



80 years of MRS
Evidence matters
more than ever

The background of the lower half of the cover features three overlapping circles. The top-left circle contains a bokeh effect of warm, yellow and orange lights. The bottom-left circle shows a bokeh of cool, purple and blue lights. The right circle is a vertical oval that spans the height of the other two, filled with vibrant, flowing light trails in shades of orange, pink, and purple, creating a sense of dynamic movement and energy.

MRS
Annual Review
2025/26

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Introduction

Jane Frost, CEO, MRS

The period covered by this annual review runs from 1 April 2025 to 31 March 2026.



As MRS marks its 80th anniversary, this year's annual report provides an opportunity not only to reflect on our achievements, but also to recognise the resilience, innovation and commitment that continue to define our profession.

The past year has unfolded against a backdrop of economic uncertainty, geopolitical instability and rapid technological change. Yet throughout these challenges, the research, insight and analytics sector has continued to demonstrate its value, helping organisations make better decisions in an increasingly complex world.

That resilience is reflected not only across the wider sector but also within MRS itself. While facing difficult trading conditions, MRS delivered income of £4.29m during 2025/26, supported by strong performances

One of the most encouraging developments this year has been the continued growth of our Company Partner community.

from Company Partnership, publications, conferences and commercial events. This strong financial position enables us to support members and partners while continuing to invest in areas that matter most to the profession, including data quality, AI, training, standards and digital transformation.

One of the most encouraging developments this year has been the continued growth of our Company Partner community. We welcomed 45 new Company Partners, including agencies, client organisations and specialist providers, with 13

joining as International Affiliates. Organisations including Sage, Specsavers and Nationwide Building Society became Company Partners during the year, while our international reach expanded further into markets including China, Sweden and the Netherlands.

Our individual membership community also remains at the heart of everything we do. This year we celebrated the loyalty and contribution of 425 long-standing members by upgrading them to Certified Member status as part of our 80th anniversary celebrations. Across mentoring, professional development, webinars, networks and special interest groups, thousands of members continue to learn, share expertise and support one another.

We welcomed 45 new Company Partners, including agencies, client organisations and specialist providers, with 13 joining as International Affiliates.

Our landmark Business of Evidence report 2026 highlighted that the broader evidence sector now contributes £18.74bn in gross value added and supports approximately 350,000 jobs.

We have also continued to invest significantly in skills and professional development. More than 1,250 individuals participated in MRS training programmes during the year, with new courses addressing some of the most important developments affecting our sector, including AI, synthetic data and advanced analytics. We remain committed to helping practitioners develop the capabilities needed to thrive in a rapidly changing environment.

The wider market also has much to celebrate. Our landmark **Business of Evidence 2026** report highlighted the growing importance of research, insight and analytics to the UK economy, estimating that the broader evidence sector now contributes £18.74bn in gross value added and supports approximately 350,000 jobs.

These figures underline what those within our profession have long understood: evidence and insight are not simply valuable business tools; they are essential foundations of economic growth, productivity and better decision-making.

Our events programme also went from strength to strength during the year. The MRS Annual Conference 2026 sold out, attracting more than 650

delegates from across the research, insight, analytics and media communities, while our programme of 14 one-day conferences and forums attracted more than 1,000 delegates and speakers.

Notably, our AI in MR conference became the most successful one-day event ever hosted by MRS, underlining both the appetite for innovation and the sector's commitment to understanding the opportunities and challenges presented by emerging technologies. Alongside this, the MRS Awards continued to grow in stature and influence, with the 2026 awards programme achieving its highest levels of engagement and participation to date, reflecting the outstanding quality of work being delivered across our profession.

As we look ahead, MRS remains focused on supporting our members, protecting professional standards, championing the value of evidence, and helping the sector navigate profound technological, social and regulatory change. The opportunities before us are significant, but only if we retain our professional skills and concentrate on the possibilities that outcome based thinking can generate. Two waves of technical innovation, DIY research and big data have come and gone and the sector has



grown as a result. The AI wave is reshaping the market as we know it, but we can still come out on top if we redefine and redeploy our professional expertise and own the AI product rather than leaving it to the technologists. By working together, we can ensure that research continues to play a vital role in helping organisations, governments and society make more informed decisions for the future.

Jane Frost CBE,
CEO of MRS

MRS Finances and sector overview

Resilient performance in a cautious market



Debrah Harding, Managing Director, looks at the financial position of MRS at the year ending 31 March, 2026.

The 2025/26 financial period was a steady year for MRS, delivered against a challenging and uncertain economic backdrop. During 2025, the UK economy recorded modest growth, with GDP increasing by an average of around 1.5%. While this meant the UK outperformed some major European economies, including France and Germany, growth remained below that of larger economies such as the US.

The UK Government has continued to focus on reducing inflation and strengthening the economic foundations needed to boost productivity, including through significant investment in AI. However, uncertainty around global trade tariffs, the continuing geopolitical instability in the Middle East and wider concerns about the economic impact of prolonged conflict have continued to affect confidence and growth.

Despite these pressures, the UK research sector remained resilient in 2025, with estimated growth of around 1%. This performance reflects the continuing importance of research, insight and analytics in helping organisations understand change, manage risk and make better decisions.

The MRS Annual Survey captures business owners' views on their own organisations, the wider industry and the UK economy. The 2025 results show a sector that is confident in its own capabilities but cautious about the wider market. More than half of participating organisations, 59%, expect their revenues to improve in the year ahead, while 23% expect revenues to remain stable and 18% expect them to decline.

Sentiment towards the industry as a whole is more measured. Almost a third of participants, 29%, expect the industry to decline over the

next 12 months, while 18% expect it to grow and 48% expect it to remain the same size. Views on the UK economy are similarly cautious: only 13% expect it to improve slightly or significantly over the next 12 months, while 62% expect it to decline. Taken together, these findings suggest a market that remains robust, but one in which business leaders are alert to continuing economic and geopolitical uncertainty.

MRS continues to evaluate published evidence to estimate the size and reach of the UK research, insight and analytics industry. In 2026, MRS published its updated **Business of Evidence 2026 report**, an independent sector review by PA Consulting commissioned to mark MRS's 80th anniversary. The report estimates that the UK research and evidence market now generates £18.74bn of gross value added each year, representing around 0.7% to 0.8% of UK GVA,

The UK Government has continued to focus on reducing inflation and strengthening the economic foundations needed to boost productivity, including through significant investment in AI.

and supports approximately 350,000 full-time equivalent roles across research, insight and analytics.

On this broader definition, which includes research agencies, in-house insight teams, analytics, AI-enabled evidence functions and relevant public sector activity, the evidence market is larger than the UK publishing industry and more than twice the economic value of the UK music industry. Within the research market, the UK supply-side research sector is estimated at £9.5bn. These findings reinforce the strategic importance of evidence as a driver of better decision-making, productivity and public value across the UK economy.

MRS also delivered a steady financial performance, with income for 2025/26 reaching **£4.29m**. The MRS portfolio of products and services contributed to this performance, with Company Partnership, publications, annual conference and commercial one-day events performing particularly well.

...the UK supply-side research sector is estimated at £9.5bn. These findings reinforce the strategic importance of evidence as a driver of better decision-making, productivity and public value across the UK economy.

Overall, MRS reported a small statutory deficit of (**£65.7k**) for the financial period. However, other comprehensive income for the year was **£36.9k**, resulting in total comprehensive income of (**£28.9k**) MRS continues to maintain healthy reserves of **£6.18m**, supported by its strong property portfolio, which maintained its value during the period.

