



The Archive of  
Market and Social  
Research

Making history

## Update Report, May 2026 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](http://www.amsr.org.uk)

### Users and Usage

- The number of visits to the AMSR website continues to grow and we are seeing the 3-month rolling average regularly over 2000. The AMSR Review and the Oral histories drive regular traffic and the stories drawn from Archive content provide other reasons to visit. Visits to the Archive itself are also significantly higher with the 3-month rolling average regularly above 5000.
- The total number of articles in the Archive now exceeds 11,500.
- We delivered the previous edition of this Review to 740 individuals – help us grow this number by recommending your friends and colleagues to sign up for it – send them this link: <https://amsr.us15.list-manage.com/subscribe?u=fef7ee4102d24bc0f779c6edd&id=fb05b00370>

### Publicity

- On Linked In we now have over 1500 followers (up about 25% year on year) and our average engagement rate across 2025 was 10% (with 2% quoted as the reference for 'good' engagement).
- We attended the MRS conference this year and presented a light-hearted paper based on content from the Archive; this went down very well and is reported on within this Review.
- We attended an event at the Churchill War Rooms for teachers which was very well received. You can [read more in our Review](#).

### Content

- We have added 400 new reports in the last three months, including the fascinating [The People's Activities: statistics of what people are doing half hour by half hour from six thirty a.m. until midnight – Page 1 – BBC UK and Global Audience Research – The AMSR Online Archive](#) from 1965, and a history of GfK : [The GfK Group 1934-1984: from the beginnings of market research to the present day. Translated, edited and supplemented by Ian Waring – Page 1 – Research History – The AMSR Online Archive](#)
- We are working extensively with various examination boards to make sure that our content is relevant and palatable for teachers of modern British history, politics, sociology and, increasingly, media studies. The AMSR website has been updated with landing pages specifically for teachers with the clear goal of helping them to teach rather than increase their workload. <https://www.amsr.org.uk/schools-and-colleges-landing-page/>

### Testimonials

- **Rebecca Cole, CEO of Cobalt Sky and MRS Chair:** “The Archive is not a vault but a bridge connecting generations”

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

You can find further insights, including how to contribute material and support the AMSR, at [www.amsr.org.uk](http://www.amsr.org.uk)