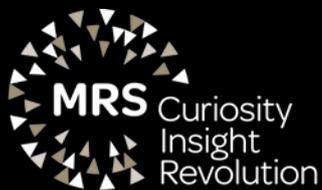
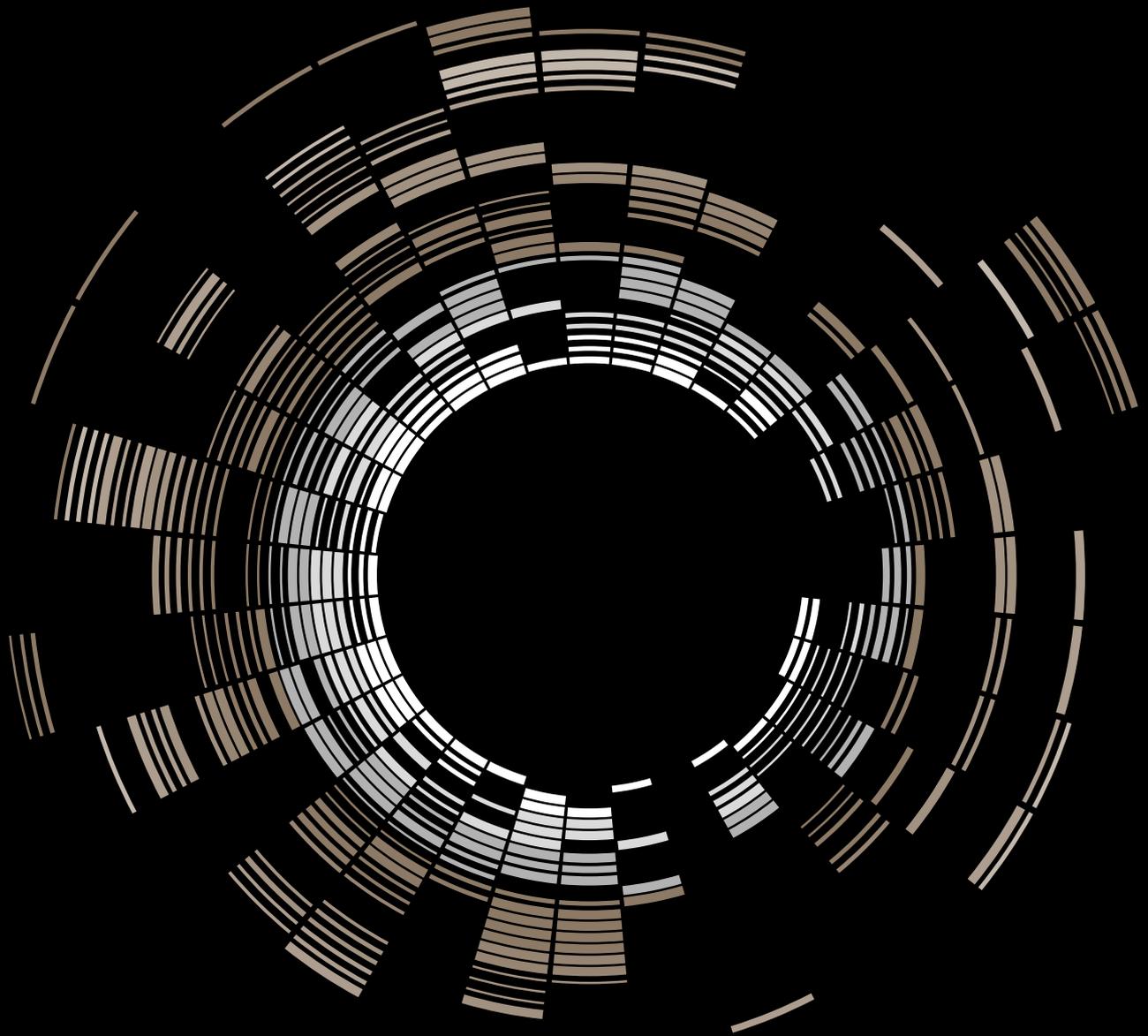


Annual Review

2015/16



70 years of helping people talk to power

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Introduction

Jane Frost, CEO, MRS



➔ mrs.org.uk/blog

High peaks, new horizons and remarkable events

This has been a remarkable year in the history of the Society for many reasons. 2016 is our 70th anniversary. We chose to celebrate the curiosity and intelligence that drives us as a sector resulting in the change that great insight can initiate.