During 2025/26, the ground and lower ground floors of the Northburgh Street property continued to be occupied by a long-term tenant. This rental income helps MRS manage overhead costs and diversify its income streams. It also provides additional financial capacity to invest in member benefits, including new training provision in areas such as AI and ambitious data quality initiatives.

MRS has also continued to invest in its digital and physical infrastructure, continuing to work towards ISO certifications such as ISO 27001 plus investing in AI tools within the MRS business to improve operational efficiency and to ensure MRS continues to deliver high-quality, resilient services for members, Company Partners and customers.

MRS has set a cautious budget for 2026/27, reflecting continuing market uncertainty and the wider domestic and global economic challenges.

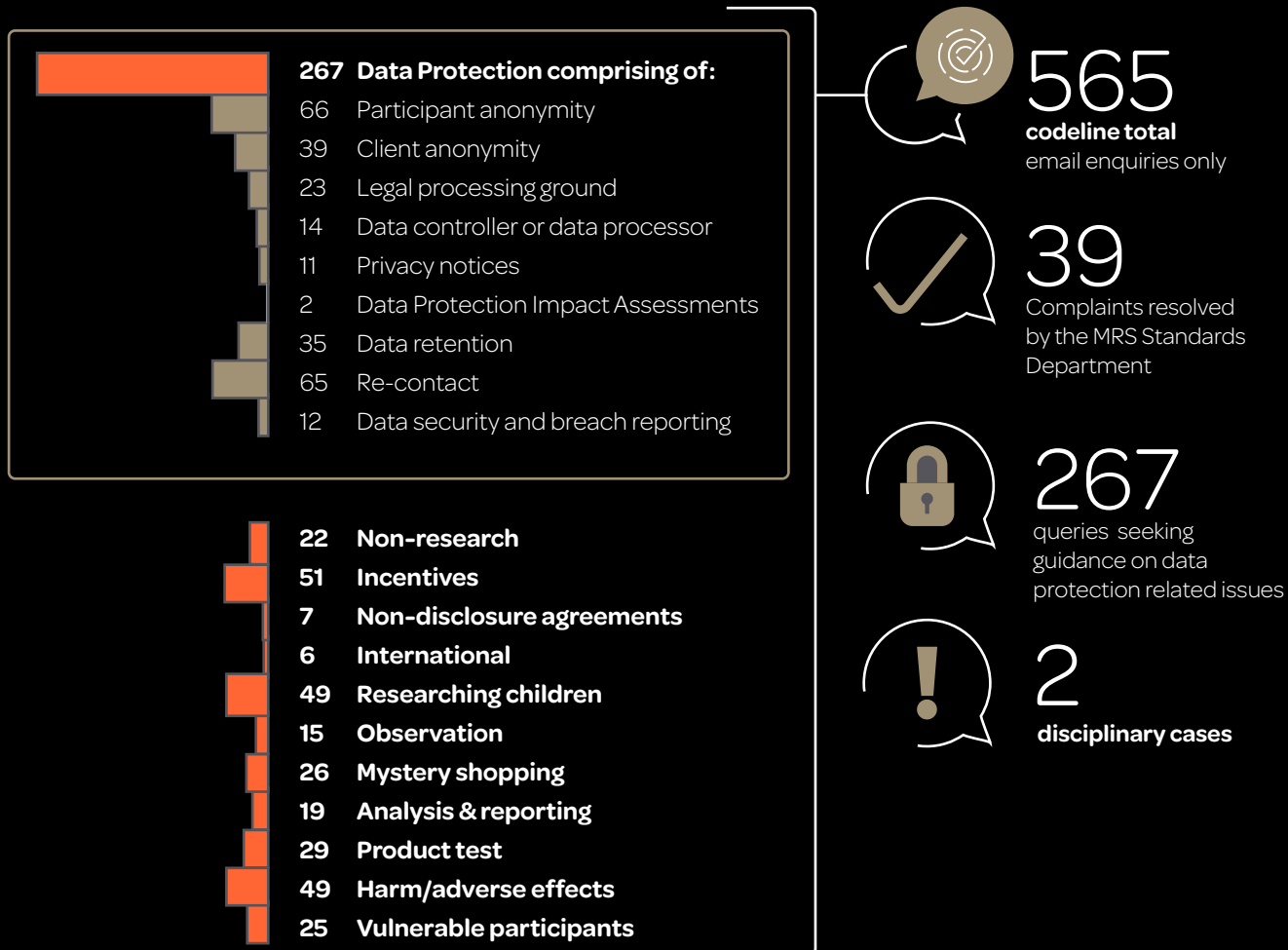


Standards and policy

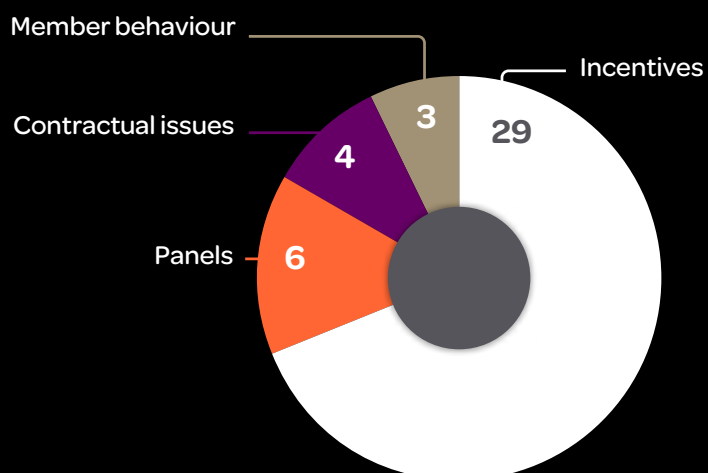
The sector in numbers

 mrs.org.uk/standards/mrs-policy

Codeline queries:



Complaints resolved by the standards department



Total

42

Company Partner
cases,
0 individual cases

Disciplinary cases

2

Company Partners

C

Individual members

Standards and policy

Digital information regulation

Data, research and the new digital regulation landscape

The Data (Use & Access) Act 2025 received Royal Assent during the year, providing greater clarity on the application of data protection law to scientific research. MRS made representations to DSIT during the Bill's passage, arguing against additional public interest tests that could have created unnecessary uncertainty, delay and compliance burdens for research organisations, particularly SMEs.

Following Royal Assent, MRS continued to liaise with the ICO on the implementation of the Act, including the application of the new scientific research provisions. MRS agreed to share research case studies with the ICO to inform forthcoming updates to the ICO's Research Provisions guidance and expansion of its Anonymisation guidance and also responded to the ICO's biometrics guidance consultation.

Internationally, MRS worked through EFAMRO to engage with the Irish Data Protection Commission on GDPR and AI, including the challenges of defining controllers and processors and the interaction between GDPR and the EU AI Act. MRS also supported EFAMRO's response to the European Commission's Digital Omnibus package, making the case for greater alignment between regulatory frameworks and a common framework for scientific research.

This activity sits within a wider shift in digital regulation. In the UK, the Data (Use & Access) Act 2025 reflects the Government's intention to support responsible innovation, data sharing and scientific research while retaining high data protection standards.

In the EU, the Digital Omnibus proposal seeks to simplify and align parts of the digital rulebook across data, AI and cybersecurity, including targeted amendments to the GDPR, ePrivacy rules, the Data Act, the NIS2 Directive and the AI Act. For MRS, the priority is to ensure that simplification does not inadvertently narrow the space for legitimate research or create uncertainty around scientific research, data quality, controller and processor responsibilities, or AI-enabled methods. Working through EFAMRO, MRS submitted consultation responses and engaged with EU stakeholders to seek clarity and refinements that would strengthen the position of European research activities.

