

# Annual Review 2010-2011



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# Introductions



## Rita Clifton

PRESIDENT

I am now two years into the President’s position and it has been interesting on just about every level. The role is actually an honorary one. There’s no formal job spec, but you’re asked to bring an outside perspective to MRS – to act as an adviser, challenger and mentor, and to shape the role in whatever way would be helpful to the success of the organisation and the research sector.

The speed and scale of recent political, cultural and commercial challenges have taken people’s collective breath away and on a practical level of course this has created uncertainty for organisations of all kinds. It is obviously crucial for government, business and the not-for-profit sector to understand what customers, voters, supporters and influencers are doing and feeling. There is a hunger for new growth and insights to make stakeholder interactions and relationships stronger and deeper. Research has certainly stepped in and stepped up to help.

“The research sector in the UK, on both the supply and client side, is world-class

However, it hasn’t been and won’t be easy. Radical public sector cuts have shredded the confidence and revenues of many research companies, particularly in contrast to the previous ten years. The growth of DIY research presents dilemmas for the professional practitioner. It’s good

that people have a thirst for knowledge, but we need to ensure that analysis is accurate and that it is collected in a way that doesn’t affect the willingness of respondents to get involved. The unstoppable rise of social media continues and raises questions about respondent privacy. Neuroscience continues to make its way into the mainstream, behavioural economics has become a popular currency for both the public and private sector

and client demand for a return on investment from research spend is more acute than ever.

So, how can MRS help members tackle these challenges, and what kind of shape is it in to do so? During my briefing and induction period I picked up a wide range of views.

It’s agreed everywhere that MRS has great strengths. It is respected, professional and robust. It has highly committed and dedicated people. There is widespread agreement that the organisation’s work in training, standards, publishing and conferences is excellent. In the light of a challenging market and changing research environment though, people also seek a more dynamic and aspirational profile for the research sector, as well as a more modern, international and digital approach to the future.

Above all, I have detected an enormous sense of pride and passion for research – and just as often a frustration that research is sometimes overlooked as the creative, valuable and effective force it is. We do need to get across that unless we have a thriving research sector, people will not get the products, services and knowledge they need, and society will be that much poorer - in every way.

The research sector in the UK, on both the supply and client side, is world-class – a flagship sector that the BBC’s Evan Davis, in his book *Made in Britain*, singles out as an example of British creativity and success. I am honoured to be the president of the world’s largest association for research and insight professionals and am hugely cheered that there are plans in place to make it even more successful in the future. I very much hope that the widest range of people will get involved to make that happen.

*Rita Clifton is President of MRS and Chairman of Interbrand London*



## Vanella Jackson

CHAIR OF COUNCIL

Council has been focused this year on three key areas: a governance review, revitalising the image of MRS and a number of initiatives that explore how to represent and attract new audiences.

During 2010–2011 a great deal of work has been done on proposed changes to our governance. In 2011–2012 there will be extensive consultation activity, enabling all members to contribute their views on the ways in which the Society should run.

The focus on reinvigorating the image of MRS has already seen benefits, with 19 people being nominated for Council for six available places, the highest number for some time. For 2011–12 there is a Council with a broad range of experience, representing a wide range of different involvement in research and insight. This new team will pick up the challenge of widening the MRS remit, and increasing engagement with MRS.

Council has already made some headway against this objective this year. A project was carried out to identify which new audiences could be attracted as individual members and company partners and what MRS could offer that would be both relevant and engaging. Council is now working on how to target these groups with packages that are specifically relevant to them.

“ There lies ahead a great opportunity for MRS to represent a wider range of views and needs, in faster, more imaginative ways

MRS will continue to guide standards on what constitutes ‘good research’, research that is representative, robust and valid. The technology revolution is making more things possible, but the question of what is reliable and actually helpful will always be there. In a world where speed is becoming more and more important and the culture of ‘good enough’ becomes a practical necessity, it will be important to provide guidelines that make the case for quality, while recognising the growing importance of flexibility and interpretation.

Increasingly this is something that is of concern on an international scale, as more of our membership have to face the challenge of determining and managing quality internationally. We are committed to continuing to work collaboratively with others to ensure that standards can be applied internationally.

