



The Archive of
Market and Social
Research

Making history

Update Report, May 2025

from the Archive of Market and Social Research

Now in our tenth year the Archive contains over 10,000 documents of social, commercial and political significance from across the last 100 years. All of these are available for free in digital form to researchers, students, authors and anyone else.

See www.amsr.org.uk

Recent Additions to our Content

- 160,000 pages have so far been added to our digital archive and recent additions include a review of the 2024 General Election, and reports on the effects of opinion polls over time.
- Our content runs the range from serious: capital punishment, corporal punishment, drugs and abortion – to somewhat lighter: cats and cat food, the development of the Kenwood Chef and sport sponsorship.
- We are developing a closed **AI process** to improve searching in the Archive.

Publicity and Usage

- We publish a quarterly **Newsletter** covering news of the Archive as well as interesting items such as interviewing in the 1950s. In January 2024 our main **Database** contained 601 named supporters and this had risen to 741 by January 2025.
- **Unique Visitors to our Online Archive** reached 1,900 in March 2025. The number of followers on **LinkedIn** has risen from 669 in December 2023 to 1,303 by May 2025, an increase of 95%.
- Our main **Summer Event** is at Kings College London again this year and we are expecting 100+ industry leaders. Our **Hub** now provides links to 92 other market and social research sources.
- We are focusing on **Schools and Universities and Colleges** to promote use of the Archive by them. For schools we aim to support A-level Politics, Sociology and Media Studies as well as Modern History. At least twelve Universities are now using the Archive for their Graduate Courses on Politics, Contemporary History and other subjects.
- We attended **seven Events** in the past year including the MRS Conference, the MRS Agency Owners' Conference, the LSE Library Resources Roadshow, the History Day at London University, the Oxford University Graduate Fair and a joint event with the Mass Observation Archive in Sussex.

Sources of Support

- **Richard Asquith** became CEO of the AMSR in April 2025, succeeding Adam Phillips who will remain a Trustee with Professor Patrick Barwise remaining our Trustee Board Chairman and Denise Lievesley CBE as our President.
- Although the Archive is powered by 50 **Volunteers**, funding remains vital both to maintain the archive as a free resource and to develop user improvements. We welcome both personal and corporate donors, as well as sponsors of specific projects.

Testimonials

- *"It was indispensable to me when I was researching the 'anti-permissive permissive society' for my book 'The Beatles and Sixties Britain' (Cambridge, 2020) and my colleague Ben Clements and I are currently drawing upon it for articles and chapters on public attitudes to topics as diverse as decolonisation and Americanisation, women's rights and gay liberation, racism and the 'generation gap'."* (Dr Marcus Collins, Reader in Contemporary History, Loughborough University).

The Archive of Market and Social Research (Registered Charity 1166619)