MRS' wider European public affairs activity also included responses to the Digital Fairness Act and the European Union Data Strategy, with a consistent focus on ensuring that action to address digital harms, dark patterns and the data economy does not unintentionally restrict responsible research techniques.

MRS also supported specialist standards work through the EPHMRA service contract, including activity to update the EPHMRA Code and supporting webinars for healthcare research audiences. This work extended MRS' standards expertise into specialist research contexts where ethical, data protection and methodological requirements are particularly important.



Standards and policy

In ten themes

Theme 1

AI and research

During 2025/26, MRS continued to support the responsible development and use of AI in research. Through EFAMRO, MRS contributed to the EU AI Office's Generative AI Code of Practice, which was published in July 2025 as part of the implementation of the EU AI Act. MRS' focus throughout this work was to ensure that the new requirements are practical, proportionate and capable of being implemented by organisations of different sizes and operating models.

MRS' AI activity also focused on emerging operational and ethical risks for research. This included updating the **MRS Guidance on Using AI and Related Technologies**, plus investigating the potential impact of AI bots and agents completing surveys and considering whether there is scope within Ofcom's regulatory framework to prevent or mitigate activity that could undermine data quality, participant trust and confidence in research outputs.

The MRS Advanced Insight & Analytics Council also published practical resources for members, including a **Data Analysis and AI toolkit** covering the basics of using AI and a separate paper on **Systemic Inclusion by Design**.

MRS also continued to connect data quality activity with AI and synthetic data. MRS as a founding partner of GRBN hosted a successful webinar on synthetic data in research in July 2025.

MRS also supported wider sector debate on AI and ethics, including participation in EPHMRA activity on AI and research ethics. This work complemented MRS' broader standards activity by helping specialist healthcare research communities consider how existing ethical principles apply to new technologies and data-driven methods.

Theme 2

Government statistics, face to face data collection and the future of the census

MRS and the MRS Census & GeoDems Group (CGG) maintained a sustained programme of engagement on the future of UK population statistics and the 2031 Census throughout 2025/26. Following earlier concerns about the potential shift away from a questionnaire-based census towards administrative data, MRS and CGG continued to make the case that the census remains the gold standard foundation for representative sampling, small-area analysis, longitudinal comparability, service planning and evidence-based commercial and public policy decision-making.

...the UK Government announced its support for the recommendation that a Census should take place in England and Wales in 2031



MRS and CGG also engaged with wider scrutiny of the UK statistical system. In response to the Public Administration and Constitutional Affairs Committee inquiry...

In July 2025, the UK Government announced its support for the recommendation that a Census should take place in England and Wales in 2031, with statistical bodies in Scotland and Northern Ireland reaching similar decisions. This was a significant outcome for MRS and CGG, reflecting the central argument made throughout the year that administrative data should complement, rather than replace, the Census unless and until any alternative approach can demonstrate equivalent coverage, quality, granularity and comparability.

MRS and CGG also engaged with wider scrutiny of the UK statistical system. In response to the Public Administration and Constitutional Affairs Committee inquiry into the UK's Statistics Authority and the Devereux Review of ONS performance and culture, MRS and CGG called for a more open, collaborative and transparent process for implementing reforms.

The MRS and CGG response emphasised the need to restore confidence in official statistics through stronger governance, clearer accountability, enhanced data quality controls, realistic strategic planning and sustained investment in ONS' field force, response rates and data collection methods.

MRS and CGG subsequently wrote to ONS' new Permanent Secretary and Acting National Statistician to welcome the renewed focus on statistical quality and user confidence, while underlining the importance of active engagement with external users. The correspondence encouraged ONS to publish a clear Census readiness plan, including milestones, dependencies and risks, and to involve user groups such as MRS and CGG formally in the governance of Census 2031 preparations.

A particular focus was the continued availability of the census variables needed to produce the Approximated Social Grade. ASG, developed by MRS and CGG and applied to the 2001, 2011 and 2021 Censuses, is now an established and essential census output used across market, media, opinion and social research. MRS and CGG argued that certain census variables must be preserved if ASG is to be produced for 2031.



MRS and CGG stressed that many research clients require GB or UK-level analysis, making alignment between Scotland, England and Wales, and Northern Ireland essential.

MRS and CGG also highlighted opportunities to improve ASG in 2031, including the potential use of income data or administrative data from sources such as HMRC and DWP to strengthen classification for older household reference persons. The MRS and CGG topic consultation response supported the inclusion of income as a new census topic, noting that it would be a valuable variable for research, media planning and commercial decision-making and could help improve or extend ASG coverage.

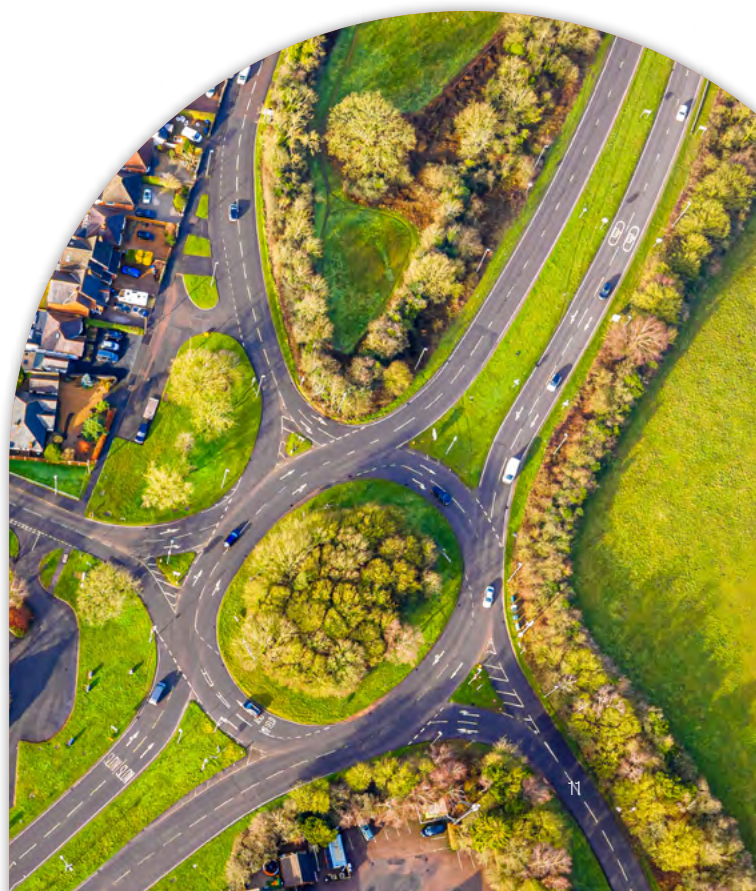
The MRS and CGG consultation responses also set out the sector's need for consistent and comparable outputs across the

four UK nations. MRS and CGG stressed that many research clients require GB or UK-level analysis, making alignment between Scotland, England and Wales, and Northern Ireland essential. They also emphasised the importance of granular geographies, particularly output areas, which are critical for representative sampling, small-area modelling, MRP analysis, media currencies and local decision-making.

