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Supporting you in difficult times

Annual Review 2009-10



Chairman's overview

Supporting you in difficult times



Rowland Lloyd

During 2009, the factor which made the greatest impact was the recession, which affected all of the western world, and other parts of the world to a lesser extent. In the UK, the recession was the steepest experienced for many decades. Financial services, retail, automotive and many other sectors which are significant users of market research made substantial spending cuts which inevitably made a revenue impact on the supply side of the research and insight industry.

Recessions pass eventually, but seldom leave the trading and competitive landscape as it was before. Within research, there will be an enduring focus on cost, on switching to online techniques which are less labour-intensive, on actionable insights and on return on investment. The purchasing/procurement function within large companies will tend to reinforce its presence with a focus on cost which does not always equate with value or effectiveness.

These are undoubtedly challenging times for market research, which has always rightly prided itself on its relatively resilient characteristics in tough times. New challenges will no doubt yield new opportunities.

Changing industry in a changing landscape

Much of the last year has been spent by MRS seeking to define and understand the needs of the so-called 'broader footprint' of business now engaging in the supply of research and insight. Many have origins quite distinct from the traditional market research/survey trade, and it is vital they too find relevance in MRS. This creates considerable pressure on industry standards, not to compromise or lower them, but to adapt them very frequently to reflect technological developments and methodological innovations. The switch from analogue to digital working creates a matrix of variables which is more difficult to define and monitor. However, we must be constantly vigilant against inappropriate regulation in this context, which can all too easily restrict the practice of legitimate market, social and opinion research. 'DIY research' will tend to flourish in this environment, because it will have a superficial impression of being fast, inexpensive and good enough, and will tend to ignore the old dictum of 'garbage in, garbage out'. If good research is the foundation for evidence-based decision-making, bad research will inevitably lead to flawed decisions with financial implications far greater than the cost differential apparently gained by substituting for professionally undertaken research.

International role

As the world's largest professional and trade body in this sector, MRS exerts considerable influence internationally on industry standards and representation. MRS has participated in ESOMAR's annual meeting of the World Industry Network (WIN), and has been a leading contributor to an international task force reviewing the compilation and eligibility criteria for the annual Global Market Research Report.

MRS represents the UK on the ISO Technical Committee revising ISO 20252. MRS currently holds one of the two vice-president positions at EFAMRO, and since April 2009 has provided services to EFAMRO covering standards and guidelines, communications and public affairs representation in Brussels. A new weekly series of EFAMRO monitoring reports has been developed along with major enhancements of the EFAMRO website and related e-newsletter. EFAMRO has been the lead body (working in partnership with ESOMAR) in making representation to the European Commission on the revision of the Data Protection Directive.

MRS is the owner and publisher of market-leading international journals, magazines and websites. *The International Journal of Market Research* (now complemented by a very successful *IJMR* Research Methods Forum) focuses on development of

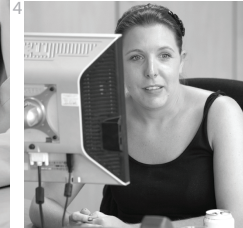
techniques and methodologies throughout the world. Likewise, it has global readership among both practitioners and academic institutions. Its papers also reach a huge additional worldwide audience electronically via WARC.com.

Research magazine and its companion websites – *research-live.com*, *theresearchbuyersguide.com* and *researchjobfinder.com* – all have global readership, scope of coverage, subscribers and registrants. Once again, this series of products and services has worldwide market leadership.

MRS conferences, training courses and qualifications also attract participants from many countries, and our accredited qualifications are being taken up in emerging markets by several MRS Company Partners who operate globally. MRS has individual professional members in over 70 countries.

MRS financial position

This Review highlights the large effort by MRS throughout the year to support its members and Company Partners in tough times. Despite all its strengths, MRS itself could not be immune to the economic and market adversity affecting its members, Company Partners and customers. However, MRS did succeed in maintaining its full portfolio of services. In round numbers, income declined by £500,000 and expenditure was cut (including by redundancies) by £350,000. At the year-end, there was a very creditable tiny operating surplus, supplemented by a welcome partial recovery in our property value – a real sign of the enduring underlying strength of MRS.



