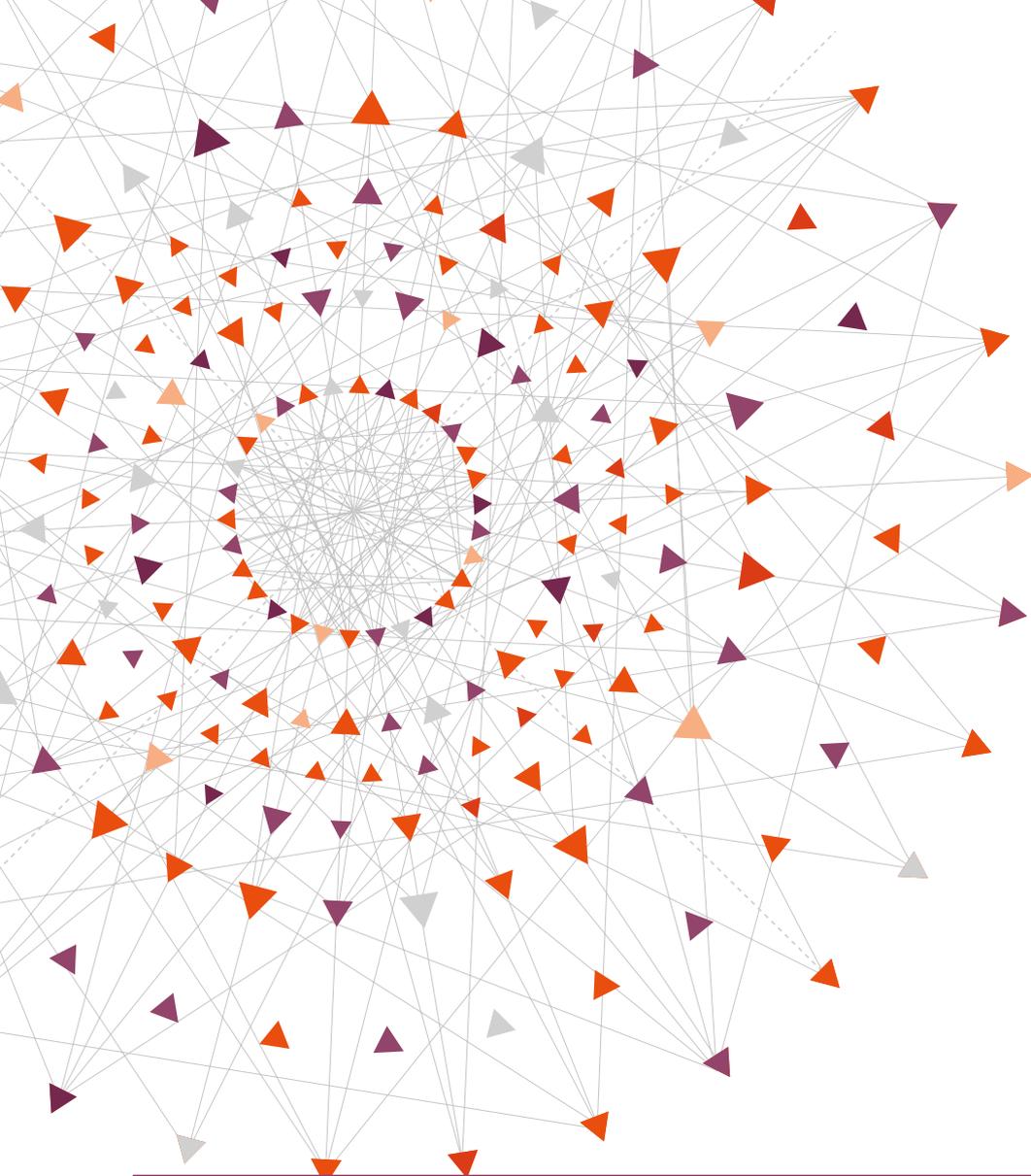




# Annual Review

2013/14





# ANNUAL REVIEW

2013/14

<b>Introduction</b>	3	<b>Activities and Highlights</b>		<b>Financials</b>	13
<b>Protecting Research</b>		– Membership	6	<b>Company Details</b>	
– MRS Policy Unit	4	– Professional Development	7	– MRS Main Board & Officers	14
– International	5	– MRS Company Partner Accreditation	8	– Company information	15
		– Publishing	9		
		– Conferences	10		
		– Standards and Self-regulation	11		
		– Media	12		



## MRS – STRENGTHENING THE SECTOR

2013/14 was a year in which MRS took its mission to protect, promote and connect the research sector in all its forms to some of the most powerful organisations in the UK.

It all comes back to that small word which is critical to the health of our business: trust.

Trust has taken quite a battering this year.

Just witness the issues that are now making the headlines in mainstream media on a daily basis – the right to be forgotten, nuisance calls, personal data abuses and security breaches.

As a result, the general public's privacy concerns are ballooning and mutating, producing new anxieties at every turn.