In responding to the Scotland and **England and Wales topic consultations**, MRS and CGG made the case for retaining a wide range of topic areas used by the research sector, explaining how

this data supports representative research. MRS and CGG also responded to ONS' prioritisation decisions, raising concerns about the impact of reductions or changes to statistical outputs on researchers and businesses.

Alongside formal consultation activity, MRS convened a number of roundtables with ONS, ESRC and large data collection organisations on the challenges facing large-scale face-to-face data collection. These discussions considered potential areas for collaboration, including how the sector can respond to declining response rates, rising delivery costs and the need for more resilient data collection



MRS arranged for volunteer telephone units to have their calls analysed by Hiya to test whether tagging or algorithmic issues were adversely affecting research calls.

infrastructure. This work linked directly to MRS' wider position that official statistics should draw on the expertise, field capacity and innovation of the wider research sector where this can improve quality, efficiency and public confidence.

MRS also undertook important work on Standard Industrial Classification and social grade. MRS responded to ONS' first consultation stage on proposed changes to the UK Standard Industrial Classification, proposing extensions to classifications most frequently used by research businesses. In parallel, MRS working with JICPOPS and sector volunteers began the update to the MRS social grade job directory, last updated in 2010, by adding new roles, amending others and reviewing the application of social grade. The aim is to align social grades with current Standard Occupational Classifications and ensure the directory reflects contemporary research practice once the update is completed in 2026/27.

Theme 3

Telephone research

Telephone research remained an operational and policy priority during the year. Following the MRS and Ofcom webinar in April 2025, MRS continued discussions with Hiya, the caller ID and spam blocking service, about the impact of call blocking and call labelling on legitimate research calls.

MRS arranged for volunteer telephone units to have their calls analysed by Hiya to test whether tagging or algorithmic issues were adversely affecting research calls. The analysis found that high call volumes and repeated contacts to the same numbers were contributing to research calls being flagged as spam.

MRS submitted a response to Ofcom's consultation on tackling spam calls, highlighting the operational and ethical risks created when legitimate research calls are blocked indiscriminately. MRS recommended that Ofcom consider a clear framework for distinguishing legitimate research calls from fraudulent activity, an accreditation pathway for vetted research providers and transparent redress mechanisms where call blocking is applied incorrectly.

Through EFAMRO, MRS also helped to broaden the discussion on telephone research restrictions across Europe, including hosting EFAMRO meetings and open discussions on the impact of call blocking technology on research activities and the need for proportionate approaches that protect the public without undermining legitimate research.



Theme 4

Data quality

Data quality remained a major priority for MRS during 2025/26. Building on the **Global Data Quality (GDQ)** initiative launched in 2023, MRS worked with GDQ partners, GRBN, SampleCon and other national and international associations to develop practical tools, shared benchmarks and guidance addressing fraud, poor-quality sample, bot activity, synthetic data and AI-related risks.

A key achievement was the launch of the **GDQ Project Level Feedback Loop**, developed by MRS with SampleCon creating an industry standard code frame for data quality. The feedback loop provides a consistent way for research organisations, sample suppliers and buyers to classify and communicate the reasons why records are removed, reversed or flagged as quality failures. It was launched with a webinar at the end of January 2026 and is intended to support more transparent, comparable and actionable project-level feedback across the sample ecosystem.

The **GDQ Data Excellence Quality Pledge** also continued to grow strongly during the year. More than 270 companies had signed the Pledge by early 2026, committing to uphold rigorous data quality standards, provide transparency,

protect participant experience and rights, support education and collaboration, and participate actively in GDQ initiatives.

The evidence base for data quality also expanded. The **second** and **third** rounds (wave 1 and wave 2) of the GDQ benchmark study were completed during the period. The benchmarks covered pre-survey removals, in-survey fraud and poor behaviour terminations, abandon rates, device type, secure link use, post-survey cleanout and total removal rates, providing a more global and detailed picture of data quality challenges across study types.

GRBN and GDQ also progressed the Online Sample Buyers' Sentiment Survey. The first wave (wave 0) highlighted higher satisfaction among B2C buyers than B2B buyers and showed that satisfaction with online sample was driven more by speed and price than by quality. **Two further waves** of the research was completed during 2025/26 and the results were presented through GDQ and GRBN webinars, reinforcing the need to rebalance expectations around price, speed and quality in online research.

New guidance on data quality considerations for qualitative research, undertaken in partnership by GDQ partners MRS, AQR and QRCA, was finalised during the year, addressing the specific fraud, participant authenticity and process integrity risks affecting qualitative methods.

MRS and GDQ continued to develop guidance and practical resources for the sector. New guidance on **data quality considerations for qualitative research**, undertaken in partnership by GDQ partners MRS, AQR and QRCA, was finalised during the year, addressing the specific fraud, participant authenticity and process integrity risks affecting qualitative methods. MRS also worked with GDQ partner CRIC to combine draft post-survey data cleaning guidance with MRS material on the same topic, creating a more comprehensive resource on post-fieldwork cleaning and quality review which is due to be published in the forthcoming period.

The GDQ resource base was also reviewed and maintained, with updates to the GDQ **data quality glossary** reflecting new terms from the other GDQ resources issued in the period. Throughout the year, MRS also used GDQ outputs to support wider work on research fraud, procurement and standards. MRS continued its discussions with the City of London Police and the Home Office to have research fraud recognised as a crime. Work also continued on understanding

third-party quality and technology solutions and on developing approaches to measure the impact of data fraud, supporting MRS' longer-term objective of strengthening recognition of research fraud as a serious issue affecting evidence quality and trust.

Client engagement became a more prominent part of the MRS data quality programme. MRS launched a new Client-side Data Quality Forum through the Senior Client Council in December 2025, with a second meeting held in February 2026. The Forum

focuses on helping client-side practitioners navigate GDQ resources, understand the right questions to ask agencies and sample suppliers, and develop practical client-side approaches to improving research data quality.

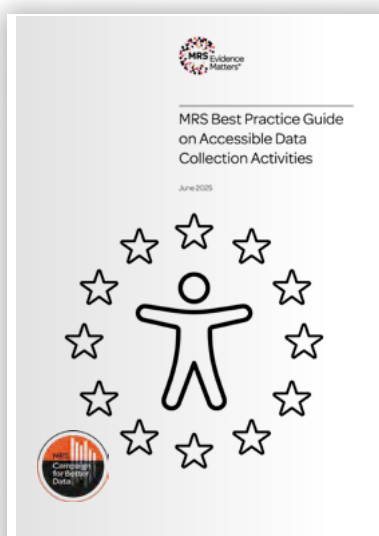
Together, these activities positioned MRS and GDQ as central convenors of international action on research data quality, strengthening the sector's evidence base and practical guidance while helping buyers, suppliers, platforms and client-side teams protect the integrity and credibility of research data.

Theme 5

Inclusion, access and representation in research

The Standards team continued to update MRS guidance to support inclusive, accessible and transparent research practice. New **MRS Best Practice Guide on Accessible Data Collection** was issued during the year, following work undertaken in readiness for the implementation of the EU Accessibility Act and engagement with the Government Statistical Service (GSS) Harmonisation project.





MRS also responded to the GSS consultation on proposed changes to the ethnic group harmonised standard, ensuring that the research sector's perspective was reflected in the development of statistics standards used across government and public bodies. This complemented MRS' wider emphasis on harmonised, comparable and inclusive

statistical data that can be used reliably across commercial and social research.

The MRS sex and gender guidance was also updated and reviewed by the MRS Standards Board during the period with the revised guidance due to be published in the 2026/27 period.