1 Jennifer Sproul, sales and marketing director, business division, develops commercial solutions for the *Research* family of products in response to member demand

2 David Barr, director general, works with Council and Management Board to set overall strategy and ensure that the highest possible membership benefits are delivered

3 James Verrinder, reporter, *Research*, serves up breaking news stories every day

4 Hayley Dack, professional development co-ordinator, encourages researchers to improve their skills by undertaking MRS qualifications

5 Tracey Bastick, credit controller, chases outstanding debts and ensures that MRS receives prompt payment for all of the services it provides

6 Julie Corney, standards and compliance co-ordinator, answers Codeline queries, helping to solve over 500 research queries each year

MRS response to the challenges

Entering new market conditions

Offering the right standards

Research methodology and techniques are constantly evolving. It is essential that the MRS *Code of Conduct* and associated regulations and guidelines keep pace ensuring that the sector has the right framework now and for the future. During 2009–10 the MRS Market Research Standards Board (MRSB) completed its revision of the MRS *Code of Conduct*. A new *Code* was issued to all members and Company Partners in January 2010, coming into effect on 1 April 2010. The main changes to the MRS *Code of Conduct* were:

- **Refining terminology to embrace new technologies and methodologies** to ensure that the *Code* remains fit for purpose. Wherever possible the revised MRS *Code* uses language that is technology- and methodology-neutral.

- **Broadening out the scope to allow you to do more.** In 2005, for the first time, the MRS *Code* enabled researchers to engage in the use of research techniques for non-research purposes. As research and marketing techniques have developed, so has the demand for researchers' skills and techniques to be used for purposes beyond research, e.g. in areas of policy, marketing, professional development, regulation and quality control. The 2010 MRS *Code* refines this further by replacing the old research principles with 10 new ones which reflect the broadening of researchers' professional activities.

- **Protecting the definition of research.** Data Protection legislation and understanding are being constantly refined both in Europe and in the UK. While the professional activities of researchers have widened in scope, the definition of research has not. Agreed 10 years ago, the definition of research is important in protecting research from the application of more stringent rules and legal requirements that apply to other activities such as direct marketing. The 2010 MRS *Code of Conduct* reaffirms the definition of research and includes a new rule on the use of client incentives for research activities to ensure that researchers do not unwittingly breach direct marketing regulations.

The suite of MRS guidelines is an important source of **practical guidance** for the application of the MRS *Code of Conduct*. MRSB has enriched the guidance focusing on legislation and emerging research techniques:

- New **Guidelines on the Use of Incentives** were published, to accompany the new MRS *Code of Conduct*.
- **Draft guidelines for deliberative research** were issued for consultation.
- **New guidance on online research** was initiated; a new **expert group** was formed to ensure that guidance remains up to date in this fast-moving area.
- A project was initiated to target those undertaking **DIY research** to give some tips and hints on how to avoid some of the most common pitfalls.
- In collaboration with the Chartered Institute of Public Relations, draft joint **guidance on using research for PR purposes** and how to do this ethically and in adherence with the MRS *Code* was prepared.

MRS was the first research association to recognise the **emergence of new non-research disciplines and to provide comparable rules that mirror the principles of the MRS Code** in this new environment. The rules, the *Regulations for Using Research Techniques for Non-Research Purposes*, were reviewed during 2009–10, primarily to match changes made to the MRS *Code*.

During 2009–10 a **significant update of the ISO standard for market, social and opinion research (ISO 20252)** was undertaken:

- to appraise the standard in light of new and emerging technologies for survey sampling and statistics;
- to incorporate issues covered in the access panel standard, ISO 26362;
- to reflect concerns which have arisen in those countries and organisations which have implemented the standard;
- to update and review quality management and scope of coverage.

Offering the right portfolio of services, both to individuals and organisations

With over 400 Company Partners and 6,500 individual members, MRS is already **the world's largest professional and business association in the research sector.**

As the business of research has diversified on both supply- and demand-side, the wider base of disciplines and activities within it is populated by organisations which are a key strategic development opportunity for MRS. However, they have typically not engaged with MRS other than as occasional ad hoc customers. At the same time, the traditional core marketplace has become more diffuse as a result of the impact of new technology, the emergence of new techniques and methodologies, and the rise of database analytics and insight generation. MRS Council refers to this as a **'broader footprint'** for research. To extend its relevance to business, and to reflect the rapidly changing industry map, MRS needed to acquire insight into how to engage this broader business community. Consequently, during 2009-10, MRS Council undertook qualitative research amongst senior players in both the agency and demand side who were non-Company Partners. The aim was to gather information to guide development of a new business proposition during 2010-11.

In parallel with this, MRS continued to attract demand-side companies into its Company Partner Service so that by the end of March 2010, a total of 12 **client organisations** had become MRS Company Partners.

Positioned as a festival for ideas, innovation and inspiration, **Research 2010: The Annual Conference** in March showcased a wide range of speakers, disciplines, session formats and topics. It was designed to appeal to a broad range of interests and to reach the full sector demographic. Attracting over 700 participants, it was a true reflection of a diverse research business. Programme highlights included research and creativity, the future of research, and emerging technologies.

