



Welcome to the **AMSR Summer Event**

Thursday 26th May
Kings College London, Bush House



The Archive of
Market and Social
Research



Our thanks to this evening's sponsors:

**THE
POLICY
INSTITUTE**





AMSR Summer Event programme:

Thursday 26th May 2022

- 18:00 – 18:45 Drinks and canapés
- 18:45 – 19:30 Speakers: **Denise Lievesley, CBE**
President, AMSR
Professor Bobby Duffy
Director of the Policy Institute, King's College London
Kelly Beaver
Chief Executive, IPSOS UK and Ireland
Phyllis Macfarlane
Head of Contents, AMSR
Professor Patrick Barwise
Chairman, AMSR
- 19:30 – 20:15 Drinks and further opportunity for socialising



The Archive is growing

The AMSR is a **digital archive** currently containing around

7,000 items

...searchable online at www.amsr.org.uk



The Archive is bursting with stories

Putting pre-loved research to work

There are **57** currently available at www.amsr.org.uk
with **nine new stories added in 2021**





Stories from the Archive

From 'Lonesome Vegetarian' to mass market consumer

In 1992, only 6% of us said that our diet was mainly vegetarian.

By 2019, 35% say that they buy vegetarian or vegan ranges regularly or occasionally.





We are run by volunteers and supported by the industry

The Archive is staffed by **40 volunteers** and supported by the **MRS, ESOMAR, SRA, AQR and ICG**

It costs in the region of **£35,000 per year** to maintain the Archive

We couldn't do it without the generosity of **19 corporate** and **73 individual** donors



We are collecting new work

Our new Specialist Collections will cover:

COVID Research

Diversity, Inclusion and Equality

These will join the established BBC UK and Global audience research, MORI, NOP, Ehrenberg and Peter Cooper collections

As well as the recently added TNS Digital Life, the Opinium Collection and the Graham Mytton BBC World Service collections



The Archive now hosts the Oral Histories

In 2021, we added the Research Network's collection of
Oral Histories

35 personal interviews with eminent figures in the industry, both
past and present

These are now freely accessible at www.amsr.org.uk



We have made our content more accessible

Developed a user-friendly

subject search index

to make it easier to identify
and locate relevant material



Stories from the Archive

Football watchers have become a better reflection of society

In 1992, only a quarter of football watchers were women. By 2019, this had grown to a third.





We've published two well-reviewed books

The first two books in the **Showcasing the Archive** series, sponsored by Opinium, are available at www.amsr.org.uk (and here tonight)

Book three will be published in Spring 2023





“It’s an excellent resource which is largely intuitive”

Professor Matthew Woollard, Director of the UK Data Archive at Essex University

“What you and your colleagues have achieved over the last six years is heroic – nothing less”

Simon Chadwick, Managing Partner, Cambiar Consulting



Stories from the Archive

Hay fever afflicts three times as many of us nowadays than in the 1970s

Whether this is driven by changes in air quality, public health, awareness or other factors, the proportion of GB adults who reported suffering from hay fever has jumped from just 8% in 1972 to 25% in 2019





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