We deliberately selected the term ‘helping people talk to power’ to reflect the voice that research provides to people, whether as citizens or consumers. As I write this, the UK’s new Prime Minister Theresa May has acknowledged that the EU referendum results show that the Government needs to listen more.

But just being 70 isn’t worthy of note if we’re not relevant to the sector we support. One way of gauging relevance is the quality and engagement of our cornerstone events, MRS Awards and Annual Conference. On both fronts I’m pleased to report this has been a record year in terms of attendance, notably among client side researchers. The conference delegate survey that we have been running for ten years showed the highest satisfaction levels yet.

But with every peak climbed appears a new horizon. It’s exciting to see new possibilities, to aspire for more. But it’s daunting too. How do we follow these record attendances? How do we beat this year’s stunning line up of keynote speakers at Impact 2016 – Bill Bryson, Rabbi Baroness Judith Neuberger DBE, Gavin Patersen, Richard Osman, Stan Sthanunathan, the list goes on?

The research sector, including MRS, has been feeling the pinch over the last few years – along with the rest of the economy – so it was particularly heartening to see the Society’s finances in the black for the second successive year.

A similarly positive message came from the joint MRS/PwC report ‘The Business of Evidence 2016’ which found that the UK research market has grown by 62% to £4.8 billion since 2012. These numbers surpassed even our own expectations. While the headline was the 350% growth in data analytics, it’s the parallel growth in qualitative research that I’m particularly interested in. Qualitative research gives decision makers the context and insight to formulate hypotheses and ask the right questions of ginormous data sets. It’s what makes the research so valuable to businesses and PwC’s findings confirm this. For more on the report see mrs.org.uk/boe.

This year, we faced the challenge presented by the performance of the polls in the 2015 General Election, and the attention this focused on parts of our sector. In March 2016, an independent panel commissioned by MRS and the British Polling Council published their report. MRS has already completed the actions to which it committed as an outcome of this review and will continue to do everything we can to support our members in implementing the panel’s recommendations.

We have identified two future challenges. The first is to bridge the gap between data and qualitative to create an integrated evidence and insight base. The second is to develop the skills of employees to meet the demands of a market driven by data intelligence. A flexible early adopter mind set, business acumen, good communications and sound data analysis skills – these are the characteristics of the researcher of the future.

MRS is determined to demonstrate best practice in these respects, and to support our members as they respond to wider business and society changes. Fair Data becomes more important; regulation is on the increase, whether it’s around nuisance calls or data handling. If you’re not accredited by MRS, you’re not on the Ofcom list of approved researchers.

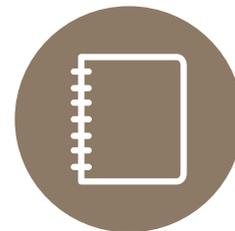
MRS is committed to ensuring that our members and Company Partners enjoy the new horizons and fresh opportunities that scaling these peaks afford.

I would like to thank our members, both individual and corporate; the many people sitting on a range of boards supporting various MRS functions like standards and professional development; the Delphi Group for leading our high impact thought leadership initiatives; as well as our professional staff who manage backstage so expertly without enjoying the limelight.

Jane Frost, CBE
Chief Executive Officer, MRS

Protecting Research

MRS Policy Unit



➔ mrs.org.uk/policy

The Policy Unit continued to work on a wide number of issues during 2015/2016 monitoring legal and regulatory developments and responding to an increasing number of key consultations. Ongoing lobbying and representation domestically, in Europe and further afield has maintained our profile and allowed us to effectively represent the interests of the market, opinion and social research sector.

Electronic communications

Utilising evidence, developed through engagement with MRS members operating outbound call centres, the Policy Unit responded to a major Ofcom consultation reviewing the persistent misuse policy on nuisance calls (including silent and abandoned calls). We highlighted the importance and value of telephone research and the need for Ofcom to develop a realistic targeted and focused enforcement approach. A decision on the new framework is expected by the end of 2016.

We also continued to work with other agencies and institutions on addressing the underlying problems causing the vast majority of nuisance calls. This included membership of Operation LINDEN, a multi-agency stakeholder group of regulators and industry and consumer groups working to capture and share intelligence effectively to improve enforcement and reduce consumer harm from nuisance calls and messages.