MRS has risen to the challenges presented by constantly evolving methodology and the use of new technology by expanding its Research series of **one-day events**. In addition to the 5th Annual Online Research Conference, it organised conferences on online research methods, new media and research technologies, and data matters. The *International Journal of Market Research* (published by MRS) sponsored the 2nd *IJMR* Research Methods Forum, whose theme was *Stop asking, start listening: in the future should researchers be more concerned with listening to what consumers and citizens say, rather than asking pre-defined questions or using discussion guides?*

Talking to the right people

New legislation is constantly emerging, responding to challenges presented by a changing society; issues range from rapidly developing technology to increasing concerns about matters such as children, food and alcohol marketing and its impact on consumption. During 2009-10 MRS had a busy year keeping step with these policy changes and making proactive presentations to government departments and to legislators to protect research from tougher legislation which could impact on the costs and the practice of conducting research. Key activities undertaken during 2009-10 were:

- **Talking to the European Commission about the review to the Data Protection Directive.**
MRS was the sole representative of the research and insight sector at the May 2009 meeting in Brussels which launched the review of the Directive. Following this MRS, via its participation in EFAMRO, led the sector's response to the initial consultation resulting in a detailed written submission in December 2009.
- **Continuing to liaise directly with the Information Commissioner's Office (ICO)** in the UK to discuss domestic data protection issues such as the definition of research and the use of client incentives.
- **Contributing to the UK government's 'toxic childhood' review** and particularly the impact of marketing communications on this issue.
- **Joining forces with other associations under the umbrella of the Advertising Association to develop a new website/portal which contains all the relevant rules and regulations for undertaking advertising and marketing with children.** The AA's 'CHECK' initiative (Children Expect Clarity and Knowledge) is due to be launched in 2010.
- **Submitting evidence to the Public Administration Select Committee (PASC) to inform discussions on the 2011 Census,** particularly the available budget plus discussions on the questions to be asked.
- **Submitting a detailed response to the Ministry of Justice consultation on the electoral register, strongly arguing that researchers should have access to the full electoral register** and recommending that this should be re-considered if they decide to broaden access to the full electoral register (one of the options being considered). The results of this review are expected later in 2010.
- Meeting with representatives from Royal Mail to discuss Royal Mail's proposed licensing changes. The case was strongly made that the proposed

changes could be extremely damaging for research and that the wording should be reviewed.

Following these representations the Royal Mail licence wording was changed resulting in much more favourable conditions for research.

- **Responding to various UK government departmental consultations related to the development of and access to public and government data** including:
 - Setting out the policy options for geographic information from Ordnance Survey.
 - 2011 Census outputs.
 - The transposition of EC INSPIRE Directive 2007/2/EC, which relates to spatial data, into UK law.
- **Participating in the Food Advertising Unit's discussions** relating to Department of Health and World Health Organisation's efforts to develop additional voluntary principles for marketing food to children.
- Responding to the Economic and Social Research Council's enquiry into methodological research needs.
- Contributing to the Research Councils UK (RCUK) review into broadening its activities through the introduction of the RCUK Research Code.
MRS demonstrated the extent to which market, social and opinion research is already adequately covered via the MRS Code of Conduct.

Communicating the right message

Promoting more effective research procurement and buying better research is a key focus. During 2009–10 a number of initiatives were instigated to lay the foundations for this activity:

- **Joining forces with the Incorporated Society of British Advertisers (ISBA) in developing some research procurement initiatives** including a joint publication and some associated events to be rolled out during 2010–11.
- A regional event in Leeds following which a **marketing communications network** is forming in the North West. MRS is an active partner in this network and will be contributing speakers to events.
- Discussions with the University of Hertfordshire about participating in a **local business network** including holding joint events.
- Initial discussions with the Scottish Executive about a winter event for 2010 with MRS, SRA and LARIA all scheduled to contribute speakers.

MRSB and MRS undertook a **targeted communication campaign on the changes to the MRS Code of Conduct.**

MRS media presence

Admap
B2B Marketing
BBC News Online
Brand Republic
Education Business
GeoConnexions International
Government Business
The Grocer
The Guardian
Health Business
London Evening Standard
Mad.co.uk
Marketing
Marketing Week
PR Week
Research
Research World
Talking Retail
WARC.com

During a year of tough economic conditions for the research sector, the MRS media campaign focused on the **business benefits of undertaking good quality research** and the beneficial financial impact that research can deliver to the bottom-line. Proactive media relations activity by MRS resulted in securing quality coverage in over 90 articles and features published between April 2009 and March 2010.

MRS also **exploited all available media opportunities** to ensure maximum coverage for research. The MRS Press Office responded to over 60 incoming press calls between April 2009 and March 2010 and MRS spokesperson appeared in a range of national, regional and trade media including the titles on the left.