Participation rates and overall public confidence in research has dipped.

A report published in February 2014 by the Global Research Business Network – of which MRS is a founding partner – found that on average, almost a third (31%) of UK and US citizens do not trust their domestic government with their personal data, and 41% said they don't trust research companies.

During 2013/14 MRS worked hard to update the MRS Code of Conduct and prepare it for re-launch. It includes clear protocols on areas such as data collection designed to meet current needs and technology developments.

The Fair Data agenda is central to all of this as it translates our internal standard to a trust mark that is clearly understandable to the consumer.

Our new, more robust compliance approach has paid dividends in wider awareness.

We started by referring G4S to the ICO in June 2013 for work undertaken by prisoners under the pretext of 'research'. Then in November MRS referred the Conservative party to the ICO, as part of a complaint about collection of data for campaigning or other purposes under the guise of research. The ICO ruled that guidelines had indeed been breached.

By writing to all political parties outlining our concerns MRS aims to bring about a change in the way political parties and others casually use the term "research" to cover all sorts of data collection activities.

These efforts have been picked up and covered by the national press.

Our message to consumers and stakeholders is: if you report it, we will follow it up.

As we showed in the case of G4S and the Conservatives, if we cannot achieve a constructive dialogue we are not afraid to draw public attention to the issue. As data collection and the opportunities to employ it become more ubiquitous, trust is more at risk.

As a sector we need always to remember that just because a thing can be done does not mean it should. Commercial and operational pressures can put this at risk, whilst the huge mass of legislation is difficult to navigate and its complexity provides traps for the untrained and unwary.

With the launch in March of MRS' Continuous Development Programme (CPD), the first CPD programme for the whole of the market research, insight and data analytics sector, MRS is driving the quality and standards agenda from within the sector, as well as from the consumer's perspective. Engaging in CPD's not just a process, it's an ethos, and if we believe our own rhetoric on standards we should all join in.

I can't look back on the year gone without acknowledging the work of the MRS Main Board, with particular thanks to those departing members (see Company Details for full list). We do have incredibly supportive accredited Company Partners, Fellows and MRS Members to whom we owe much.

Our Patron's scheme has provided critical support across a number of areas, and I welcome Stan Sthanunathan, Senior VP at Unilever, who joins an already impressive list of luminaries (you'll see quotes from each peppered throughout this report). I'm also delighted to welcome a new MRS President, Dianne Thompson CBE, former CEO of Camelot Group, and a new MRS Chair, Richard Silman of Ipsos Group. I am also delighted that Phyllis Macfarlane has agreed to remain involved as Immediate Past Chair.

Lastly, I'd like to make special mention of outgoing President, Rita Clifton CBE, who has left MRS in better shape than ever to flourish during the very challenging and rewarding period ahead.



"Our message to consumers and stakeholders is: if you report it, we will follow it up."

**Jane Frost**  
Chief Executive, MRS, CBE

# MRS POLICY UNIT

## Electronic communications

Throughout the period MRS engaged with the Department of Culture, Media and Sport (DCMS), Ofcom and the Information Commissioner's Office, in order to draw attention to the problem of nuisance callers posing as researchers.

In order to protect consumers from misleading commercial practices and protect the telephone network as a channel for research, MRS proposed that the Privacy and Electronic Communications Regulations be amended to explicitly prohibit selling under the guise of research ("sugging") and any other activities masquerading as telephone research (such as fund raising). Additionally, MRS proposed that all telephone research should be conducted in accordance with the MRS Code of Conduct.

MRS also assisted Ofcom's research into the issue, encouraging MRS Company Partners to provide details of their caller line identity numbers to aid the distinguishing of genuine research organisations from rogue operators.

## Trading and business environment

MRS continued to make the case for better procurement practices, making submissions to the Communities and Local Government Committee's inquiry on Local Government Procurement, and to HM Government's consultation on making public sector procurement more accessible to SMEs. This was in addition to the direct representations MRS has been undertaking throughout 2013/14 to UKSBS and the Crown Commercial Service regarding the government's research frameworks.

At the heart of our submissions is the case that any criteria used to evaluate service procurement, which is based on a high level of intellectual capital such as research, should be based on assessing whether a proposed solution is fit for purpose and good value for money; not on lowest cost. Lowest cost does not equate with value for money.

The MRS Policy Unit also contributed a response to the call for views as part of Department of Business Innovation and Skills preparation for producing a framework for action on corporate responsibility. The response focussed on responsible supply chain management, and consumer awareness and trust.

In employment matters, the Policy Unit made a submission to Department for Business & Skills consultation on zero hours employment contracts. Zero hour contracts offer valuable means for research companies to retain a pool of skilled interviewers, to support a range of research projects at any time. This approach also suits interviewers who wish to have complete flexibility in their working arrangements, which is key to the popularity of interviewing. We did not however endorse or support the use of exclusivity provisions or zero hour contracts in environments where it is unsuitable.