Data protection

Ensuring that legitimate and genuine market research is clearly distinguished from other practices continued to be a significant area of activity. Our response to the House of Commons Public Administration Select Committee Inquiry on Charitable Fundraising supported recommendations for change in this sector and stressed that adherence by fundraisers and charities to existing legal obligations on data protection and consumer protection was critical in addressing “frugging” i.e. fundraising under the guise of market research.

We also met with other industry bodies and regulators such as the Direct Marketing Association (DMA) and the Fundraising Standards Board (FRSB) to discuss best practice and approaches to strengthening of self-regulation schemes and standards and the alignment of codes as appropriate on allowed practices.

MRS also maintained engagement with the Information Commissioners Office (ICO). We responded to ICO consultations on changes to the Direct Marketing Guide and Privacy Notices Code of Practice. The revised guidance documents address issues of particular concern to the research sector. We also worked with ICO on the steps used by online research panel organisations processing data for research purposes. This allowed the ICO to more clearly understand researchers’ privacy-centric approach to data collection and the distinction between legitimate market research and activities such as lifestyle surveys.

We have also continued to play an active role in the Advertising Association (AA) Data Protection Working Group, ensuring that the interests of research business were reflected in AA representations on behalf of the wider marketing and communications sector.

“What the Mass Observers were hoping to create 70 years ago is now possible at an affordable cost. They were the first to develop the ideas that underlie sentiment analysis.”

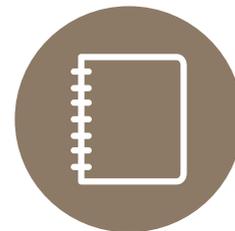


Adam Phillips,
Fellow of MRS and managing director
of Real Research

➔ See the full report mrs.org.uk/seventy

Protecting Research

MRS Policy Unit



➔ mrs.org.uk/policy

Trading and business environment

MRS represents both large businesses and SMEs and we have a range of research suppliers included in our membership. Recognising some of the difficulties smaller researchers face in the wider trading environment MRS supported a proposal from the Department for Business, Innovation and Skills (BIS) to extend some consumer protections to smaller businesses especially sole traders and micro businesses.

Ensuring that we can transparently and robustly represent member interests is important. We highlighted this in our response to the Scottish Government consultation on the Lobbying Transparency Bill focusing on the importance of a clear, objective and transparent rationales for exemptions from registration requirements.

Research and Statistics

Our work on research and statistics reflected collaboration between the Policy Unit and the MRS Census and Geodemographic Group (CGG). We responded to the Cabinet Office consultation on better use of data in government and data sharing. Facilitating greater data sharing with appropriate ethical and legal safeguards is critical in making more effective use of existing data sets and should also create a level playing field that covers all type of researchers including those in the private sector.

Another key activity undertaken with the CGG was the preparation and submission of three separate responses to the individually tailored topic consultations for the 2021 Census. These were run by the Office for National Statistics (ONS), Northern Ireland Statistics and Research Agency (NISRA) and Scotland Census setting out our main requirement is for UK-wide data on a consistent set of topics. We also provided a commercial perspective on the ONS consultation on changes to their products and services.

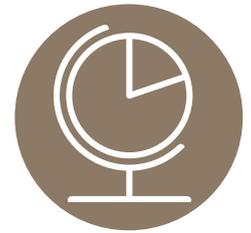
“None of us can underestimate the role that the geeks at IBM, Apple and elsewhere played in giving us the tools to transform our ability to capture and interpret data in meaningful ways – and in democratising the process of market research, and opening it up to millions.”



Eric Salama,
CEO of Kantar Group

➔ See the full report mrs.org.uk/seventy

Protecting Research International



➔ mrs.org.uk/international

EFAMRO

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

EFAMRO continued to lead representations on the proposed General Data Protection Regulation (GDPR); working with ESOMAR, activities included:

- ▲ Developing position statements on the relevant Articles within the draft GDPR Regulation, which informed wider representations to relevant European institutions and contacts.
- ▲ Drafting a communication, based upon these position statements, for use by all national associations within EFAMRO membership, to ensure consistent domestic and European representations.