During the period an international marketing and communication campaign was initiated for the MRS Advanced Certificate. Key to this initiative is the message that this is now the **leading qualification for the sector** with broad international reach and appeal.



1 Debrah Harding, deputy director general, steers discussions with regulators to ensure that research flourishes and to prevent restrictive legislation

2 Archana Kumar, sales and marketing executive, delivers relevant news of *Research* initiatives, launches and offers to members, customers and subscribers



3 Robert Bain, features editor, *Research*, brings exclusive analysis, interviews and debates online and in print

4 John Steinitz, manager, Company Partner Service, works to ensure that all 400 organisations in the scheme make the best use of the benefits on offer



5 Frank Lawson, finance director, oversees financial planning, reporting and controls to ensure that members' funds are well managed and wisely invested



Adding value for members

Developing your expertise

During 2009–10, MRS increased the number of **free-of-charge events for members and Company Partners around the UK** on a wide variety of subjects to suit all career levels:

- The **New Code on the Road Show** was organised to coincide with release of the new *MRS Code of Conduct*. This comprised eight events for members and Company Partners held in Birmingham, Bristol, Edinburgh, Leeds and London.
- The regular programme of **Members' Evenings**, which are often standing room only, continued throughout the year.
- Following the successful launch in 2008-09 of the **Breakfast Bites** for young members, a second series of seven seminars was held during 2009-10. The programme followed the research process with a sector expert presenting on one element of the syllabus for the MRS Advanced Certificate at each session.
- A new second stream of six breakfast seminars entitled **Focus on... Research** was launched for practitioners with a minimum of a year's experience. These placed the spotlight on different research specialisms presented by experts from each field.

- MRS continued to co-operate with the Association for Survey Computing in organising a regular programme of **Technology Evenings** which attracted good audiences.
- MRS **Scotland** held its regular annual programme of events.
- MRS supported members in **Manchester** who organised two events offering the opportunity to sample offerings from Research 2009 and the 2009 Online Conference.
- Further support was given to the new **South West** network which held four networking events during 2009-10.
- Four **Standards Briefings** and two **General Briefings** were organised for MRS Company Partners.

During 2009-10 MRS held a series of **free events** to help practitioners get more out of MRS qualifications:

- **Learning from each other.** Centres involved in delivering the MRS Advanced Certificate met to share ideas and explore ways in which they could work together and learn from each other.
- **Helping you to do better.** The Chief Examiners for the MRS Diploma in Market & Social Research Practice met with Centres involved in the delivery of the qualification to share their insights on how candidates could do better.
- **Getting it right first time.** MRS provided expert training to individuals involved in providing assessment for the MRS Advanced Certificate, to help in-house assessors maintain the quality and standards expected to achieve the MRS Advanced Certificate.

Engaging with young practitioners

In 2008–09 a project was initiated to encourage **greater involvement** and participation by young practitioners in MRS. The objectives for 2010–11 were met or exceeded in particular the **recruitment and retention** rates for this group of members plus:

- 66% of under-30s **participated** in MRS events and qualifications in 2009 compared to 49% in 2008.
- The number joining the R-Net **Facebook** group increased by 60%.
- A quarterly **Freshers** e-newsletter was introduced in September 2009 for the under-30s highlighting MRS benefits, products and services available to this age group.
- In addition to the Breakfast Bites and Focus on... Research programmes, MRS continued to support the **R-Net** annual programme of six events.

Helping you shine

During 2009–10, MRS strengthened the **Research Awards** programme and set out to enhance the benefits attached to placing an entry.

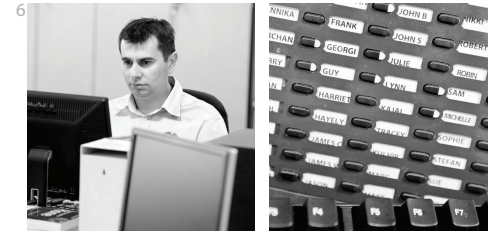
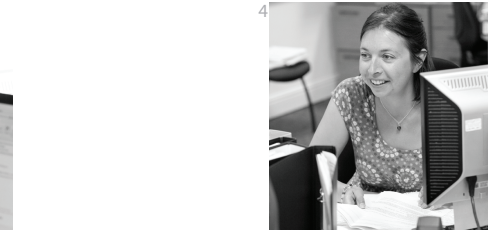
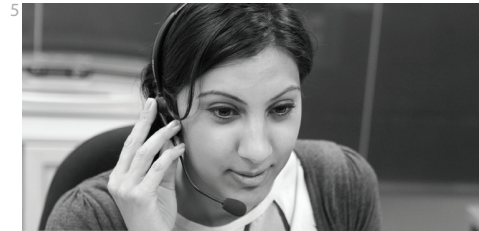
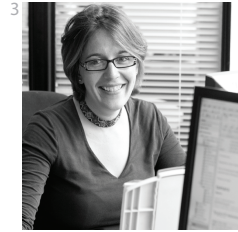
- A 'How to Win' **workshop** was held to provide advice on how to plan and write an award entry.
- General **guidelines** on what makes a winning submission were published.
- Selected award entries were used as case studies by the MRS **press office** (e.g. in press releases, in MRS developed features or as examples of best practice).
- Selected award winners were invited to **present** their entries at MRS events.
- Winners of the *Research* magazine awards were interviewed and the **recordings** placed on the *research-live.com* website.