Beyond standards, MRS is focused on the promotion of the value of research to business, to governments and to the wider community. Research facilitates our democracy by helping people get the products and services they deserve. With this principle and ambition in mind, there will always be a role for MRS to champion research in all its forms.

We believe MRS needs to present its strongest attributes to the research sector as an organisation. One that is open, modern and widely collaborative. This year we worked on a brand and communications project to review how we want to be seen. The result will be a new look for the MRS brand, all its communications and importantly the website. There lies ahead a great opportunity for MRS to represent a wider range of views and needs, in faster, more imaginative ways.

*Vanella Jackson is Chair of Council of MRS and Global CEO of Hall & Partners*



David Barr  
DIRECTOR GENERAL

Over the last decade we have witnessed a dramatic change in the landscape for the research sector. Organisations hungry for critical mass and geographic scope hoovered up small companies, then themselves became the targets of strategic acquisitions by other large companies. We now have, at one end, a small number of organisations that operate on a truly global scale and, at the other, a long tail of small and medium-sized enterprises. The sector has changed beyond recognition and it's clear that we're on the brink of another period of profound change.

Old certainties are crumbling and boundaries are becoming less clearly defined. The sector is heading for an era of disruptive innovation, which will be alarming or energising, depending on your perspective.

The arrival of a host of new supplier enterprises will present traditionalists with a friend-or-foe dilemma, accompanied by a wave of business initiatives and development which some will choose not to recognise

as market research, while others will see them as a sign of the future shape of the sector.

Likewise, some major demand-side businesses are building in-house intelligence/insight capability which goes way beyond market research.

“ We will have to become much more relevant in the next few years to the new wave of market analysis activity

They find the mutual disrespect sometimes openly expressed between professional researchers on the supply and demand sides sterile and irrelevant.

Big challenges therefore lie ahead for MRS too. MRS will have to become much more relevant to the new wave of market analysis activity while continuing to support the interests of the core traditional membership. An already very eclectic sector will have to become an even broader church.

TEAMWORK

The Annual Review is prepared as part of our accountability to members about the deployment of their resources and the resulting accomplishments. It conveys the nature and volume of activity undertaken and results achieved.

I am proud of the staff team at MRS and the services we provide. I would also like to recognise the substantial efforts made by researchers on a voluntary basis, in both elected and unofficial capacities. If there is one regret, it is that such a major impact is derived from such a relatively small number of very highly motivated members. In them altruism continues to be in evidence, and MRS is all the stronger for it.

FINANCIAL POSITION

Total MRS income for the year was almost identical to the previous year. This reflects to a large extent the flatlining of both the UK economy in general and the research and insight sector served by MRS. Nonetheless, a creditable surplus was generated, supplemented by a further increase in the value of our property. Even in a discouraging economic climate MRS has sufficient reserves to enable investment in its brand, and in its portfolio of products and services, in 2011–2012 and beyond.

FAREWELL

This will be the last Annual Review of my term of office, as I shall be stepping down in September 2011 after 14 years as Director General. I believe I am leaving the organisation in far better condition and stronger spirit than when I took on my responsibilities in 1997.

The pace of change is undoubtedly accelerating, and this is the right time for new leadership. My successor will have firm foundations to build upon. For me, managing MRS has been a challenging and fascinating experience. For the future, I wish every success to MRS members, Company Partners, staff and customers.

# Initiatives

## Protecting research

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Government and legislators continue to be concerned about individual privacy and the use and impact of social media on people's lives. This subject has dominated the European Commission's review of data protection and privacy legislation. The interest is not due to activities in the research sector, but it is essential that a strong case is made for research in order to distinguish it from commercial activities which are the focus of legislators' concerns.

The European Federation of Associations of Market Research Organisations (EFAMRO), of which MRS is a member (and supplies all its public affairs services) – has, alongside ESOMAR, been leading the sector's representation on data protection. Extensive activities were undertaken in the year including three separate written submissions, meetings with the Head of Data Protection at the European Commission, the European Data Protection Supervisor and members of the European Parliament's Privacy Platform group.