MRS issued updated MRS guidance on **how to read opinion polls** including guidance on MRP models. Together these outputs strengthened the practical guidance available to members on inclusive research and methodological rigour.

The MRS sex and gender guidance was also updated and reviewed by the MRS Standards Board during the period with the revised guidance due to be published in the 2026/27 period.

Theme 6

People, talent and skills

MRS continued to support people and talent work across the sector, with a particular focus on the changing needs of client-side insight teams and the skills required for the next phase of research practice. ClientSight, the client-side research, insight and analysis practitioner survey developed with AURA and IMA and delivered with insight partner Opinium, moved from fieldwork to dissemination during the year. The results were shared first at an in-person event at Opinium's London office in June 2025 and then through a **dedicated webinar in July 2025**, helping to extend the findings to a wider client-side and agency audience.

The 2025 *ClientSight* work provided an important complement to MRS' supply-side people and talent activity by surfacing the experiences, role pressures and support needs of client-side practitioners. It highlighted the continuing evolution of insight functions as organisations seek faster, more integrated and more commercially connected evidence. The findings reinforced the importance of career development, practical skills support and stronger links between client-side practitioners, agencies and professional bodies.

This work was extended in 2026 with the Insights in Transition research project, the second phase of the ClientSight programme. Undertaken with MRS, AURA and IMA, and based on 18 in-depth interviews with insight professionals affected by restructuring, redundancy and organisational change, the research provided a more detailed picture of how client-side insight roles are being reshaped.

The findings underline the importance of supporting practitioners to build future-facing capabilities, including AI literacy, commercial confidence, data interpretation, strategic influence and concise communication with senior stakeholders. The research also raises a wider sector concern about the talent pipeline, as AI and automation reduce some of the foundational tasks traditionally used to train junior researchers. In 2026/27 MRS will use these insights to inform future training, professional development and advocacy, including work to help practitioners and employers understand the skills needed for insight professionals to remain relevant, influential and commercially valuable in a rapidly changing market.

Theme 7

The Employment Rights Act 2025 became a major public affairs priority for MRS because of its potential impact on flexible fieldworker contracts. The Act received Royal Assent on 18 December 2025 and includes a package of employment reforms, including new rights relating to zero-hours and low-hours arrangements. The most relevant provisions for research fieldwork are the proposed rights to guaranteed hours.

MRS supports the policy objective of protecting workers from exploitative arrangements and improving baseline security. However, MRS has consistently argued that flexible fieldworker contracts are not the type of one-sided exploitative employment practice the reforms are intended to address. In research, flexible fieldwork contracts provide interviewers a way to work as interviewers whilst also having the ability to fit in other responsibilities such as caring, study, retirement or other employment.

Throughout the Bill's passage, MRS worked with the Advertising Association and CBI to press for greater clarity and refinement of the zero-hours provisions. MRS also engaged with the Department for Business and Trade (DBT), which is responsible for the legislation, to explain the distinctive features of research fieldwork and the potential

unintended consequences if fieldworker contracts are brought within scope without appropriate exclusions or safeguards.

A key concern is that the additional costs of any guaranteed-hours provisions, the operational uncertainty and additional administrative and compliance burdens.

MRS has also raised the wider implications with major funders and users of large-scale data collection, including ESRC and the ONS. These discussions have focused on the potential impact on future data collection costs, field capacity and the resilience of large-scale face-to-face research.

The next stage will be critical. The primary legislation establishes the framework, but the practical detail will be set through secondary legislation and consultation. This will determine the scope of the guaranteed-hours rules.

MRS will continue to engage with DBT, the Advertising Association, CBI and relevant public-sector stakeholders as the secondary legislation is developed. The priority will be to ensure that workers are protected from exploitative practices without undermining legitimate flexible fieldwork models that support high-quality social, public policy and research. MRS will issue guidance for members once the legal position is clearer and the implementation timetable is confirmed.

Theme 8

Procurement

As part of MRS policy to improve public sector procurement practices, MRS continued to have bi-monthly meetings with Government Commercial Agency (GCA) (formerly called Crown Commercial Services) throughout 2025/26 to discuss the Research & insight Marketplace which is the main procurement vehicle for public sector research procurement.

Procurement concerns raised with CGA included tenders being terminated early, challenges in multi-year contracts, the impact of the proposed Employment Rights Act changes on the costs of fieldwork and examples of poor procurement practice.

Throughout the year, MRS also continued to work with the Social Research Association and Government Social Research exploring joint opportunities for furthering understanding of research procurement in the public sector.

MRS also responded to the Cabinet Office consultation on further reforms to public procurement, continuing its work to ensure that public sector research procurement supports fair competition, realistic project design and sustainable delivery.

Theme 9

Late Payments

Late payments became a focus of MRS' public affairs activity in 2025/26. MRS responded to the DBT consultation, supporting the principle of prompt payment while stressing that any solution must apply end-to-end across all businesses, including multinationals. MRS also called for greater clarity on what constitutes late payment and how the proposed measures would work in practice.

MRS continued to have bi-monthly meetings with Government Commercial Agency throughout 2025/26 to discuss the Research & insight Marketplace

Theme 10

Quality Standards

The update to ISO 20252: 2019 **Market, opinion and social research, including insights and data analytics – Vocabulary and service requirements**, progressed towards its final stages during 2025/26. The revised draft was issued for public consultation over the summer 2025, and the ISO Technical Committee reviewed more than 300 comments from the international consultation. Follow-up meetings were held to resolve outstanding issues, with the updated standard expected to be published in summer 2026.

The Technical Committee is also considering whether a separate technical specification or conformity assessment document is needed to support more consistent certification of the standard globally. This will be decided once the ISO 20252 update is complete.



Councils, boards and committees

[mrs.org.uk/about/
governance-structure](https://mrs.org.uk/about/governance-structure)

As well as MRS Main Board (p 33) there are various groups, councils and committees that provide MRS with strategic direction and operational support.

Accredited Company Partner
Council

[View current
membership](#)

Advanced Insights
and Analytics Council

[View current
membership](#)

Census and GeoDems Group

[View current
membership](#)

Delphi Group

[View current
membership](#)

Disciplinary Authority

[View current
membership](#)

Voices 4 All Council

[View current
membership](#)

Fellows Advisory
Board (FAB)

[View current
membership](#)

Fair Data
Accreditation Board

[View current
membership](#)

Market Research Quality
Standards Advisory Board

[View current
membership](#)

Market Research
Standards Board

[View current
membership](#)

Representation in Research
Steering Committee

[View current
membership](#)

Senior Client
Council

[View current
membership](#)

Sustainability
Council

[View current
membership](#)

Professional development Qualifications

MRS Advanced Certificate in Market & Social Research Practice

In this financial year a total of **145** candidates participated in assessment for the Advanced Certificate qualification.

107 candidates were awarded the qualification – a 73.8% pass rate.

MRS Certificate in Market & Social Research

226 candidates achieved the introductory level MRS Certificate via the online multiple-choice exam.

119 enrolled onto the Foundation Course in Market Research.

Apprenticeship

There are six approved Training providers and two end-point assessment organisations for the Market Research Executive Apprenticeship. Since the apprenticeship was launched there have been 104 starts, and to date 58 achievements.

MRS fully supports and promotes the apprenticeship not only as a stepping stone into the research profession, but to promote social mobility and to continue to build a diverse and inclusive sector.

MRS/AQR Recruiter Accreditation Scheme (RAS)

In April 2025 the Recruiter training Programme was launched.