In early 2014, MRS made representations to members of House of Lord on the Transparency in Lobbying, Non-Party Campaigning and Trade Union Administration Bill, leading to the loosening of proposed restrictions on market and opinion research in the period prior to a General Election.

## Data protection

The reform of EU data protection legislation which will lead to the repeal and replacement of the Data Protection Act 1998, is a major and ongoing concern of the MRS Policy Unit. We remain in close contact with the Ministry of Justice, which represents the UK in the negotiations.

MRS continued to play an active role in the Advertising Association (AA) Data Protection Working Group, ensuring that the interests of research business are referenced in representations on behalf of the wider marketing communications sector.



"Peoples' behaviour is changing over months and years rather than decades, and we're seeing completely new behaviours emerging in retailing and internet commerce. Understanding what's going on is vital if you are going to react – always looking in the rear view mirror doesn't give that to you."

**Clive Humby**, MRS Patron and Chief Data Scientist at Starcount, speaking at Fair Data launch

# INTERNATIONAL

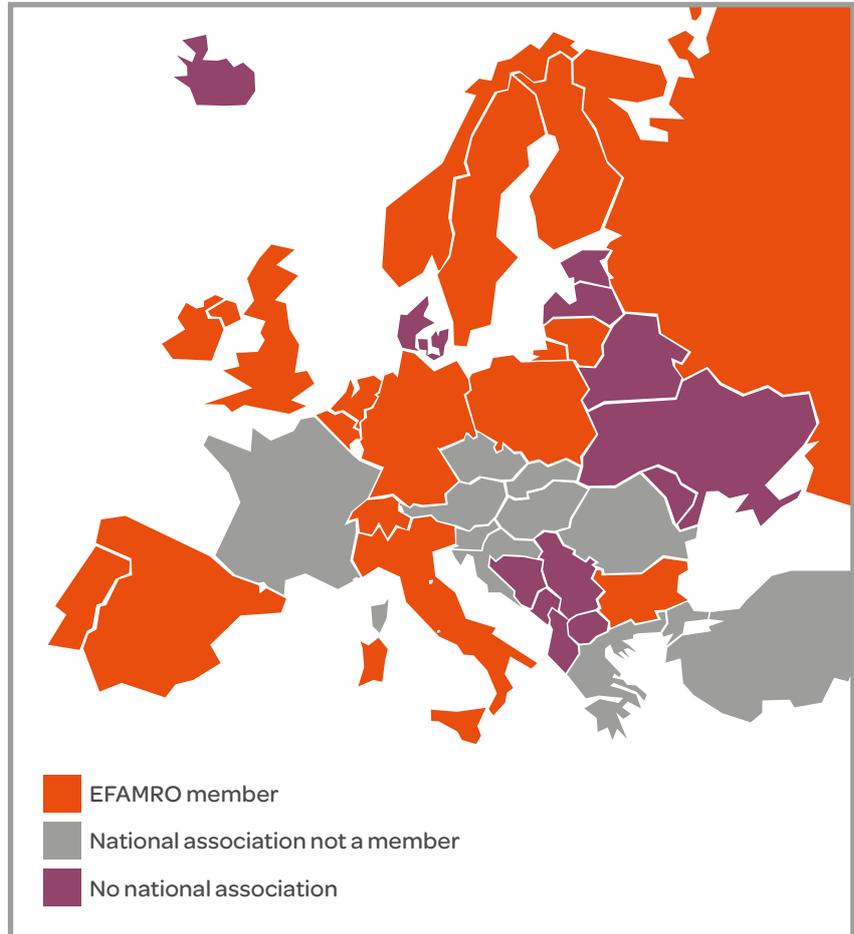
## EFAMRO

EFAMRO, the European Research Federation, represents the interests of research businesses to the European Parliament, European Commission and Council of Europe. MRS has been an EFAMRO member since 2006, and since 2009 has led the public affairs work of the Federation.

EFAMRO in coordination with ESOMAR, continued to lead representations on the proposed General Data Protection Regulation, meeting with the European Commission, the European Data Protection Supervisor and members of the European Parliament.

In January 2014, Barry Ryan, Director of Policy and Communication for EFAMRO addressed the European Parliament Privacy Forum on the topic *Secure Science: Research and Data Protection*.

During 2013, EFAMRO launched its Moodindicator project, a twice yearly survey that looks at the mood of research businesses cross Europe and the views of their national research markets. The survey is based on the ARIA, State of the Business survey which has been running in the Americas since 2011.



## Global Research Business Network

In February 2014 a report from the Global Research Business Network on attitudes to personal and sensitive data revealed that, on average, almost a third (31%) of UK and US citizens do not trust their domestic government with their personal data. The report, which was based on a survey of over 2,000 individuals, also highlighted consumer distrust in internet search engines, social media companies and mobile phone operators.

Further rounds of the survey will be conducted across the Americas, Europe and Asia-Pacific during 2014/15.

During the period the GRBN held meetings during the APRC annual conference in Bangkok and at the MRS Annual Conference in London.

