

Update Report, November 2025

from the Archive of Market and Social Research

Established in 2015 and a Registered Charity since 2016, AMSR offers unique, free, on-line access to historical market and social research documents, covering the industry's techniques and project findings over the last 70+ years.

See www.amsr.org.uk

Users and Usage

- AMSR is collaborating with examination boards **Cambridge OCR** and **Pearson EdExcel** to develop educational support material including case studies and video tutorials. Users include: **A-Level teachers** in politics, sociology, history, media studies and EPQs; **University academics and students** for teaching and research; **Research suppliers** keen to support the research industry; **Journalists and the general public** seeking insights into modern British social and political history.
- The number of visits per month to the on-line Archive has increased from c.700 in September 2024 to over 2,000 in September 2025. Followers on LinkedIn have increased to 1,466, while visits to our portal website are averaging over 800 per month.

Publicity

- Our Quarterly Newsletter is relaunched as 'AMSR Review' to broaden its scope and drive interest.
- In the last year, the AMSR was represented at fifteen external events including MRS events, the LSE Library Resources Roadshow, History Days at London University and Durham University. Our own Summer Event at King's College attracted 85 attendees, with inspiring presentations from Rebecca Cole, MD of Cobalt Sky and Chair Designate of the MRS, Dr Stella Moss, Modern British Historian at Royal Holloway University of London and three delightful A-level students. A highlights video from the event can be viewed [here](#).
- We are now preparing for accreditation to The National Archives and have begun experimenting with AI for the extraction of useful Archive information

Content

- The number of accessible items currently stands at over 11,000, of which 1,000 were added in the last year alone.
- We have 38 specialist collections comprising unique reports from several leading suppliers and including significant research from the 21st century.

Acknowledgements

- 72% of the badly-needed financial support to the AMSR this year came from eight very generous corporates, led by OvationMR, Ipsos, Kantar Media and TestSet, and as many as 48 individual donors. We have over 50 dedicated volunteers, without whom the Archive could not function.
- Very sadly missed will be our first Chairman and Founder Patron, **Liz Nelson** who died in March this year and most recently **Sir Robert Worcester**, also a Founder Patron. Both were greats of the research industry and keen supporters of the AMSR.

Testimonials

- **Kelly Beaver, CEO of Ipsos UK:** "There's a huge amount of intrinsic value in the social and market research that has been conducted over decades. The AMSR holds a really important role in making sure this value is realised."
- **James Endersby, CEO of Opinium and MRS Chairman:** "I support the AMSR because... this is a vault of what people thought, felt and did in previous years. I think it is increasingly important that we preserve that."