This resulted in a record number of award submissions and of guests at the awards dinner.

Helping you gain digital access

In 2009–10, MRS launched a series of developments across its digital portfolio including further enhancement of *research-live.com* and *theresearchbuyersguide.com* plus the introduction of a new jobs site, *researchjobfinder.com*.

- **research-live.com** launched a range of new features. These include **news updating** throughout the day, exclusive **online features**, **multimedia**, feedback facilities and **blogs** covering areas as diverse as communication, business, neuroscience and social media.
- The newly branded jobs board, **researchjobfinder.com**, was launched in June 2009 to enable candidates to make more powerful and intuitive searches. The new profile area allows them to manage job applications, job shortlists and email alerts.
- *Researchjobfinder.com* also launched the first **iPhone jobs app** in the sector, designed to give users the inside track on the latest opportunities.
- **theresearchbuyersguide.com** was enhanced in June 2009 with improved search navigation, an updated bulletin board and advertising opportunities.



1 James Coyle, publishing and conferences executive, guides over 600 companies through the submission process for entry to the *Research Buyer's Guide*

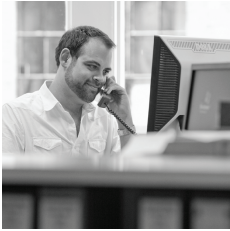
2 Jason Norman, marketing database manager, works to protect the integrity of membership and customer data held at MRS

3 Harriet Wheeler, training and seminars co-ordinator, guides and supports delegates before, during and after their training sessions

4 Michelle Denslow, customer engagement manager, serves up the Breakfast Bites programme that offers swift introductions to research practice

5 Kulvir Dhillon, publishing and conferences assistant, helps to greet, register and guide conference delegates

6 Georgi Ivanov, IT support and database co-ordinator, maximises the reliability and security of the internal systems that hold membership data



1 Brian Tarran, news editor, *Research*, drives a news and analysis operation that offers members an authoritative view of the international research market

2 Anne-Marie Leech, Company Partner Service co-ordinator, provides prompt and responsive customer service to Company Partners

3 Yvonne Richards, membership services executive, fields new membership and renewal enquiries

4 John Bizzell, customer engagement co-ordinator, brings young researchers together through R-Net and co-ordinates the Research Awards and Awards Dinner

5 Kajal Desai, customer engagement assistant, fields enquiries and ensures that members take advantage of the full range of MRS benefits

6 Tibi Stefanescu, accounts executive, receives and banks customer payments and deals with member payment enquiries

7 Marc Brenner, editor, *Research*, oversees news, features and conferences to ensure compelling and timely content

Helping constrained budgets go further

MRS also introduced a series of new technology-based educational initiatives to provide 'more for less' in professional development when most budgets were severely constrained:

- **Launched a series of short training webinars.**

These short bursts of training were delivered in two one-hour sessions over two separate days, and proved extremely popular. Topics were selected that suited this kind of delivery platform e.g. technology-based research such as social media and legislative topics such as health and safety.

- **Enriched the suite of MRS online training courses.**

Online training has been developed by MRS to provide very flexible distance learning, allowing access to training that can be worked through at each individual's own pace and desired depth of coverage. MRS also expanded the business skills series adding Managing High Performing Teams.

- **Invested in creating an online community learning capacity for the MRS website.**

During 2009–10 MRS worked with the widely recognised open source solution *Moodle* to create an online qualification examination site for candidates undertaking the MRS Certificate in Market & Social Research. MRS plans to expand this approach by using *Moodle* to develop online learning resources to complement MRS face-to-face training courses.

- **Enhanced the online qualification resources.**

For ease of access and reference MRS launched a dedicated section of the MRS website for centres accredited to deliver MRS qualifications. This was supplemented with a new Learning Resources section for candidates.