Domestically MRS continued its dialogue with the UK regulator, the Information Commissioner's Office (ICO), on matters such as the transposition of amendments to the ePrivacy Directive (particularly the implications for cookies) and data sharing. The ICO asked MRS for advice about data anonymisation, resulting in MRS presenting at an ICO seminar.

The Ministry of Justice (MoJ) and the Department for Business, Innovation and Skills (BIS) will be leading the UK's representations when discussions about data protection get into full swing in Europe. During the year MRS met and corresponded with MoJ and BIS as they gathered evidence on the current data protection framework, ensuring that research concerns are not overlooked within their representations. This activity will continue apace in the year ahead with the new data protection legislative instrument expected in late autumn 2011.

Technological pressures were also the focus of discussions between MRS and the UK's communication industries regulator, Ofcom. MRS responded to changes

to Ofcom's Statement of Policy on Persistent Misuse, which sets down rules on how call centres limit silent or abandoned calls.

Children's matters remain a priority for the government. The present Coalition launched the Bailey Review examining the commercialisation and sexualisation of childhood. This wide-ranging review covered a range of topics including marketing communications. The Advertising Association, of which MRS is a member, responded on behalf of the sector. Research evidence was central to the arguments put forward, together with industry initiatives such as CHECK, the Children's Ethical Communications Kit, which was launched during the period, to which MRS had contributed its children's research guidelines.

In the UK, 27 March 2011 marked Census Day, an event which, every ten years, brings research to the forefront. In the years between each Census, MRS together with the MRS Census & Geodemographics Group (CGG) are involved in continuous negotiations. 2010-11 was no different with face-to-face and written representations with the Office for National Statistics (ONS) and General Register Office for Scotland, on Census geography, outputs, questions, licences and social grades. MRS also advised ONS on the training of its Census interviewers, sharing materials and advice from the MRS Accredited Interviewer Training Scheme. MRS is collaborating with the Statistics Authority on its Beyond 2011 Population Statistics programme which is working on recommendations for alternative ways of collecting Census data.

In concert with the proposed Census changes, a joint venture, GeoPlace, was announced between Ordnance Survey and Local Government Improvement and Development for the development of a National Address Gazetteer (NAG). This was welcomed in principle, as a single, definitive source of address information which would be a benefit for research, particularly given the uncertainty over the future of the Postcode Address File. However, concerns about the effect of a potential monopoly, particularly the suggestion of adverse licence

## Protecting research

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terms for commercial suppliers, resulted in MRS recommending that the matter was referred to the Competition Commission. This call was rejected but MRS has subsequently been in discussion with officials and ministers at the Cabinet Office, the Department for Business, Innovation and Skills and the Department for Local Government and the Communities about the terms of future NAG licences and has pushed the case for NAG data to be open data. This would meet with wider government objectives including the creation of the Public Data Corporation which will bring together UK Government bodies and data into one organisation and provide easily accessible public information. The Cabinet Office, which is leading the review, remains open to suggestions from the research sector and securing a positive result in this area will continue to be a priority in the year ahead.

The terms of use for public sector data were not only a UK concern. During the period the European Commission conducted a consultation on the re-use of public sector information. MRS, via EFAMRO, together with ESOMAR responded to the consultation, highlighting the UK's open data approach and the potential economic benefits of adopting a similar approach throughout Europe.

Finally, progress was made with a long-standing policy issue, banning frugging (fund raising under the guise of research) – with positive initial discussions held with the Public Fundraising Regulatory Authority (PFRA) with a view to having it restrict the practice in the UK.

## Promoting research

The value of good research was the principal message of MRS's promotional activities. This message was communicated via campaigns to government, business and the media.

MRS collaborated with the Incorporated Society of British Advertisers (ISBA) to produce A Guide to Understanding and Working with Market Research Agencies and Consultancies. The Guide aims to foster better understanding of research and working practices among client businesses and to help improve relationships between procurement, internal research and insight managers, and research agencies and consultancies. In the year ahead MRS and ISBA will be building on the Guide with a series of training events aimed at improving procurement professionals' understanding of research and how to buy it.