EFAMRO also monitored developments in the wider policy agenda, especially around the Digital Single Markets which is expected to be a focal point in the next period. Guidance provided to members included:

- ▲ Guidance Note on Russia Data Localisation Law
- ▲ Webinars on developments EU-US Cross-Border Transfers
- ▲ Weekly Monitoring Reports on data and privacy developments across the EU and internationally

Global Research Business Network

The Global Research Business Network (GRBN) of which MRS is a founding partner, elected a new Executive Management Board including representation from MRS, and consolidated its role in the sector.

Activities included:

- ▲ Development of GRBN speaker database and Learning Centre to provide centralised area for key educational and training materials to improve access to researcher knowledge and expertise
- ▲ Scoping of the GRBN Building Trust Programme, to impact positively on participation rates, as well as data quality, speed of delivery and efficiency
- ▲ Issue of ESOMAR-GRBN Joint Draft Guideline for Online Research

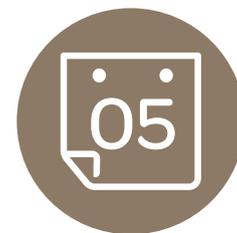
“They [the market research intelligentsia] were the first movers in relating qualitative and quantitative pictures of the world, leaving behind the nerdily partisan divide between the two approaches.”



Peter York,
Patron of MRS, broadcaster and author
➔ See the full report mrs.org.uk/seventy

Activities and Highlights

Membership Events



➔ mrs.org.uk/membership

Speaker Evenings and IJMR lectures

The regular programme of speaker evenings and IJMR lectures continued throughout the year at the MRS offices in London. Topics included 'Building brands for the subconscious', 'What is social class these days?' and 'Tapping into the African consumer of tomorrow, today'.

MRS Roadshow

Over the Summer MRS held 7 Roadshows around the country, in the following locations – Birmingham, Bristol, Cardiff, Edinburgh, Leeds, London and Winchester. The Roadshows focused on gaining views and ideas on a potential MRS Mentoring Programme, and on Fair Data and the ways in which it can be used to strengthen data protection and improve data practice.

Special Interest Groups

ADAN, the MRS Advanced Analytics Network, aims to help identify, develop and disseminate best practice throughout the sector in the general area of advanced analytics. The network had a very successful inaugural event in April followed by another well received event in November with speakers from the UK, USA and India.

For over 25 years the CGG has been a leading independent voice in the geo-demographics sector and as part of MRS, it exists to promote the full use of Census and geodemographic information. In March 2016, the group hosted a successful afternoon seminar, 'Can Big Data Replace the Census?', that explored big data sources and what they provide for geo-demographics users.

Around the UK

Events were run by existing networks in the Midlands, Scotland and South West, and a fledgling new Northern Ireland Network held its first meeting in Belfast in February. Half-day conferences were run in Leeds in May and Salford in September, which marked the seventh Northern showcase of award-winning content from the Annual Conference.

Social events

The 17th annual MRS 5-a-side football tournament took place at Hanwell Town FC in July, with 33 male teams and 7 female teams; the MRS Charity Golf Day in aid of the MRBA returned to Chobham Golf Club; and the rooftop of The Grange St Paul's hosted another well-attended MRS Summer Party.

Industry Leaders' Lunch

Jane Frost hosted the fourth annual lunch for agency CEOs and senior client-side professionals during Impact 2016. The 50 invited guests were given a presentation from PwC on the 'Business of Evidence 2016' report.

Awards

In June, three new Fellows were presented at the fourth Excellence Awards lunch, which was a sell-out; the Oppies took place in September, celebrating the operational teams and businesses that keep the sector running; and the MRS Awards Dinner took place in December. In a new venue, Supernova in Embankment Gardens, this event broke all previous attendance records with 849 guests.

R-Net

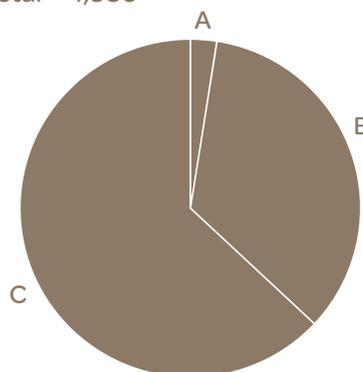
The MRS network for young and new researchers held four events sponsored by Chime Insight & Engagement. Two focus groups were attended by network members, giving them the opportunity to shape the proposition on the future of R-net. Additionally, R-Net members continued to blog for the MRS website and present at the MRS & AQR Graduate Roadshow.