Helping your business

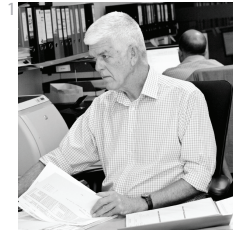
The MRS Company Partner Service enhanced the range of business services that it offered to organisations:

- MRS provided additional online resources during the year to supplement the **business advisory service**, which deals with queries on UK law and practice in the areas of employment, taxation and commercial legal matters.
- An **employment health check service** was developed especially for market research suppliers, in which an organisation's employment practices are audited to protect it against expensive legal claims.
- The range of business and other **insurance products** offered to MRS Company Partners was increased.

Helping you to benchmark your business

Statistical reports were issued to MRS Company Partners who participated in the Annual MRS Survey, the Quarterly Market Trends Survey and the Field Prices Survey. These have continued to provide relatively reliable overviews of the size, composition and growth rate of the supply-side of the UK research and insight sector.

Monitoring of the sector has been further enhanced by publication of the annual league table ranking the Top 100 research suppliers, which account for about 75% of the sector's total turnover. The league table also provides a validation check on the survey data already published by MRS in relation to the overall scale of the industry and its overall growth rate. For 2009 there was the unprecedented announcement of a contraction of -4.7%, accompanied by apprehension about an L-shaped recovery leading to market conditions of very low growth for 2010 and beyond. MRS industry statistics were even more essential in these conditions. Nonetheless, despite the adversity of the worst UK recession for many decades, the relative resilience of the sector remained much in evidence.



- 1 David Martin, management accountant, prepares timely financial reports to help managers deliver cost-effective services to members and other clients
- 2 Nikki Bower, operations director, business division, maintains the smooth delivery of *Research* conferences, publications and websites
- 3 Barry Ryan, standards and policy manager, ensures that MRS standards keep pace with industry change
- 4 Matthew Bush, account manager, recruitment advertising, ensures that *researchjobfinder.com* offers the greatest value for candidates and advertisers
- 5 Robin Nash, training and development manager, stages training courses that hone methodological and commercial skills
- 6 Christopher Bancroft, operations manager, *Research* conferences, co-ordinates content, venues and speakers to deliver effective events

Highlights of the year 2009–10



Rita Clifton

Corporate

Rita Clifton took up the Presidency of MRS in April 2009.

Rowland Lloyd completed his two-year Chairmanship of MRS Council in March 2010.

Standards, policy and representation

The revision of the MRS *Code of Conduct* was completed with the new *Code* coming into effect on 1 April 2010. The open consultation exercise generated 164 responses.

Eight new sets of practical guidelines, guidance notes and advice were published.

MRS was a significant player in the update to ISO 20252.

Over 650 members and Company Partner employees registered to attend the New MRS *Code* on the Road Shows and Standards Briefings.

Codeline received 513 queries: the top five topics were data protection, respondent confidentiality, interviewing children, incentives and other legislation.

MRS answered 125 queries from the general public providing assurances about research and the *Code of Conduct*.

The MRS Freephone Service responded to 12,584 queries confirming the *bona fides* of research organisations.

The 49 complaints received in 2009–10, together with 10 continuing from 2008–09, represented the lowest level of investigations for 10 years, a reflection of less research being conducted because of the recession and the success of MRS communication initiatives.

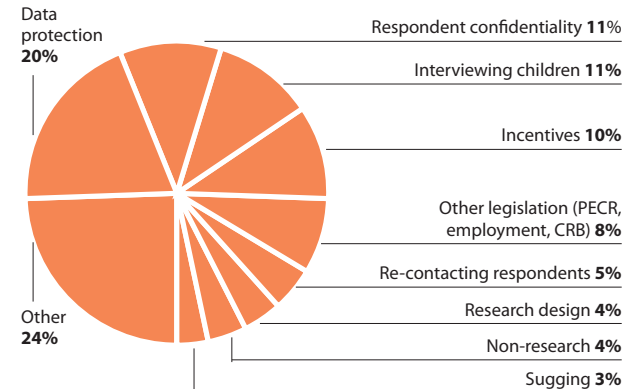
In total 13 direct representations were made to government and legislators to protect research from potentially tougher legislation.

Four initiatives were instigated to influence procurement professionals and clients to buy better research.

The MRS Press Office responded to over 60 incoming media enquiries.

Quality coverage about MRS and the business benefits of research was secured in over 90 articles in national, regional and trade media.

Codeline queries 2009–10 (n = 515)



Complaints received by type

Disciplinary cases	2009-10			2008-09		
	Member	Company Partner	Total	Member	Company Partner	Total
Upheld	1	3	4	2	1	3
Not upheld	9	11	20	7	9	16
Ongoing	2	1	3	2	8	10
Total disciplinary cases			27			29
Resolved by Standards Dept			32			57
Total complaints handled			59			86

Complaints investigated by topic

	Standards Dept	IC	QCIC
Interviewer behaviour	8	—	1
Incentives	7	1	—
Employment dispute	6	1	1
Research design	4	1	2
Reporting results	3	1	—
Panels	3	1	—
Member behaviour	0	4	—
Misleading respondents	1	—	2
Data protection	0	1	1
Totals	32	10	7

Individual membership, Company Partner Service, networking and communications

Although membership numbers decreased to 6,565, mainly a consequence of the recession, the number of Company Partners rose to 400 during the year.