MRS also made the case for the buying of better research by the public sector. Working with the Social Research Association, MRS via EFAMRO contributed to the European Commission's consultation on the Procurement Directive. The EFAMRO and SRA complementary submissions made the case for buying better research from legitimate and ethical practitioners, and the need for greater flexibility in procurement frameworks.

Highlights of the MRS media campaign 2010-11 included:

- Articles in trade and national press related to MRS and Research events, the Research Awards and conferences, throughout the year
- Comment opportunities on the value of research delivered for Company Partners and in-house researchers in media including the Financial Times, Marketing Week, New Media Age and The Grocer
- An in-depth Financial Times feature on eye tracking, involving Company Partners and showcasing the value of research to the retail sector
- Press activity on the Census debate and the Census and Geodemographics Group position, with national and trade press
- Careers profiling pieces in the Financial Times and The Times
- A series of features in public sector publications Government Business, Education Business and Health Business promoting the value and ROI of good research
- Press activity to promote MRS publications, consultations and guidance, securing coverage in the marketing and market research press

Throughout the period over 50 media enquiries were answered with a further 70 positive pieces of media coverage achieved in the following publications:

### NATIONAL

- Financial Times
- The Guardian
- The Times

### MARKETING PRESS

- Admap
- Brand Republic
- InPublishing
- The Marketer
- Marketing
- Marketing Week
- MrWeb
- New Media Age
- Newline
- PR Week
- Research World
- WARC.com

### SECTOR PRESS

- Director
- Education Business
- Government Business
- The Grocer
- Health Business

# Activities and highlights

## Member events and networks

A campaign was launched in October 2010 to encourage members – and non-members with more than seven years’ relevant experience – to become Full Members via the Fast Track Scheme. Three workshops took place in October, November and February which guided delegates through the Fast Track Scheme procedures including the twelve benchmark standards for Full MRS Membership.

The topic for MRS on the Road for 2010–11 was Data Security – Inside Information. The Road Show for members and Company Partners stopped at Glasgow, London, Birmingham, Bristol and Leeds.

The regular programme of Members’ Evenings, which are often standing room only, continued throughout the year.

A third series of Breakfast Bites seminars for young members was organised. The programme of seven seminars each had a sector expert presenting a different element of the syllabus for the MRS Advanced Certificate.

Following the successful launch of Focus on Research in 2009-10, a new series of six seminars were produced for 2010-11. The new programme of seminars was titled Focus on Business and Personal Skills. Topics included Project Management and Managing Your Workload.

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.

Further support was given to the new South West network which held four more networking events during 2010-11.

MRS supported members in Manchester who organised another Research 2010 taster evening.

MRS helped members in Yorkshire launch a new network in January 2011. Two events took place Yorkshire Network Launch Event, closely followed by Hub LS1 – informal networking for professionals in February.

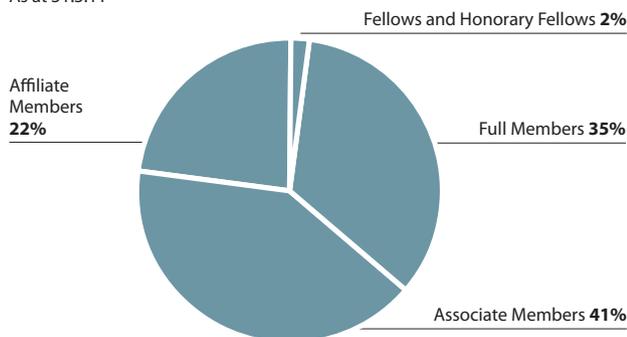
MRS continued to support the R-Net annual programme of six events.

A ‘How to Win’ workshop was held to provide advice on how to plan and write an award entry for the annual MRS Research Awards.

The Research Awards Dinner attracted a record 593 people.

### MRS members (total 6161)

As at 31.3.11



### Members’ event attendance

Members attending MRS events 2010–11  
(Note: a Member may attend more than one type of meeting)

Member events	Attendance
Members Evenings	342
MRS on the Road	149
Breakfast Seminars	223
Regional & other networks	965

# Professional development

## QUALIFICATIONS

- MRS throughout 2010 to ensure the smooth transfer of its qualifications from the QCA framework. A third-party external audit will be implemented to continue monitoring the quality assurance of MRS qualifications, associated processes and accredited centres.

