



The Archive of
Market and Social
Research

Making history

The Archive of Market and Social Research: AMSR Update, May 2024

“This Archive documents and enlightens the societal changes within British life since the 1950s, touching on all aspects of our social, political, personal and commercial lives.”

Jim Whaley, CEO of Ovation MR, recently appointed an AMSR Trustee.

Archive Content, Freely Accessible

Established in 2015, AMSR has now collected 9,328 reports, papers and documents from across the last 50+ years, covering research reports and techniques and all freely accessible online. Among much else, this includes:

- 651 Newsletters, Magazines and Journals
- 127 conference and seminar papers, and 1049 individual project reports
- 876 BBC Audience Research Projects
- 582 MORI, NOP, and other opinion poll reports,
- 1,800 reports from Peter Cooper’s CRAM Qualitative Research
- 146 TGI reports; plus 843 books in our paper archive
- 73 stories on our website including those on late pre-election swings, obesity, smoking, the Royal Family, cinema audiences, and English cricket.
- 44 Oral Histories recounting the memories of research industry leaders
- Specialist Collections highlighting 37 other subjects, most recently on Motoring.

The AMSR Hub provides links to 50+ other research sources around the world.

Publicity and Usage

- Increased awareness, not least with leading research companies sponsoring our events
- 30 schools signed up to our Schools Programme
- 4,000 schools and colleges have been offered our ‘Guide to Using the Archive’ and a video for students’ A Level course work.
- 600 people see our quarterly Newsletter
- 787 followers on X/Twitter and a record number - 699 - on LinkedIn.
- Our three AMSR books on Social Trends, Technical Developments, and Politics and Polling are still available for purchase or free download
- Our AMSR Summer Event in June 2024, is sponsored by Kantar, Opinium, Ovation MR and Delineate, with contributions by Kelly Beaver of Ipsos, James Endersby of Opinium, David Tross of Birkbeck College and Jim Whaley of Ovation MR.

Sources of Support

- The Archive needs £40,000 p.a. in income, and more to achieve future plans. Supported by 21 corporate and 71 individual donors so far, and by 52 volunteers, it is led by our President Professor Denise Lievesley CBE and Trustee Board Chairman Professor Patrick Barwise.

Testimonials

- *“The Archive has been really helpful in our research... It’s been digitised, so it is incredibly accessible. The potential for working with students is vast”.* (Jane Hamlett, Professor of Modern History at Royal Holloway, University of London)
- *“Many in the research community have not realised the contribution the Archive can make to strategic thinking... it must be seen as a resource for research agencies as well as academics and schools”.* (James Endersby, CEO, Opinium, and MRS Chairman).

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