The Network continues to develop an extensive range of resources for associations in the network, including information on ISO 20252, codes of conduct, self-regulation, and

association management, as well as profiles of the network members, an international directory and a calendar of events.



“You’ve only as good as your last idea. The barriers to entry are pretty low, and young people can win. That’s the reason why this industry is so vibrant. When they get into power and control, we’ll see even more rapid adoption, even more internet start-ups. And I think we’ll see even more rapid change from the BRIC markets. We need more skills in programming; we need more skills in data; and we need more skills in digital.”

**Martin Sorrell**, MRS Patron and Founder and CEO of WPP, speaking at MRS Annual Conference 2014

# MEMBERSHIP

## MRS networking

Programmes of events were run by networks in the Midlands, Scotland and the South West. Whilst in Northern England, the MRS Yorkshire Network met in Leeds and the Best of MRS Annual Conference returned to The Lowry in Salford.

## Member evenings

The regular programme of Members' Evenings, most of which were sell outs, continued throughout the year. Topics included behaviour economics, the ageing consumer and a Chinese wine tasting event.

## Road Show

In Autumn 2013 and Jane Frost, CEO, Debrah Harding (Chief Operating Officer), Barry Ryan (Director, Policy Unit) visited Edinburgh, Manchester, Birmingham, Bristol, Winchester and London to consult with members about proposed changes to membership grades, CPD and the MRS Code of Conduct and share ideas to help shape the future of MRS.

## Advanced Analytics Network

ADAN – the new MRS Advanced Analytics Network aims to help identify, develop and disseminate research sector best practice in the general area of advanced analytics. ADAN members are able to exchange news, views and information via a LinkedIn group and an event is planned for Autumn 2014.

## R-Net turns ten

The MRS network for young and new researchers celebrated its tenth birthday in September with a party at London's Bar Soho. The group began with 7 members in 2003 and has since hosted 60 free events and now has over 1,000 subscribers.

## MRS social events

The MRS Summer Party was held for over 100 members and their guests on a rooftop bar overlooking St Paul's Cathedral in July. The summer also saw the return of the MRS Charity Golf Day in aid of the MRBA and the sixteenth annual MRS 5-a-side football tournament at Hanwell Town FC.

## IJMR Speaker Evenings

A series of events featuring leading research methodologists was launched in conjunction with the International Journal of Market Research. The first presentation in November, on the ethics of big data, was presented by Dr Daniel Nunan.

## MRS Awards

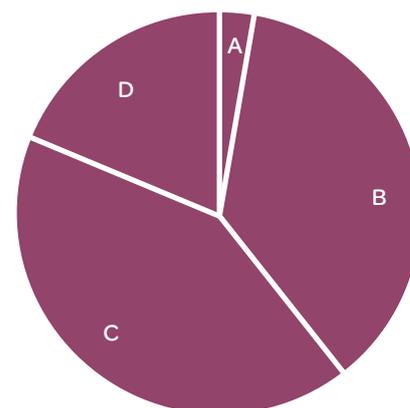
In June the Savoy played host to the second MRS Excellence Awards Lunch, recognising the personal achievements of IJMR authors and the new MRS Fellows. The largest ever MRS Awards Dinner, attended by over 800 of the sector's leading buyers and providers of research, took place in December at the Park Plaza Westminster Bridge.

## Members' events attendance

Members' Evenings .....	459
Awards Dinner .....	812
Summer Party .....	127
Road Shows .....	163
R-Net.....	399
Regional and other networks .....	446

## MRS members

Total = 5,115  
As of 31 March 2014  
(The analysis represents the previous membership grades, as changes were not implemented until April 2014)



- A – Fellows and Honorary Members..... **3%**
- B – Full Members .....
- C – Associate Members..... **40%**
- D – Affiliate Members..... **20%**



"I encourage all of my marketing team to go out and meet consumers and understand their total life – not just the few minutes they spend with the product or in store – but understanding all of their hopes and dreams. The perfect balance of quantitative and qualitative will help you win in the market place and have the best products and the best marketing campaigns."

**Rosin Donnelly**, MRS Patron and Brand Director, Northern Europe, Procter & Gamble, interviewed by MRS

# PROFESSIONAL DEVELOPMENT

## QUALIFICATIONS

### MRS Advanced Certificate in Market & Social Research Practice

In the 2013/14 financial year a total of 409 candidates participated in assessment for the Advanced Certificate qualification.

January 2014 was the first assessment round against the new Advanced Certificate syllabus.

249 candidates were awarded the qualification – a 61% pass rate.

There was candidate representation from over 11 countries.

### MRS Diploma in Market and Social Research

There were 70 Unit participations in the June 2013 and December 2013 MRS Diploma assessment rounds, with 15 participants awarded the overall qualification having successfully completed all 4 units.

### MRS Certificate in Qualitative Research

MRS developed a new portfolio based qualification, the 'MRS Certificate in Qualitative Research'. The qualification was developed in conjunction with 2CV and Girlhub Rwanda to recognise the range of knowledge, skills and behaviours required by qualitative researchers to conduct effective interviews with respondents in market and/or social research projects.