Attendance at MRS Membership Events

R-Net	155
Speaker Evenings and Special Groups	590
Regional Events	528
Social events	362
Industry Leaders' Lunch	50
Awards events	1,256

MRS Members as of 31 March 2016

Total = 4,950



- A Fellows and Honorary Members 2.5%
- B Certified Members 34.5%
- C Members 63%

Activities and Highlights

Professional Development



➔ mrs.org.uk/qualifications

Training

2,371 individuals received some form of training from MRS, including over 1,300 in MRS' fully equipped Training Suite (an increase of over 16%).

90 training courses were delivered over 111 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 infographics and data visualisation, business proposals, design thinking, generating business and co-creation using focus groups.

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

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

37 in-company days of training to 24 different clients including blue chip companies as well as academia, government agencies, local government and research agencies. 546 individuals were reached in this way, which included delivering training overseas.

241 people attended our webinar seasons in the spring and autumn when 9 webinars were delivered either live or pre-recorded.

Qualifications

MRS Advanced Certificate in Market & Social Research Practice

451 candidates in the 2015/16 financial year participated in assessment for the Advanced Certificate qualification.

250 candidates were awarded the qualification – a 55% pass rate.

There was candidate representation in over 10 countries.

MRS Diploma in Market and Social Research

48 unit participations in the June 2015 and December 2015 MRS Diploma assessment rounds with 11 participants awarded the overall qualification having successfully completed all 4 units.

MRS Certificate in Digital Interviewing Skills for Market & Social Research

15 interviewers from Girl Effect Nigeria were awarded the new portfolio based qualification, the 'MRS Certificate in Digital Interviewing Skills for Market & Social Research'. The qualification recognises the range of attitudes, knowledge and skills required by research interviewers to conduct effective interviews via hand-held technology with participants in market and/or social research projects.

Careers

MRS commitment to promoting a career in research continued.

The *Graduate Roadshow* supported by MRS visited 14 universities in the year. The Roadshows raise the profile of a career in research and give students an insight into the practical applications of market and social research.

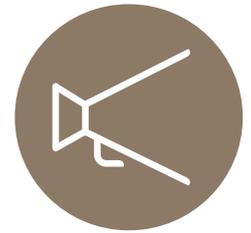
Mentoring

A Mentoring Scheme was developed and launched as a Pilot with 10 Mentors and 10 Mentees. The scheme has been well received and a full roll out to the membership will start in early 2017.

CPD

The MRS CPD programme continues to attract registrations, providing members with a framework to demonstrate their achievements, gain recognition for their professionalism and take control planning their careers. 6% of MRS members have enrolled onto the programme.

Activities and Highlights Publishing



➔ mrs.org.uk/publishing

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

Business of Evidence 2016

A new comprehensive sector review from PwC/MRS showed the market has grown by almost £2 billion since the previous report in 2012, and now employs nearly 73,000. See mrs.org.uk/boe

mrs.org.uk

MRS continues to invest in the online home of MRS membership. The website provides a single point of access to all MRS services and content. This year saw the integration of research-live.com, extending the depth of rich content that members and subscribers can access via all MRS websites.

Research Live

Research Live was relaunched in January delivering an exciting new platform for advertisers as well as deeper, richer and more accessible content for readers. A new series of video interviews with industry leaders cements the website's role as the go to news and views source for the research sector.

Impact magazine

Impact magazine explores how insight drives business decisions continues to inform and delight – feedback from our 10,000 readers is universally positive. Quarterly special reports push the boundaries, investigating the interface between data, marketing, research and technology. A special 70th report was published entitled 'From the birth of qual to the rise of big data'. All Impact content is now available online via the relaunched research-live.com.

The Research Buyers Guide

The Guide continues to be the core reference tool for anyone buying research with over 1,500 print copies sent to vetted client side research buyers. The accompanying [online site](#) is upgraded every year to better showcase organisation listings. This year saw significant investment in online marketing and search optimisation of the website to ensure it is the first port of call when looking for research suppliers online.