### MRS ADVANCED CERTIFICATE IN MARKET & SOCIAL RESEARCH PRACTICE

- A total of 365 candidates participated in assessment for the Advanced Certificate qualification, a decrease of 27% on the previous year. The anticipated impact of the economic downturn, not affecting qualification registrations until the 2010-11 financial year, proved correct.
- 242 candidates were awarded the qualification – a 66% pass rate.
- Candidate representation from over 20 countries.

### MRS DIPLOMA IN MARKET & SOCIAL RESEARCH PRACTICE

- Over 80 candidates registered for Diploma Unit assessment, with 16 successfully awarded the qualification.

### MRS CERTIFICATE IN MARKET AND SOCIAL RESEARCH

- 63 candidates passed the MRS Certificate in Market and Social Research.

## TRAINING

- Over 850 individuals attended MRS face-to-face training courses.
- MRS training launched a new series of webinars on topics including mobile research and online qualitative research attracting over 58 attendees.
- Five new face-to-face courses were introduced to the annual training programme.
- A total of 132 individuals participated in the MRS online training programme and the associated online qualification test was delivered for the first time exclusively via the MRS website.
- As part of the MRS In-Company offering, 13 days of bespoke training were designed and delivered for customers, including one course in Dubai.
- 84 training courses were delivered from basic to advanced levels across of range of research and business skills to include quantitative analysis, advanced semiotics and presentation skills.

# MRS Company Partner Service

Special workshops were held during the year for Company Partner Administrators to assist organisations in achieving maximum benefit from being involved in the MRS Company Partner Service.

Following several mergers within the industry, flexible packages were created for newly formed Groups of companies to be included in the MRS Company Partner Service.

As well as the regular monthly e-newsletters that were sent to Company Partners, a series of standards briefings were held across the country (London, Edinburgh, Leeds, Birmingham and Bristol) on the topic of Data Security – Inside Information.

The annual subscriptions to the MRS Company Partner Service were increased by an average of just 2% effective from January 2011. This is the first increase in the subscriptions since the inception of the service in 2006.

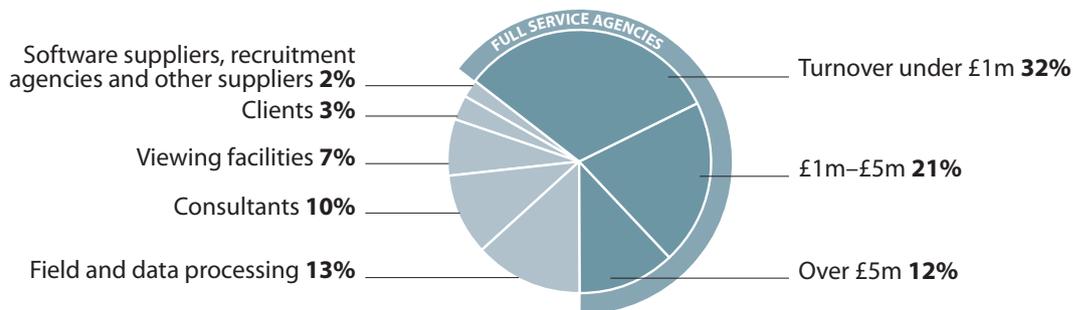
The administration of the MRS Company Partner Service has been greatly simplified by the adoption of the new iMIS database system. This will allow the team to spend more time improving the benefits of the service and increasing the number of Company Partners.

During the year MRS ran a new workshop for Company Partners entitled “An introduction to ROI (Return on Investment) methodology”, which was well received. The aim of the workshop was to help organisations justify the cost of investing in professional development for their employees.

All MRS Company Partners were regularly kept updated with a weekly EFAMRO monitoring report about public affairs issues affecting the research sector across Europe.

Thirty new Company Partners joined the service during the year. The number of organisations participating in the service by March 2011 was a record 409.

## MRS Company Partners (409 total)



## Publishing and conferences

*Research-live.com* launched a new service: *Research Premium* is a free gateway to valuable bonus content for researchers, clients and end users, giving registrants access to the digital edition of *Research*, conference videos and presentations, exclusive event discounts and live online debates.