## CAREERS

The careers section on [mrs.org.uk](http://mrs.org.uk), continues to be developed and enhanced with the addition of a dedicated careers brochure. The brochure is available in both on-line and print formats. Posters have been produced specifically for university careers libraries, adverts placed on Research JobFinder, and in the National Graduate Guide all promoting research as a career. MRS has supported a member initiative to raise the profile of research as profession via a series of Graduate Roadshows.

## TRAINING

Over 2,200 individuals received some form of training from MRS (up 17% from last year), including over 900 in MRS' fully equipped Training Suite, itself an increase of nearly 10%.

91 training courses were delivered over 113 days, covering introductory topics through to masterclass workshops, catering for research and insight professionals and covering a range of methodologies and techniques, including training in the data analytics and marketing sciences disciplines.

Supporting the research skills training were courses in key business and leadership skills to give researchers the professional skills they need to thrive in business.

New courses incorporated into the Learning & Development Programme included workshops on neuroeconomics, insight-driven innovation, commercial storytelling, negotiating, research communities, using games in research and a 1-day MBA.

Over 500 individuals took advantage of MRS' flexible online training programmes (research skills as well as business and leadership modules).

Nearly 200 candidates achieved an introductory-level Certificate through the MRS online exam.

MRS' bespoke design and delivery training service provided 46 in-company days of training to 19 different clients including blue chip companies as well as academia, government agencies, local government and research agencies. Nearly 700 individuals were reached in this way, which included delivering training overseas.



"The types of skills young researchers need are far greater than in my day. The first building block has to be research skills – but, on top of that, you have leadership, management, business skills. All of which are going to be required by younger people today. And in terms of careers, I don't think they are just looking at a company and saying: 'What are you going to do for me?'. I think they are asking: 'What do you stand for? What do you care about?'"

**Richard Silman**, Chair of MRS and Head of Corporate Social Responsibility, Ipsos Group, interviewed in Impact magazine, Issue 5

# MRS COMPANY PARTNER ACCREDITATION

During 2013/14 the number of MRS Company Partners reached over 500, which was an increase of 7.8% from the previous year.

The year saw client-side organisations becoming increasingly engaged with the MRS Company Partner accreditation programme with a rise of 65%; in addition the amount of recruitment agencies doubled in the year.

Ensuring that organisations and teams receive the most out of their Company Partner accreditation has remained at the forefront this year with the launch of the MRS Operations Network in April 2013. This Network went from strength to strength hosting three separate highly successful evening focusing on

subjects such as Zero Hour Contracts and Interview Quality.

### FAIR DATA

This year has seen the Fair Data team present at various events to increase people’s knowledge around the scheme. The launch year has been a huge success with the Fair Data accreditation being adopted by 28 companies within the UK. Fair Data has not only seen success in the UK but the 10 core principles have also been adopted by the Market Research Society of Singapore, which has incorporated the Fair Data principles into their membership requirements.

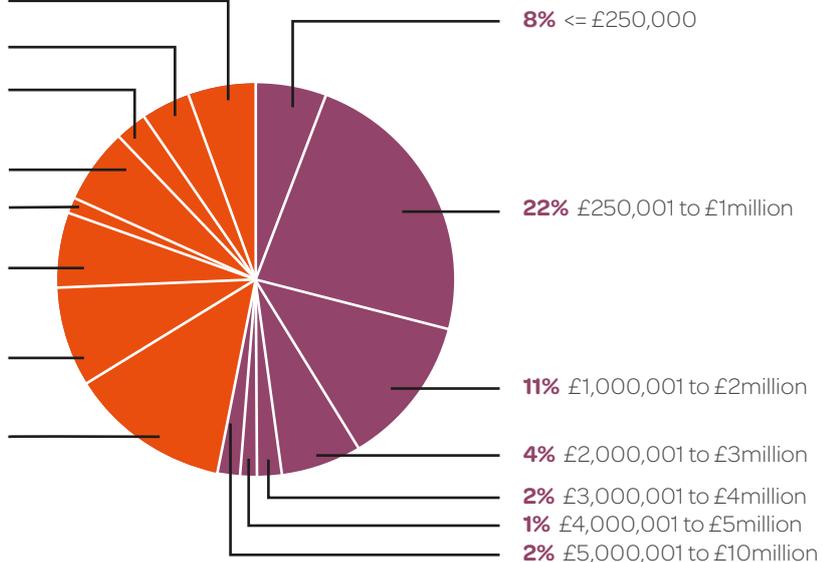
Fair Data expansion, both in the UK and internationally, is a key part of activities in the forthcoming period.



### MRS Company Partners by organisation type



### Research Suppliers by Turnover



“Market research is a way of life. It gives the curious, the intelligent and the interested a view of society which is almost unique. It provides a means by which an alert young person might taste a broad variety of experiences without becoming too attached to any one stream and therefore limit their opportunity to move upwards in the trade, or outward into a wide variety of occupations and callings.”