MRS/AQR continues to offer RAS accreditation alongside the standalone Recruiter Training Programme, giving recruiters the opportunity to complete the recruiter training programme without having to also complete the three yearly examination and the annual renewal confirming accreditation.

It is no longer a mandatory obligation for MRS Company Partners and RAS Accredited Companies, to use RAS Accredited Recruiters when buying qualitative research recruitment services. It remains best practice to use RAS Accredited Recruiters where possible, to ensure the highest levels of recruitment excellence, or as a minimum those recruiters who have completed the Recruiter Training Programme.

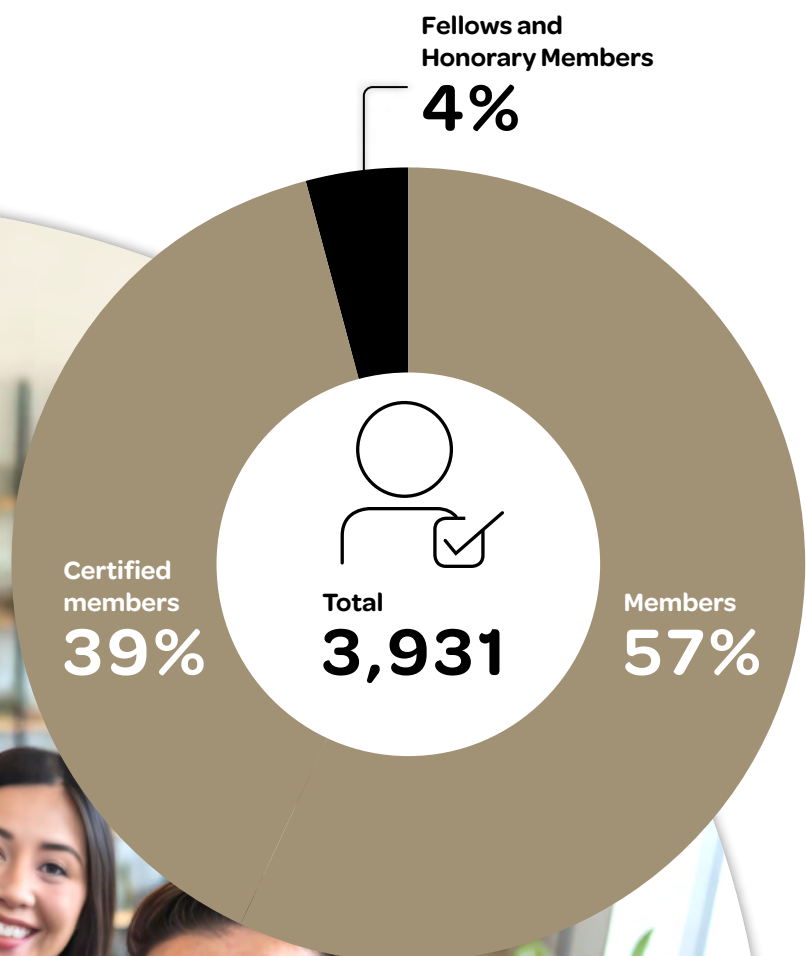
At the end of March 2026 170 Recruiters held active RAS Accredited Status, 55 Recruiters had completed the Recruiter Training Programme and there were 42 compliant Recruited Accredited Companies.



Professional development Membership

To mark the 80th Anniversary of MRS, we recognised **425** loyal MRS Members with over 15 years of membership and upgraded them to Certified Member Grade.

MRS Members as of 31 March 2026



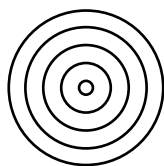
Membership initiatives



Mentoring

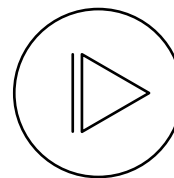
The scheme has been hugely beneficial to members at every stage of their careers, from those taking their first steps in the sector to experienced practitioners looking to develop their leadership skills, broaden their networks and share their expertise. As the scheme grows, it continues to foster invaluable connections between mentors and mentees, enriching professional journeys and cultivating mutual growth.

Its impact is reflected in the numbers: **560** individual members have now benefitted from the scheme as mentees, while **290** members have been trained as mentors, creating a growing community of support, insight and professional development across the membership.



CPD

The MRS CPD programme offers members a structured way to showcase their achievements, earn professional recognition, and manage their career plans. A new route has also been introduced for experienced members, enabling them to achieve Certified Membership after completing one year of CPD. This provides a more accessible and flexible pathway for established practitioners to gain recognition for their ongoing professional development and contribution to the sector.



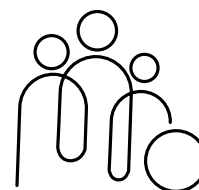
Professional Webinars

Professional Webinars are a significant membership benefit. Throughout the year, MRS's interactive events attracted over **1,000** participants from various regions globally. Topics covered included Small Budgets Big Impact, Leadership in Girls and how AI is transforming the role of the modern researcher. Members can access all recordings on demand within the **webinar library**.



Unlimited

The group had a productive year, adding resources on inclusive workplace and research practices to the MRS website, establishing a new working party to support greater industry inclusion, and hosting two webinars on the award winning Curry's campaign and the EU's Accessibility Act.



Social Equity Group

The Group brings together people committed to driving change in research and communications. Over the year, the group hosted two webinars and a joint in-person event with CORe, sharing findings from a UK-wide survey exploring the experiences of people at the intersection of class and colour.





&more

&more continued to deliver a dynamic mix of events and opportunities, supporting and amplifying the voices of young researchers across the sector.

At the MRS Annual Conference &more held a dedicated 'Meet the Leadership Team' session, where members could connect directly with the team and give their input to those shaping the network's direction. &more members also attended the conference keynote session and the networking drinks, giving them the opportunity to connect with senior researchers and members of other MRS networks.

A highlight of the year was the &more Virtual Conference, an engaging programme of sessions delivered by &more members and contributors from across the wider research sector. The conference provided a platform for emerging talent to share perspectives and expertise on topics such as the power of face-to-face research in an increasingly digital landscape, how agencies and clients can work more effectively together, and why listening to the Gen Z workforce is

critical to futureproofing the research sector.

Over the course of the year, &more members played an active role beyond events, contributing to wider sector conversations and thought leadership. &more members reached potential new researchers through the MRS & AQR University Roadshow and contributed articles to the MRS website and Research Live.

&more Leadership Team members continued their involvement with MRS Representation in Research and ED&I initiatives, and team member Christina Tarbotton authored the MRS Delphi report "**The Gen Z Workforce**", which sought to challenge misconceptions, bust common myths, and expose the stereotypes often associated with Gen Z employees.



MRSpride

MRSpride continued to deliver a strong programme of events and content throughout 2025/26. In spring 2025, the network marked Mental Health Awareness Week with a webinar chaired by Chloe Fowler, bringing together LGBTQ+ voices working in psychiatry to discuss mental health, wellbeing and inclusion. The session attracted **52** attendees.

A major milestone for the network was MRSpride's first-ever participation in Pride in London. The march was fully booked, with **50** members and allies taking part in the parade through central London. The event generated extensive engagement across LinkedIn and Research Live, helping to raise the profile of both MRSpride and the wider work of MRS.

In autumn 2025, MRSpride hosted Being Visible: The Meaning of Being Seen for Who We Are, led by Daniel Cunill. The webinar explored the importance of authenticity, visibility and representation within the LGBTQ+ community and attracted **48** attendees.