A fourth series of free Members' Evenings was held in London.

In addition to three London events, The New Code on the Road Show was taken to Birmingham, Bristol, Edinburgh and Leeds.

A second series of free Breakfast Bites for young members was organised and a new programme of breakfast seminars, entitled Focus on... Research, was launched for practitioners with a minimum of a year's experience.

The programme of joint MRS/ASC quarterly technology evenings continued.

The CGG ran a successful half-day seminar on multi-channel targeting.

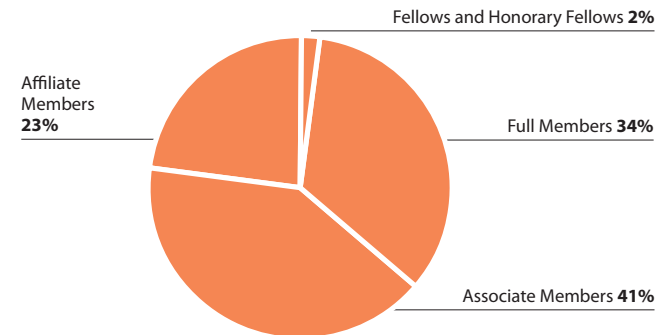
R-Net (the young researchers' network) held its regular annual programme of events.

MRS supported local member events in Scotland, the North West and South West.

Nearly 23% of members attended one or more MRS events. Over half of them attended free member events.

MRS members at 31 March 2010

(n = 6565)



For members under 30, the participation rate increased to 66% for MRS events and qualifications (up from 49%).

Over 90,000 e-mails were sent to members inviting them to participate in free events and membership activities.

There were nearly 300,000 visits to the MRS website (www.mrs.org.uk) and nearly one million page views.

Nearly 400 enquiries were handled by the Information Service.

The Research Awards were rebranded; they continued to thrive attracting record numbers of award entries and dinner guests.

Members' event attendance

Members attending MRS events 2009–10 (*note: a Member may attend more than one type of meeting*)

Member events

Members Evenings	228
New <i>Code</i> on the Road	247
Breakfast Seminars	185
Regional & other networks	219

Training courses	296
Research 2010	374
One-day conferences	306

Professional development

Over 500 candidates (an increase of 10%) registered for the MRS Advanced Certificate; 332 were awarded the qualification, which had a pass rate of 67%.

Nearly 100 candidates registered for MRS Diploma assessment rounds, with 17 being awarded the qualification during the year.

All 32 candidates registering for the Certificate were successful in gaining the qualification.

Over 20% of qualification candidates originate from 22 countries outside the UK.

Over 70 attendees from the Asia Pacific region participated in the 3rd TNS Knowledge Box course (centred on the MRS Advanced Certificate) in Bangkok.

A diverse programme of 70 open training courses, totalling 86 training days, was delivered and attended by 711 delegates.

Delegates from 15 countries attended MRS training courses in London.

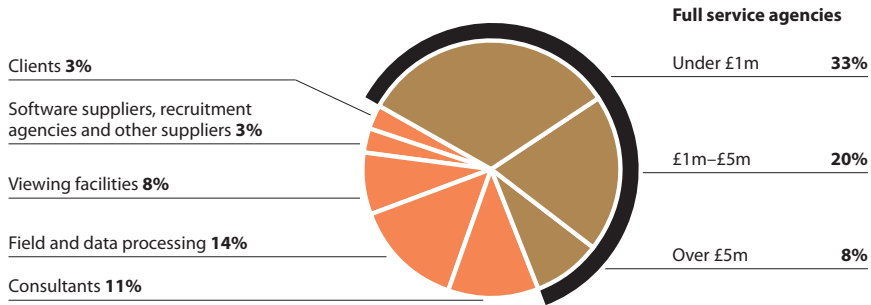
Six new courses were added to the training programme and the first webinars were launched.

Online courses had worldwide popularity with 100 orders received from a record number of countries.

Nine days of in-company training were delivered to 108 delegates including one course held in Switzerland.

Client-side researchers purchase 55% of all training provided by MRS.

MRS Company Partners by Company type at 31 March 2010 (n = 408)



Research

research-live.com and *theresearchbuyersguide.com* were relaunched and a new jobs site, *researchjobfinder.com*, was introduced.

New visitors to *research-live.com* increased by a third, and the time spent on the website increased by 80%.