**Sir Robert Worcester**, MRS Patron and Founder of MORI

# PUBLISHING

## Impact magazine

Impact magazine, which was launched in April 2013, has been well received during its first year. The quarterly magazine has a circulation of 10,000 including MRS members, CEOs and marketing and advertising directors, and it continues to attract big brand case studies and interviews with the sectors most influential names. The magazine won 'Launch of the Year 2013' at the International Content Marketing Awards and was highly commended by MemCom, the organisation for membership marketing professionals. With the appointment of a new editor Jane Bainbridge, who brings with her much experience, the magazine looks set to flourish even further.

## mrs.org.uk

The Society's website has been upgraded to include ecommerce functionality which allows members to renew their annual fees online, and both members and non-members can now pay for events and training online.

## The Research Buyer's Guide

The print Guide continues to be the core reference tool for anyone buying research. The accompanying website was upgraded during 2013/14 to better showcase company listings, with the addition of video, high impact banners, client testimonials and social media links.

## Social media

MRS has a network of influential Twitter handles, LinkedIn groups and Facebook pages which enable engagement with members, individuals and interest groups, and the sharing of important news and content. With 21,000 followers, @researchlive continues to be the most influential research news outlet on Twitter.

## The International Journal of Market Research (IJMR)

After its first full year since launch in early 2013, the new IJMR website [mrs.org.uk/ijmr](http://mrs.org.uk/ijmr) has proved to be for many their first port of call for research methodology – even ahead of the print journal – offering as it does an archive of papers dating back more than 20 years as well as the latest issue, digital first papers and editor Peter Mouncey's topical blog.

## Research-live.com

With the largest online presence in terms of unique visitors and international reach, [research-live.com](http://research-live.com) remains the leading global research industry news platform.

WITH OVER  
**150,000**  
WEB VISITS EVERY MONTH, MRS PUBLICATIONS  
HAVE THE BIGGEST GLOBAL REACH



"We must be wary of hiding behind the demands for demonstrable ROI for innovative approaches if it forces us to be followers not shapers of the future. In this rapidly evolving field, the need is to have a perpetual beta mind set combined with a heavy dose of curiosity and inclination to take risks."

**Stan Sthanunathan**, MRS Patron and Sr. Vice President, Consumer & Market Insights at Unilever, writing in the MRS' forthcoming guide to social media

# CONFERENCES

## The MRS Annual Conference – Impact 2014

The MRS Annual Conference 2014 returned for the third year to the Grange Tower Hill Hotel in London, which still proved to be a popular venue with delegates and participants. Taking place on 18 and 19 March the conference provided a multi-streamed event welcoming over 120 speakers and workshop hosts.

Keynote speakers included Sir Martin Sorrell, science journalist and TV producer Simon Singh MBE, novelist Will Self and Paralympic gold medallist Baroness Tanni Grey-Thompson DBE.

The diverse programme attracted 600 participants over the two days from a very diverse spread of practitioners across the spectrum of clients, supplier, specialists, consultants, academics and the wider media.

## One-day conferences

MRS continued to provide a series of one-day conferences covering a wide range of sectors. The 2013/14 programme included topics as diverse as kids and youth, social media, healthcare, financial services and real-time research.

In 2013/14 MRS launched a new series of events, MRS Creativity Labs. Drawing on expertise from the design, storytelling, science and idea generating communities, the Labs offered a hands on approach using techniques from outside the research sector to influence delegates own work and expand their horizons.

## BIG/MRS CPS Conference 2013

In 2013 MRS partnered with BIG Conference to produce the first ever MRS CPS and BIG Conference collaboration. Held at the Brighton Metropole on 22 to 23 May the conference theme was The Business of Evidence and welcomed more than 30 speakers and workshop hosts from the research, advertising and client-side.



"I've always thought that market research was central to business, our national economy and a lot else in our national life. The global situation is tough, and we're behind nationally in recognising where our new markets lie and how to approach them. There's enormous cleverness in British market research organisations - those businesses can tell us how to approach new markets and new people in new places."

**Peter Yorke**, MRS Patron and Social Commentator, speaking at Fair Data launch

# STANDARDS AND SELF-REGULATION

## The MRS Market Research Standards Board (MRSB)

Throughout the period MRSB under took an extensive review and revision of the MRS Code of Conduct. A draft Code was launched in August 2013 as part of a three month consultation period which also included presentations at member events around the UK.

Working with GRBN partners, MRSB also approved joint Mobile Research Guidelines with AMSRS in Australia and CASRO in the US, the first multi-national and multi-association guidelines of their kind.