The network also continued to expand its thought leadership programme through its podcast series, publishing episodes on Navigating Life as a Trans Woman and Queer History Highlights and



Operations Network

talking with Dan Quirk about the politicisation of inclusivity. Both episodes were positively received and contributed to important conversations around identity, inclusion and belonging within the research and insight sector.

The year also saw MRSpride strengthen its network of supporters by establishing ongoing sponsorship relationships with Unilever, YouGov and The Nest, helping to provide financial stability and ongoing support for the network's activities.

The success of MRSpride's activities throughout 2025–26, particularly the visibility generated through Pride in London, the growth of its thought leadership programme and the strengthening of industry partnerships, has helped position the network for an exciting year ahead. As a result, MRSpride has secured significantly increased sponsorship support for 2026/27, providing greater opportunities to invest in events, content and community engagement activities.

In April 2025 MRS hosted an Operations Network event titled Oppies Showcase and Advice, to tie in with the Operations Awards submission period – this received **44** registrations.

In July 2025 MRS hosted an event called Enhancing Data Integrity, where we explored the Global Data Quality Pledge and the MRS Campaign for Better Data, all aimed at elevating the standards of data quality across the industry. The event explored the various challenges operations organisations face in maintaining high data quality and how they are tackling these challenges, giving attendees the chance to discover the practical tools and strategies to help organisations improve their data quality – this event received **56** registrations.

In March 2026 MRS hosted an event titled AI Adoption – Trust and Temptation. This event explored the areas of trust, risk and responsibility in AI transforming the research process. The MRS Operations Network explored at how AI was being adopted in quality control and compliance and discussed what this meant for the future of research - this event received **58** registrations.



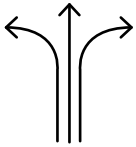
B2B Network

The B2B Network continues to go from strength to strength, with a further **170** sign-ups over the past year, increasing the total number to 630.

Engagement remains high, with strong attendance across events, including **38** registrations for the June webinar and **30** sign-ups for the Summer Party to date.

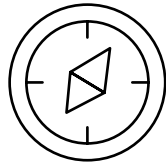
Sponsorship opportunities continue to attract significant interest, and the B2B Network remains a highly valued and successful addition to the MRS Special Interest Groups portfolio, delivering strong engagement, growth and commercial support.





Regional Activities

The B2B Network held its second social event in Manchester in November 2025, hosting **30** people with another planned for November 2026 this time likely to be held in Leeds.



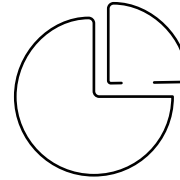
MRS & AQR University Roadshow

The MRS & AQR University Roadshow continued to engage students across the UK through a mix of virtual and in-person events throughout 2025/26.

MRS' team of senior and junior volunteers presented sessions for regular bookers such as the University of Plymouth, the University of Strathclyde, and the University of Wolverhampton, as well as sessions for new universities, such as the University of Bath.

Multiple sessions were held for the London College of Fashion, including an in-person session, for students undertaking the MRS Certificate in Market Research as part of their studies. These sessions gave further information on the value of the qualification, as well as more general information on careers in research and the importance of research to business and society. A similar session was also held virtually for the University of East London, whose MSc in Marketing is accredited by MRS.

The MRS & AQR Roadshow continued its strong relationship with the University of Bristol with a face-to-face session for their BSc Marketing students, with volunteers invited to stay for the annual business school dinner, networking with the students and other industry professionals.



Data Analytics

Advanced Insights and Analytics (AIA) Council

The AIA Council continues to generate thought leadership by connecting research and customer insights professionals with data scientists and data analysts. This year saw the launch of several important papers written by council members including Systemic Inclusion by Design, and the Data Analysis and AI Toolkit. This year also saw the launch of the new AIA Award, judged by AIA Council members, to be awarded at the 2026 MRS Awards in December 2026.

MRS partnered with the Social Intelligence Lab to host a well-received event on 26 February 2026 titled Decoding the Noise: Unstructured Data In Practice, which brought together leading practitioners from across the social intelligence and cultural insight landscape to explore how unstructured data is being used in real-world applications today - this event attracted **54** registrants.





Climate Pledge

In 2025 MRS introduced the Annual Climate Pledge Tracking Survey, requiring signatories to report their carbon footprint and reduction actions each year. This initiative not only supports organisations at different stages of their climate journey but also prepares them for increasing expectations from clients, investors and future regulatory frameworks.

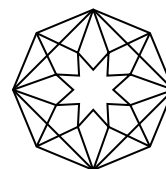
A total of **78** signatories reported their emissions across Scopes 1, 2, and 3 as well as sharing details of the steps they have taken in line with the Climate Pledge's 10 recommended actions.

The tracker marks a pivotal step in understanding and benchmarking the environmental impact of the UK's research sector. As the first 'state of the nation' assessment, it offers an informed perspective of where our sector stands today on emissions. The report can be accessed [here](#).



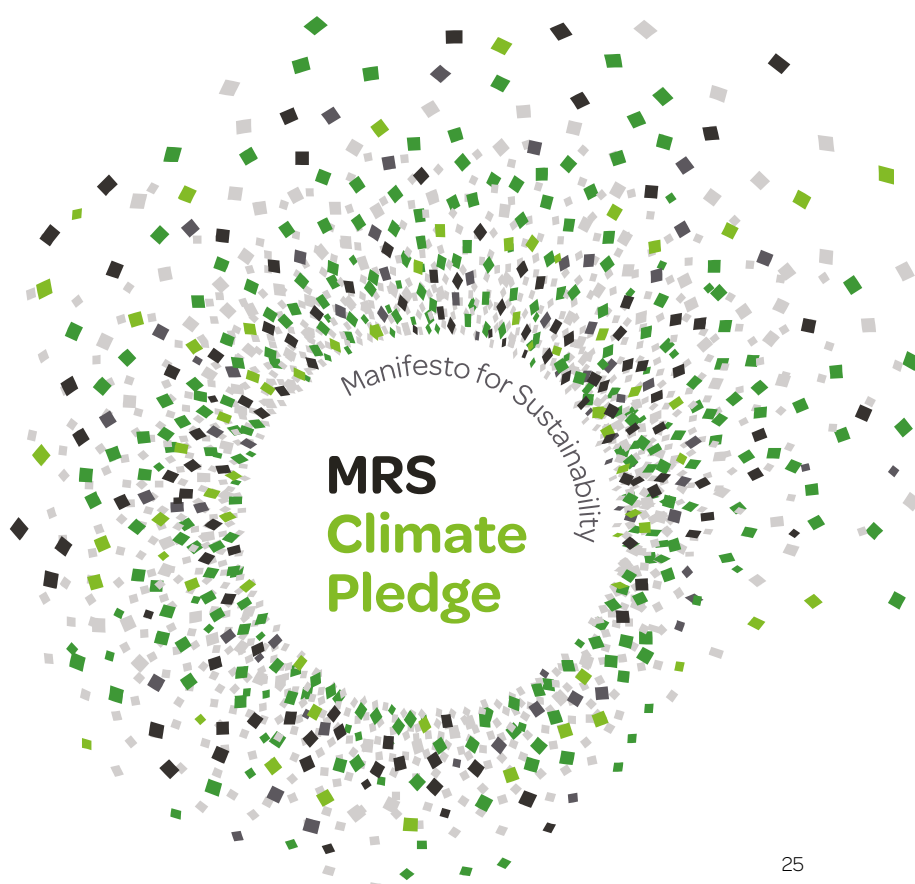
Census & Geodems Group (CGG)

MRS Census & GeoDems Group (CGG) continues to be actively focused on shaping the future of the 2031 Census by contributing to The Public Administration and Constitutional Affairs Committee (PACAC) consultation on the performance of the UK Statistics Authority (UKSA), and its two executive offices, the Office for National Statistics (ONS) and the Office for Statistics Regulation (OSR) in May 2025 ([see the response here](#)) and the the Office for National Statistics (ONS) Census 2031 Topic Consultation for England and Wales in February 2026 ([see the summary here](#)).