#IPAsocialworks

This cross industry partnership between MRS, IPA and the Marketing Society published numerous brand-led case studies of social media measurement and evaluation, and an in-depth guide 'Measuring not Counting'. See mrs.org.uk/social

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 a combined reach of circa 45,000 followers across all MRS Twitter accounts, including [@researchlive](https://twitter.com/researchlive) (26,000) MRS continues to be the most influential research outlet on Twitter.

The International Journal of Market Research

Complementing the bi-monthly print publication, the IJMR website mrs.org.uk/ijmr offers an archive of papers dating back more than 20 years as well as the latest issue, digital first papers and editor-in-chief Peter Mouncey's topical blog. Notable and popular papers on the website this year included 'Measuring the Degree of Corporate Social Media Use' and 'Consumer Meaning Making: the Meaning of Luxury Brands a Democratised Luxury World.'

MRS Delphi Group

MRS Delphi Group is the think tank to the research sector which brings the biggest issues into focus. This year a report on democratic engagement 'From Baked Beans to the Ballot Box' dovetailed with the 800th anniversary of the Magna Carta. The Delphi Group also presented a panel session on artificial intelligence entitled 'The Curious Computer' which won the Best Fringe Session award at MRS Annual Conference 2016. See mrs.org.uk/delphi



Activities and Highlights

Company Partnership

Accreditation



➔ mrs.org.uk/companypartner

The number of MRS Accredited Company Partners remained stable throughout 2015/16. MRS has continued to develop bespoke packages for organisations and over the year has seen an increase in the delivery of bespoke standards training and has expanded the offering to include bespoke professional development solutions.

The Operations Network continued to grow with over 100 people attending evenings where topics included 'Top tips to get prepared for the GDPR' and 'Navigating the rocky road of employment law.' The second MRS Operations Awards was a huge success with a 42% increase in awards entries and over 200 people attending the evening.

During 2015/16 MRS continued discussions on qualitative recruitment with AQR with two consultation meetings being held to gather feedback and engage with other stakeholders. Feedback on the scheme was collated and training and online materials have begun to be developed ready for a launch in 2016/17.

Fair Data

During 2015/16 Fair Data launched a new look and feel for the website and materials through an SME campaign. The Fair Data team presented at various events and advised various organisations of the upcoming changes to Data Protection through the GDPR and how Fair Data can help. Fair Data continues to grow and in 2015/16 saw a 20% increase in organisations becoming accredited.

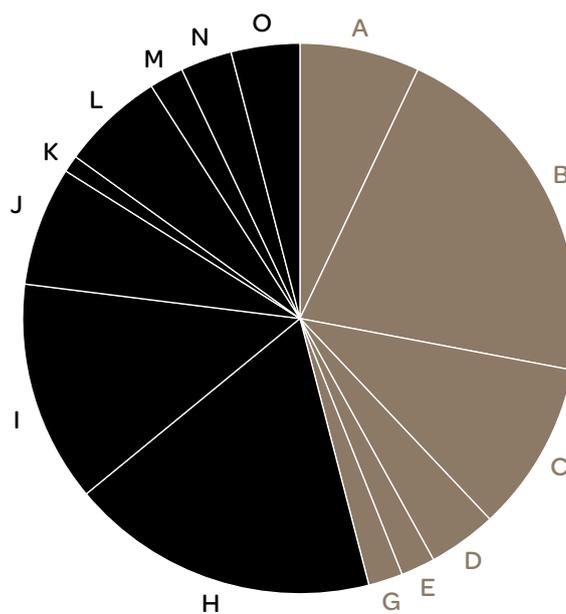
"The use of smartphones as a measurement tool is a game changer and is growing rapidly as technological advances allow us to do more and more – for the most part, all relatively cost-effectively."



Paul Bainsfair,
Director General of the Institute of Practitioners in Advertising (IPA)

➔ See the full report mrs.org.uk/seventy

Company Partner Statistics: Breakdown of Company Partners



- A Turnover ≤ £250,000 7%
- B Turnover £250,001 to £1 million 21%
- C Turnover £1,000,001 to £2 million 10%
- D Turnover £2,000,001 to £3 million 4%
- E Turnover £3,000,001 to £4 million 2%
- F Turnover £4,000,001 to £5 million 0%
- G Turnover £5,000,001 to £10 million 2%
- H Bespoke 18%
- I Clients 13%
- J Consultants 7%
- K Data Processing Companies 1%
- L Field Companies 6%
- M Recruitment Agencies 2%
- N Software Companies 3%
- O Viewing Facilities 4%

Activities and Highlights

Conferences



➔ mrs.org.uk/events

MRS Annual Conference – Impact 2016

The MRS Annual Conference 2016 returned to the Grange Tower Hill Hotel in London. Taking place on 15 and 16 March the conference provided a multi-streamed event welcoming over 120 speakers and session chairs.