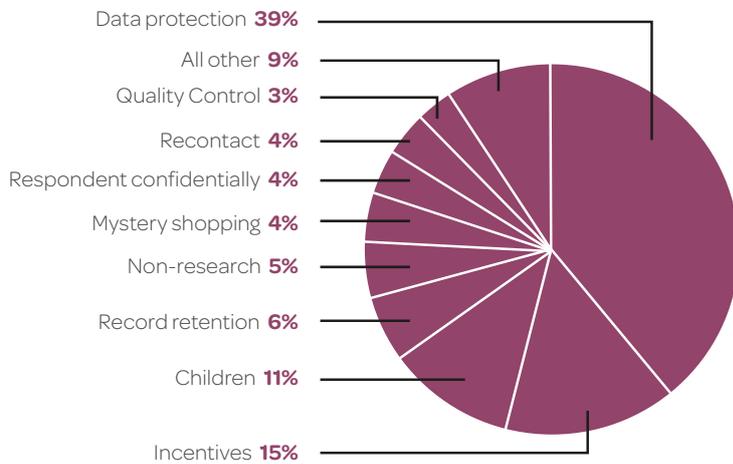
## Disciplinary cases

<b>Member</b>	
Complaint upheld.....	0
Complaint not upheld .....	3*
Outstanding at 31 March .....	0
<b>Company Partner</b>	
Complaint upheld.....	1
Complaint not upheld .....	5*
Outstanding at 31 March .....	2
<i>*One carried over case from 2012-2013 switched procedure from the Company Partner Complaints Procedure to the Disciplinary Regulations during the course of the investigation</i>	
Total disciplinary cases.....	11
Resolved by Standards Department.....	66
<b>Total complaints investigated.....</b>	<b>77</b>

## Complaint topics

<b>Members</b>	
Incentives.....	1
Member behaviour .....	1
Misleading respondents.....	1
<b>Total .....</b>	<b>3</b>
<b>Company Partners</b>	
Research design .....	3
Data protection.....	1
Interviewer behaviour.....	1
Misleading respondents.....	2
Panels.....	1
<b>Total .....</b>	<b>8</b>
<b>Resolved by Standards department</b>	
Interviewer behaviour.....	16
Incentives.....	10
Employment dispute.....	8
Research design .....	10
Panels.....	5
Data protection.....	1
Misleading respondents.....	2
Member behaviour .....	2
Handling refusals.....	12
<b>Total .....</b>	<b>66</b>

## Codeline N=568



"I think there's a real challenge for the research industry to make sure they frame big data in context. Number crunching on its own is not much use – it's just data, not information. It doesn't help you inform the decision and judgement you have to make. By setting it in a broader context of qualitative research you get far more useful, interpretative data."

**Dianne Thompson CBE**, CEO, Camelot, interviewed by MRS on becoming President

# MEDIA

Highlights of the MRS media campaign 2013/14 included:

- Proactive media relations commenting on key industry themes such as: data privacy and protection, big data, protecting children online and e-privacy.
- Commenting and creating opportunities on the value of economic contribution research makes to the UK economy; the value of research to SMEs, big businesses and the NHS; ethical data use; nuisance calling and sugging; and data privacy and protection in national and trade media.
- Promoting MRS' role as a sector regulator by securing profile in national and trade publications of MRS' approaching G4S regarding its prisoner work programme, and subsequent requests for a formal investigation by the ICO.
- Promoting the launch of Fair Data in Singapore in market research sector press.
- Promoting the launch of the MRS Delphi Group in trade and sector media.
- Profiling activity in national and trade media on Chief Executive, Jane Frost's role in ensuring political parties adhere to the MRS Code of Conduct when conducting research. Coverage achieved in The Independent on Sunday and Marketing Week.

- Profiling Jane Frost through commentary the use of geolocation technology. Coverage achieved in national and trade media.
- Promoting the renewed MRS Code of Conduct to include mobile regulations in market research press.
- Supporting MRS in driving industry debate by securing positive national and trade coverage in relation to the Census moving to a predominantly online format and UK Shared Business Services (UK SBS) announcing a tender for UK government's market research framework and responding, securing coverage in trade media.
- Careers profiling and advice piece in Hotcourses.co.uk

Throughout the period 112 positive pieces of media coverage were achieved in the following publications:

## NATIONAL

- BBC
- Financial Times
- Independent.co.uk
- The Economist
- The Guardian
- The Independent on Sunday
- The Times

## MARKETING AND RESEARCH PRESS

- Brand Republic
- Daily Research News Online
- Esomar.org
- Marketing
- Marketing Week
- Market Research World
- Mr Web
- Research
- Research Live
- WARC.com

## SECTOR PRESS

- Aura.org.uk
- Bcs.org
- Business Traveller
- Casro.org
- Civilsociety.co.uk
- Education Business
- featuresexec.com
- Gorkana
- Government Business
- Green Book
- Growth Business
- Health Business
- Hotcourses.co.uk
- Informationweek.co.uk
- itnewsonline.com
- lexology.com
- localgov.co.uk
- pandct.com
- Press Gazette
- Real Business
- Retail Week
- theicg.co.uk
- The Grocer
- Whats Next?
- #NewMR

## REGIONAL

- The Press and Journal

## INTERNATIONAL

- The Guardian (Nigeria)
- marktforschung.de



"One of my priorities is to ensure that research and other insights are relevant and actionable, flow freely through the organisation to reach decision-makers and are acted on rather than buried or ignored. As Patron of MRS, I want to help promote the importance of research as the lifeblood of customer-focused delivery and innovation."