The *research-live.com* Twitter feed has over 4,000 followers.

Job viewings on *researchjobfinder.com* increased by 17% compared with the previous jobs board (*research-live.com*) and job applications increased by 2,980%.

There were over 31,000 downloads of the newly launched iPhone jobs app.

The print version of the *Research Buyer's Guide* 2010 incorporated the UK research industry league table which has become an annual feature in *Research* magazine.

Research 2010: The Annual Conference attracted over 700 participants ensuring a positive financial outcome in difficult trading conditions.

The call for contributors for Research 2010 brought in a record-breaking number of submissions; new session formats were introduced; and delegate expectations were exceeded in all areas.

High volumes of tweeting occurred both during and after the Annual Conference.

Seven one-day *Research* Conferences were organised with an average of over 50 paying delegates per event and client-side attendance increasing to 38%.

Finance

Summary income and expenditure account

	£'000 2009–10	£'000 2008–09
Income		
Individual membership subscriptions	687	717
Company Partner Service	244	258
Publications & information services	1,484	1,846
Training & qualifications	427	611
Conferences & seminars	477	447
Other services	309	255
Total	3,628	4,134
Expenditure		
Cost of activities	1,092	1,329
Employment	1,846	1,839
Other administration less sundry income	627	699
Net financing charges and taxation	51	99
Total	3,616	3,966
Recognised gains and losses		
Net surplus	12	168
Adjustment on property value	96	(222)
Contribution to reserves	108	(54)

Summary balance sheet

Tangible assets	2,816	2,714
Net current liabilities	(237)	(23)
Long term liabilities	(561)	(781)
Net assets	2,018	1,910
Property revaluation reserve	313	217
Income and expenditure account	1,705	1,693
Reserves	2,018	1,910

This summary of key financial information is extracted from the audited accounts for the year 2009–10.

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

About us

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 advisory service and a wide range of specialist guidelines.

MRS contributes significantly to the enhancement of skills and knowledge by offering various qualifications and membership grades, as well as training and professional development resources.

MRS enables its members and Company Partners to be very well informed through the provision of a wide range of publications, information services and conferences.

MRS offers many opportunities for meeting, communicating and networking across sectors and disciplines, as well as within specialisms.

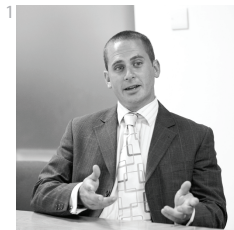
As 'the voice of market research', MRS protects and promotes market and social research and consumer insight in its advocacy and representational efforts.

Through its media relations and public affairs activities, MRS aims to create the widest possible understanding of the value of market, social and opinion research, and to achieve the most favourable climate of opinion and legislative environment for research.

With members in more than 70 countries, MRS is the world's largest association serving all those with professional equity in provision or use of market, social and opinion research, and of business intelligence, market analysis, consumer insight and consultancy.

MRS has a diverse membership of individuals at all levels of experience and seniority within agencies, consultancies, support services, client-side organisations, the public sector and the academic community.

It also serves MRS Company Partners – agencies, suppliers of support services, buyers and end-users – of all types and scale who are committed throughout their organisations to supporting the core MRS values of professionalism, research excellence and business effectiveness.



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1 Guy Oliver, account manager, display advertising, helps companies get their media messages across in print, online and at events

2 Lynn Thrle West, executive assistant and personnel co-ordinator, works with the director general to ensure that MRS Council and Management Board are well supported

3 Carol Curran, operations director, works with MRS teams to ensure members and Company Partners receive value for money and to support promotion of research excellence via the *JMR*

4 Dan Awcock, facilities manager, ensures the smooth running of the MRS offices for employees and visitors

5 Samantha Driscoll, qualifications manager, advises employers on structuring their professional development programmes so they can get the most out of their staff

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Officers 2009–10
.....

President Rita Clifton

Vice President Simon Lidington

Council

Rowland Lloyd (Chairman)

Raz Khan (Honorary

Secretary–Treasurer)

Rupert Anderton

Crispin Beale

Nikki Bell

Susan Blackall

Sue Brooker

Geoff Gosling

Vanella Jackson

Tara Lyons

Rob Sheldon

Richard Sheldrake

Leslie Sopp

Alex Wright

Lists of those serving on MRS
Committees and Advisory Boards
are available on the MRS website
www.mrs.org.uk.

The Market Research Society

(Limited by Guarantee)

Company Number 518685

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Website: www.mrs.org.uk

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London

EC1Y 2AB

Bankers

Barclays Bank plc

27 Soho Square

London

W1D 3QR

Solicitors

Bates Wells & Braithwaite

London LLP

2–6 Cannon Street

London

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