Keynote speakers included Gavin Patterson, CEO of BT, author Bill Bryson, Rabbi Baroness Julia Neuberger DBE, producer and co-presenter of Pointless, Richard Osman and Stan Sthanunathan, senior vice president of consumer and market insights of Unilever.

The conference attracted over 750 participants from a diverse spread of practitioners across the spectrum of clients, suppliers, specialist, consultants, academics and the wider media. Attendance was 20% higher than the previous year.

BIG/MRS Company Partner Service Conference

In 2015 MRS continued the partnership with BIG Conference to deliver the 3rd BIG/MRS CPS Conference collaboration. Following delegate feedback, the conference changed format from a multi-day residential conference to a one-day conference at The May Fair Hotel in London on 2 July.

One-day conferences

MRS continued to provide a series of one-day sector conferences including: Kids and Youth, Financial Services and Healthcare research conferences. In 2015 two new sector conferences were launched, Automotive Research and Luxury Research.

Customers Exposed ran for its second year in 2015/16 once again bringing together 10 speakers identifying 10 trends in modern commerce and understanding. Methodology in Context was launched in 2015/16, the conference brought together 10 speakers offering insights into the practice and implications of research methodologies that generate consumer and citizen insight.

“The quantity of data and quality of insights now available to brands in these [BRICS] markets would have been unthinkable not long ago.”



Sir Martin Sorrell,
Patron of MRS and founder
and CEO of WPP

➔ See the full report mrs.org.uk/seventy

Activities and Highlights Standards and Self-regulation



➔ mrs.org.uk/standards

Preparing members for the implementation of the General Data Protection Regulation (GDPR) was a key activity for the Standards Department and the Policy Unit, including the delivery of regular member updates, webinars and six customised training briefings for MRS Company Partners. The importance of compliance with the GDPR has been reflected in the significant increase in the number of data protection queries received from members in this period.

The MRS Market Research Standards Board (MRSB) explored different ways to provide intelligence to the membership, producing short, accessible advice in the form of a Checklist for Buying and Using Data Lists, a Guidance Note on Collecting Data on Sex and Gender and a Best Practice Guide on Research Participant Vulnerability. A detailed Guide to Observers' Legal & Ethical Responsibilities, along with a Viewing Facilities Commitments to Participants note, has also been published.

"Accurately gathering information about consumers' needs and preferences no longer has to mean asking a question; it might include 'looking over a shoulder' online."



Edwina Dunn,
Patron of MRS and CEO of Starcount
➔ See the full report mrs.org.uk/seventy

Standards and Self-Regulation figures for the Annual Review as follows:

Codeline

Data Protection	142
Re-contact	16
Participant confidentiality	27
Mystery shopping	12
Non-Research	22
Record retention	14
Researching children	46
Incentives	62
Product test	8
Observation	4
Misleading participants	2
Code changes	2
Databases	8
Unreasonable client requests	1
Client anonymity	1
Questionnaires	7
All other	36
Total	410

Disciplinary cases

Member	
Complaint upheld	0
Complaint not upheld	0
Outstanding at 31 March	2
Company Partner	
Complaint upheld	2
Complaint not upheld	0
Outstanding at 31 March	0
Total	4

Complaint topics

Member	
Research design	2
Company Partner	
Research design	2

Complaints resolved by the Standards Department

Interviewer behaviour	12
Incentives	10
Employment dispute	3
Research design	10
Panels	4
Data Protection	2
Misleading participants	4
Handling refusals	6
Total	51

Activities and Highlights

Media



➔ mrs.org.uk/media

Highlights of the MRS media campaign 2015/16 included:

- ▲ Proactive media relations commenting on key industry themes including new guidelines on conducting online research, overcoming the challenges of researching certain demographics and the fundamentals of democratic engagement.
- ▲ Commenting and creating opportunities for debate on the role research plays across various UK industries, the value of research to SMEs, educational institutions and local and national government, and the importance of ethical data use.
- ▲ Promoting MRS' role as a sector regulator by commenting on the part pollsters play in general elections, as well as highlighting the world-leading position of the UK market and social research sector in pioneering new technologies.
- ▲ Providing commercial updates to the research press on the election of Jake Steadman and Phyllis McFarlane to the MRS board, Twitter's sponsorship of a new MRS Award and MRS support for Unilever's Paragon Initiative.
- ▲ Profiling 'Business of Evidence 2016', the PwC report commissioned by MRS to assess the size and impact of the UK research and evidence market; publicising the MRS annual league tables with marketing and research press.
- ▲ Working with The Times' supplement Raconteur to develop the first ever special report on 'The Future of Market Research'; highlighting the opportunities presented by big data alongside the importance of data privacy to build consumer confidence.
- ▲ Further profiling the campaign against 'sugging' and 'frugging' on BBC One's consumer affairs programme Rip Off Britain.
- ▲ Championing the Fair Data initiative and the importance of ethical data use across trade and national press; advising SMEs on conducting quality research on a budget and preparing for the implementation of the EU Data Protection regulation.
- ▲ Profiling the MRS awards 2015 and Annual Conference 2016 with research and marketing media.

- ▲ Proactive management of communications surrounding the MRS / BPC Inquiry into the discrepancies with the 2015 pre-election polls; liaising with broadcast, national and trade press to communicate MRS' role in regulating market, social and opinion research.

Throughout the period 46 positive pieces of media coverage were achieved in the following publications:

National

- ▲ Raconteur / The Times
- ▲ BBC One: Rip Off Britain
- ▲ BBC Radio 4: You & Yours

Marketing and research press

- ▲ MR Web
- ▲ Marketing Week
- ▲ Marketing
- ▲ Market Research World
- ▲ Research Live
- ▲ WARC
- ▲ Daily Research News Online

Sector press

- ▲ Economia
- ▲ Business Matters
- ▲ SME
- ▲ Government Business Magazine
- ▲ Education Business Magazine
- ▲ Database Marketing
- ▲ B2B Marketing
- ▲ Mediatel Newslite
- ▲ Food Ingredients First
- ▲ Sustainable Brands

Financials



The following summary of key financial information is extracted from the audited accounts for the year 2015–16.

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

Summary Income and Expenditure Account (£'000)

Income	2015–16	2014–15
Individual membership subscriptions	696	652
Company Partner Service	367	359
Publications & information services	823	962
Training & qualifications	696	686
Conferences & seminars	513	389
Other services	405	350
Total	3,500	3,398

Expenditure	2015–16	2014–15
Cost of activities	1,139	1,151
Employment	1,660	1,623
Other administration less sundry income	658	574
Net financing charges & taxation	19	9
Total	3,476	3,357

Recognised gains and losses	2015–16	2014–15
Net surplus	24	41
Adjustment on property value	0	1,030
Contribution to reserves	24	1,071

Summary Balance Sheet (£'000)

	2015–16	2014–15
Tangible assets	4,450	4,417
Net current liabilities	(913)	(795)
Long term liabilities	(18)	(128)
Net Assets	3,519	3,494

Property revaluation reserve	2,128	2,128
Income & expenditure account	1,391	1,366
Reserves	3,519	3,494

Company Details

MRS Main Board and Officers 2015/2016



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Jane Frost, CBE
Chief Executive Officer,
MRS



Dame Dianne Thompson, DBE
President



Richard Silman
Chair



Raz Khan
Honorary Secretary-
Treasurer of MRS



Phyllis Macfarlane
Immediate Past Chair



Crispin Beale
Joint Chair Designate



Danny Russell
Joint Chair Designate



David Alterman



Stephen Bairfelt



Dr Nick Baker



Ruth Betts



Richard Drury



Richard Ellwood



Kirsty Fuller



Geoff Gosling



Nick North



Liz Nelson



Richard Sheldrake

Company Details

Company Information



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

Evidence matters

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

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Impact Magazine

➔ www.mrs.org.uk/intelligence/impact

Research Jobfinder

➔ www.researchjobfinder.com

Geo-demographics Knowledge Base (GKB)

➔ www.geodemographics.org.uk

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