*Research-live.com* traffic continued to rise with over 70,000 unique visitors per month to the site.

Social media remains among *Research's* most active engagement channels. *Research's* Twitter feed numbers some 8,000 followers who share and comment on news and feature links.

*The Research Buyer's Guide 2011* contained over 550 company listings with 25 new entrants.

*Researchjobfinder.com* continued to flourish as the industry's leading jobs board, with over 14,000 unique visitors per month. A series of upgrades was released to the site to include faster processes for uploading vacancies for recruiters, callback facilities for enquiries, improved CV search and selection and the ability for recruiters to set up automated tweets for multiple vacancies.

*Research* published three supplements for the viewing facilities, fieldwork and online sectors.

The International Journal of Market Research (IJMR) continued to flourish with six issues published during the year. The IJMR sponsored the 3rd IJMR Research Methods Forum, the theme of which was Fit for Purpose. The Forum considered the need for researchers to defend research methods, clearly demonstrating their value against the invasion of low-cost, technology-based alternatives.

### RESEARCH 2011: THE ANNUAL CONFERENCE

The research world's festival of ideas, innovation and inspiration, *Research 2011: The Annual Conference* took place on 22 and 23 March at a new venue the Grange St Pauls Hotel London. The new venue received positive feedback from delegates and participants, and allowed the conference to host more sessions than ever before and make space for a wider variety of sponsored activities in the networking hub.

It was the most content-rich insight gathering for agencies, clients and anyone with a vested interest in understanding consumers and society with a wide range of speakers, disciplines, session formats and topics. Keynote speakers included Tim Harford, author of *The Undercover Economist* and *The Logic of Life and Trends* and trendspotter Magnus Lindkvist.

*Research 2011* featured an emphasis on debates and workshops and featured topics including power of communities, research ethics, quality debate, nerd culture, gamification and the future of research.

Overall satisfaction was high with 78% of delegates satisfied with the conference (up from 74.6% in 2010).

### ONE DAY CONFERENCES

MRS has expanded the *Research* series of one-day events, adding four events on the previous year. In addition to the first Social Media conference, conferences were held on Retail, Social, Mobile, Advertising, Healthcare and NPD Research.

Eleven one-day *Research* Conferences were delivered with an average of over 61 paying delegates and client-side attendance of 31% per event. The average income per event was up 25% on the previous year.

# Standards

A revised MRS Code of Conduct took effect on 1 April 2010.

In May 2010 new Guidelines for Deliberative Research were introduced.

Revised MRS Regulations for Using Research Techniques for Non-Research Purposes three-month consultation closed August 2011. The revised regulations were introduced March 2011.

Occupation Groupings: A Job Directory, which contains the ABC1 classifications, was comprehensively updated over the period and the 7th edition published.

In September 2010, MRS set out the application process for obtaining permission from the Market Research Standards Board (MRSB) to interview children without parental consent.

A new Company Partner Service standard was issued to assist Company Partners in addressing complaints efficiently and effectively.

The Standards Department initiated discussions with the Advertising Standards Authority (ASA) regarding ASA adjudications on advertising claims made using research findings. MRS issued some FAQs detailing the relationship between the relevant ASA and MRS rules.

MRSB consulted on revised Guidelines for Online Research ending in November 2010.

MRSB consulted on revised Guidelines for Research with Children and Young People ending in November 2010.

Revised MRS Disciplinary Regulations came into effect on 1 January 2011.

Revised MRS Company Partner Complaints Procedure came into effect on 1 January 2011.

MRS Regulations for Use of Predictive Diallers amended in response to policy changes by Ofcom in January 2011.

