



The Archive of Market and Social Research: Progress Report at May 2022

Despite the restrictions of the COVID era, work on building awareness, content and usage of the Archive has continued, more than justifying its claim to be the main hub for anyone wanting information on the social and commercial life of the nation across the last 50+ years.

Content Freely Accessible Now

- 895 books held in our paper Archive, with titles and content pages accessible digitally
- As many as 6,556 other documents, all digitally scanned and covering all markets, social issues and research techniques
- 57 Stories drawing upon Archive content, of which 9 added in the last year
- Digitised and readable online are all MRS Conference papers back to the 1950s, and a large number of other conference and seminar papers. In addition, we have a unique collection of documents from the 1980s and 1990s related to the BBC World Service and to UK and international broadcasting generally
- In the last year we have completely reorganised and indexed the Archive catalogue, to facilitate online searching and improve the users' experience
- Accessible Tracking Studies include the BMRB/Kantar Target Group Index from 1969, the TNS Digital Media Usage Surveys 2010-2016 and many insightful qualitative studies including the Peter Cooper/CRAM collection.
- More than 35 Oral Histories provide the recollections of past leaders in the research industry.

Sources of Support

- With an annual income of £35,000 still needed, and more if developmental initiatives are to be realised, the Archive is sustained by 19 corporate and 73 individual donors; and its development is steered by 39 volunteers led by our President Denise Lievesley CBE and our Trustee Board Chairman Patrick Barwise
- Logistical support continues to be provided by the MRS, ESOMAR, SRA, AQR, and ICG.

Increasing Publicity and Usage

- Our quarterly Newsletter is now distributed widely, as are regular updates for supporters and users of the Archive. Enquiries from those digging into the Archive content for stories and other research purposes have begun to flow in
- We have delivered presentations to the MRS Conference and to St. Mary's University, Twickenham which has been providing a creative template of information and guidance for all relevant academics. They have also conducted a survey indicating that there are over 700 academics and 50,000 students who are potential users of the Archive
- With sponsorship support from Opinium, two well-reviewed books showcasing Archive content have been recently published:
'How We've Changed – Social Trends from Post War to Present Day and Beyond'
'Post War Developments in Market Research'
...and a third book is now in preparation
- Over the last six months the numbers following our social media activities have continued to increase, as we currently have over 500 followers on Twitter, and around 300 on LinkedIn.

Recent Testimonials

- *"What you and your colleagues have achieved over the last six years is heroic – nothing less"* – Simon Chadwick, Managing Partner, Cambiar Consulting.
- *"It's an excellent resource which is largely intuitive"* – Professor Matthew Woollard, Director of the UK Data Archive at Essex University.