**Patrick Barwise**, Chairman of Which? on becoming an MRS Patron

# FINANCIALS

The following summary of key financial information is extracted from the audited accounts for the year 2013/14.

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

## Summary Income and Expenditure Account (£'000)

Income	2013-14	2012-13
Individual membership subscriptions	620	638
Company Partner Service	359	280
Publications & information services	1,020	1,034
Training & qualifications	629	611
Conferences & seminars	424	467
Other services	347	327
<b>Total</b>	<b>3,399</b>	<b>3,357</b>

Expenditure	2013-14	2012-13
Cost of activities	1,110	1,124
Employment	1,652	1,688
Other administration less sundry income	661	763
Net financing charges & taxation	9	11
<b>Total</b>	<b>3,432</b>	<b>3,586</b>

Recognised gains and losses	2013-14	2012-13
Net surplus	(33)	(229)
Adjustment on property value	0	598
<b>Contribution to reserves</b>	<b>(33)</b>	<b>369</b>

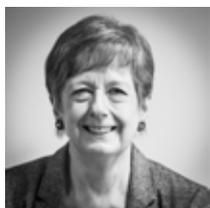
## Summary Balance Sheet (£'000)

	2013-14	2012-13
Tangible assets	3,389	3,465
Net current liabilities	(734)	(727)
Long term liabilities	(232)	(283)
<b>Net Assets</b>	<b>2,423</b>	<b>2,455</b>
Property revaluation reserve	1,098	1,098
Income & expenditure account	1,325	1,357
<b>Reserves</b>	<b>2,423</b>	<b>2,455</b>

## MRS MAIN BOARD AND OFFICERS 2013/14



**Rita Clifton, CBE**  
President of MRS



**Phyllis Macfarlane**  
Chair of MRS



**Vanella Jackson**  
Immediate Past Chair  
of MRS



**Raz Khan**  
Honorary  
Secretary-Treasurer  
of MRS



**Jane Frost, CBE**  
Chief Executive



**Fay Arbon**



**Stephen Bairfelt**



**Crispin Beale**



**Richard Silman**  
Chair-Designate



**Ruth Betts**  
Chair of the MRS  
Management Board



**Kirsty Fuller**



**Geoff Gosling**  
Chair of the MRS  
Market Research  
Standards Board



**Fiona Jack**  
Deputy Chair of the  
MRS Market Research  
Standards Board



**Barbara Langer**  
Chair of the MRS  
Professional  
Development  
Advisory Board



**Pat Molloy**  
Deputy Chair of the  
MRS Company  
Partner Service  
Board



**Liz Nelson, OBE**



**Debbie Preston**

Lists of those serving on MRS Committees and Advisory Boards are available on the MRS website [www.mrs.org.uk](http://www.mrs.org.uk)

## COMPANY INFORMATION

### The Market Research Society (MRS)

With members in more than 60 countries, MRS is the world's leading authority for research and business intelligence. It's for everyone with professional equity in market, social and opinion research (whether you use it or provide it) and in market analysis, customer insight and consultancy.

### Evidence matters

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

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

[www.mrs.org.uk](http://www.mrs.org.uk)

### Research-Live

[www.research-live.com](http://www.research-live.com)

### IJMR

[www.mrs.org.uk/ijmr](http://www.mrs.org.uk/ijmr)

### Research Buyer's Guide

[www.theresearchbuyersguide.com](http://www.theresearchbuyersguide.com)

### Jane Frost Blog

[www.mrs.org.uk/blog](http://www.mrs.org.uk/blog)

### Impact Magazine

[www.mrs.org.uk/intelligence/impact](http://www.mrs.org.uk/intelligence/impact)

### Research Jobfinder

[www.researchjobfinder.com](http://www.researchjobfinder.com)

### Geodemographics Knowledge Base (GKB)

[www.geodemographics.org.uk](http://www.geodemographics.org.uk)

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

Fax: +44 (0)20 7490 0608

Email: [info@mrs.org.uk](mailto:info@mrs.org.uk)

Website: [www.mrs.org.uk](http://www.mrs.org.uk)

### Auditors

Arram Berlyn Gardner  
30 City Road  
London  
EC1Y 2AB

### Bankers

Barclays Bank plc  
27 Soho Square  
London  
W1D 3QR

### Solicitors

Bates Wells & Braithwaite London LLP  
2-6 Cannon Street  
London  
EC4M 6YH



"Our elected representatives and commercial leaders take huge decisions on our behalf; decisions that can determine the course and contentment of our lives. Most of these decisions will have been strongly influenced by research. So every single one of us has the most acute personal interest in trusting that the research by which our leaders are guided is the product of high intelligence, rigorously conducted. It's scary just how much good research matters."

**Jeremy Bullmore**, MRS Patron and former Chairman of J Walter Thompson