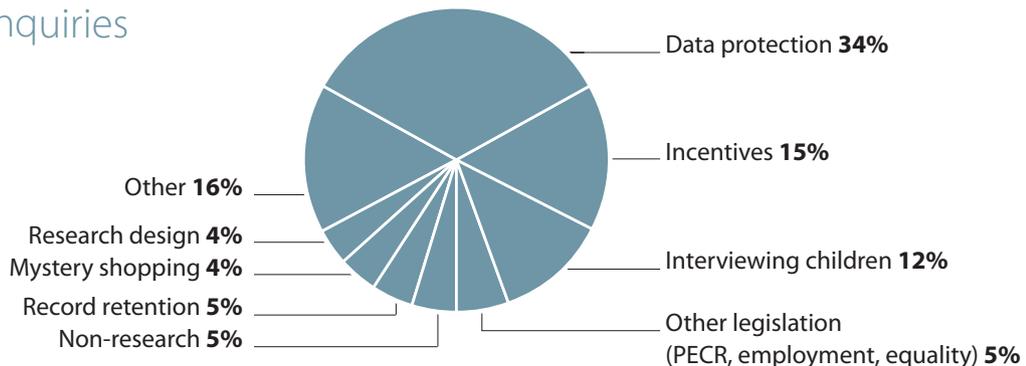
In February 2011, MRS with the Chartered Institute of Public Relations (CIPR) and the Royal Statistical Society (RSS) published a best-practice guide for using statistics in communications.

MRSB consulted on revised Guidelines for Qualitative Research ending in March 2011.

MRSB consulted on revised Guidelines for Questionnaire Design ending in March 2011.

9,370 telephone calls received by MRS Freephone.

## Codeline enquiries (575 total)



# Self-regulation

## Complaint outcomes

	2010-11			2009-10		
	Member	Company Partner	Total	Member	Company Partner	Total
<b>Disciplinary cases</b>						
Upheld	1	0	1	1	3	4
Not upheld	8	4	12	9	11	20
Ongoing	4	2	6	2	1	3
<b>Total disciplinary cases</b>			<b>19</b>			<b>27</b>
<b>Resolved by Standards Dept</b>			<b>44</b>			<b>32</b>
<b>Total complaints handled</b>			<b>63</b>			<b>59</b>

## Complaint topics

### STANDARDS DEPARTMENT

Interviewer behaviour	10
Research design	9
Incentive payments	7
Data protection	7
Employment dispute	6
Misleading respondents	2
Member behaviour	2
Panels	1
<b>Total</b>	<b>44</b>

### DISCIPLINARY REGULATIONS

Research design	8
Member behaviour	3
Employment	1
Incentives	1
<b>Total</b>	<b>13</b>

### CPS COMPLAINTS PROCEDURE

Research design	4
Employment dispute	1
Misleading respondents	1
<b>Total</b>	<b>6</b>

# Financials

## Summary income and expenditure account

	£'000	£'000
	2010–11	2009–10
<b>Income</b>		
Individual membership subscriptions	659	687
Company Partner Service	239	244
Publications & information services	1,392	1,484
Training & qualifications	461	427
Conferences & seminars	569	477
Other services	283	309
<b>Total</b>	<b>3,603</b>	<b>3,628</b>
<b>Expenditure</b>		
Cost of activities	1,116	1,092
Employment	1,726	1,846
Other administration less sundry income	658	627
Net financing charges and taxation	51	51
<b>Total</b>	<b>3,551</b>	<b>3,616</b>
<b>Recognised gains and losses</b>		
Net surplus	52	12
Adjustment on property value	78	96
<b>Contribution to reserves</b>	<b>130</b>	<b>108</b>

## Summary balance sheet

Tangible assets	2,875	2,816
Net current liabilities	(239)	(237)
Long term liabilities	(488)	(561)
<b>Net assets</b>	<b>2,148</b>	<b>2,018</b>
Property revaluation reserve	391	313
Income and expenditure account	1,757	1,705
<b>Reserves</b>	<b>2,148</b>	<b>2,018</b>

*This summary of key financial information is extracted from the audited accounts for the year 2010–11.*

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

# About us

# MRS

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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.

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 MRS 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 promotes research and 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.

# Company details

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## Officers 2010–11

**President** Rita Clifton  
**Vice President** Rowland Lloyd

### **Council**

Vanella Jackson *Chair*  
Raz Khan *Honorary Secretary–Treasurer*  
Rupert Anderton  
(resigned September 2010)  
Crispin Beale  
Nikki Bell  
Susan Blackall  
Sue Brooker  
Geoff Gosling  
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](http://www.mrs.org.uk)

## Company information

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

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