Awards

The Excellence Awards lunch was held at Smith & Wollensky in June 2025 with **105** guests in attendance. The Operations Awards (Oppies) took place at Drake & Morgan, in September 2025 and were hosted by Bruce Pont. The event sold out with **290** guests attending. The main MRS Awards were held in December 2025 at Old Billingsgate and were hosted by Aurie Styla. **993** guests attended the sold out event.



Professional development and training

1,252

individuals participated in MRS training in 2025/26.

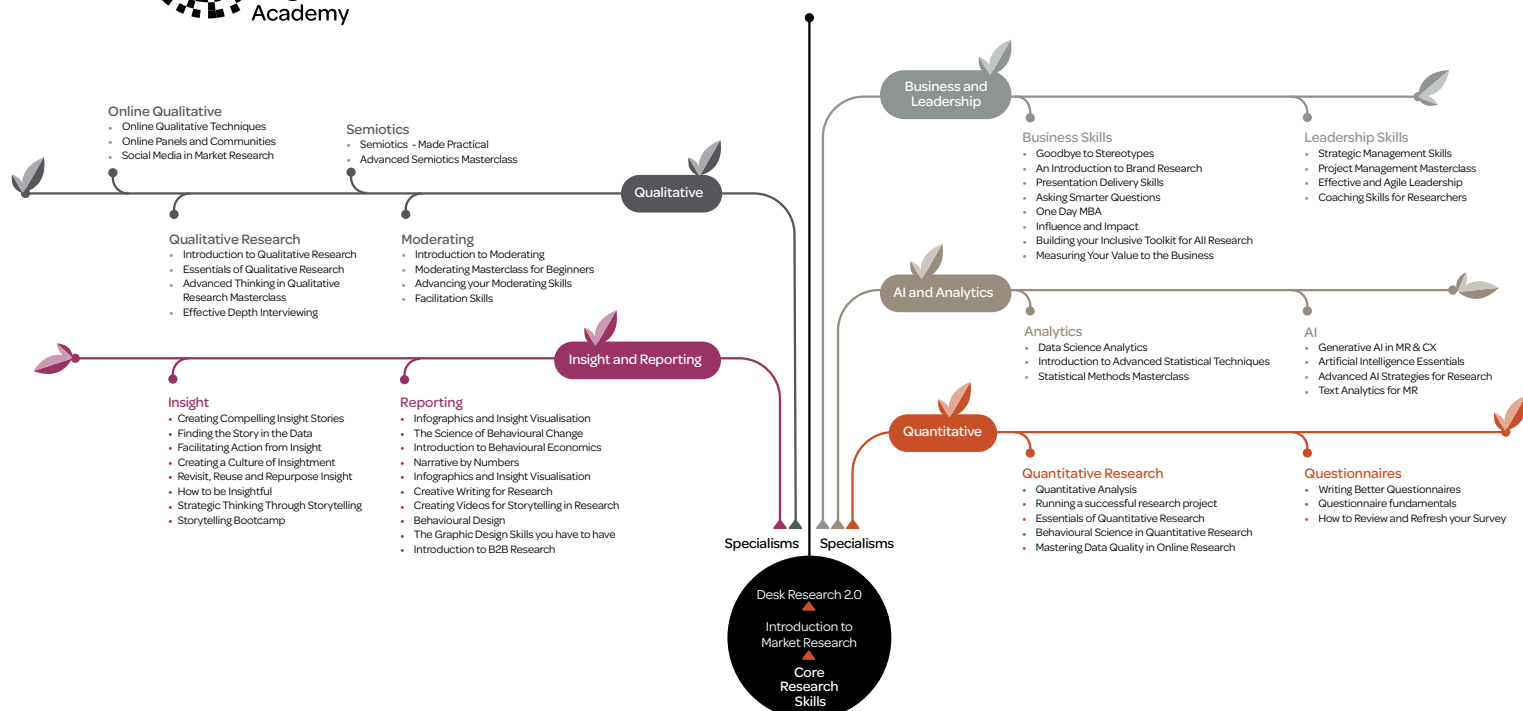
119

training courses were included in the open programme with popular courses run several times.

New courses were introduced on cutting-edge topics such as Advanced AI Techniques for Market Research, Synthetic Data: Pitfalls and Promises, AI-Powered Insight Videos Made Simple and AI Essentials for Creating Engaging Presentations.

20 bespoke in-company training courses were delivered during 2025/26 to organisations across the UK, including global brands, research agencies, charities, legal firms and academic institutions. MRS successfully expanded its client base in the charity, legal and higher education sectors, while continuing to build relationships with a number of returning clients.

The year saw an increase in face to face delivery, which accounted for around half of all programmes delivered. While online training continued to offer flexibility for organisations with geographically dispersed teams, many clients returned to classroom based learning to support collaboration, discussion and skills development. Teams participating in MRS training were often based across multiple locations and international markets, despite programmes being delivered within the UK.



Publishing and advertising

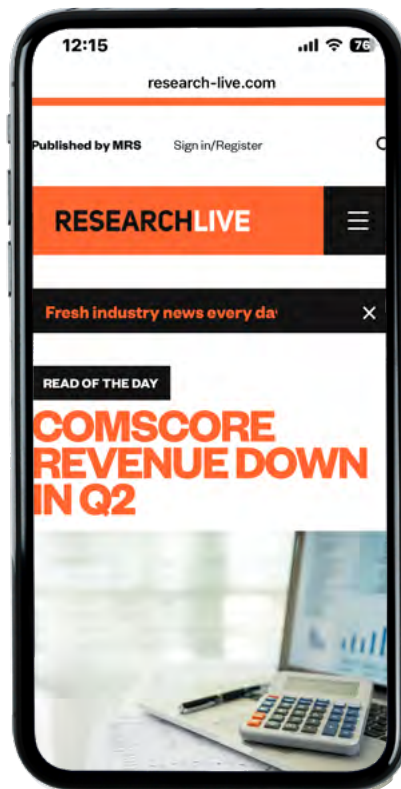
MRS has a history of commercial and academic publishing, and it is renowned for the quality of its editorial content, which remains independent from the commercial arrangements of branded content, sponsored reports or display advertisements.

Publishing work produced by AI is strictly against MRS policy. However, it may be used as a tool in background work of researching topics, making MRS content findable in AI results and support efficiency measures like transcription of interviews.

Research Live

The Research Live audience continues to grow and is the most international readership of all MRS platforms and publications, with more than 35,000 monthly active users, 34% from the US, 33% from the UK and the remaining from the rest of the world.

The editorial team have solidified their vision after the relaunch of the website in 2024 to refocus on people and careers and demonstrate the breadth of thinking and opinion across the sector. This can be seen for example in the How I work series and Explainer series.



The annual Research Live Industry Report continues to be the most downloaded report produced by the MRS containing as it does the agency and consolidated businesses league tables. Over the summer, the Research Heroes programme celebrates the unsung heroes of the research sector and in 2025 15 individuals were awarded.

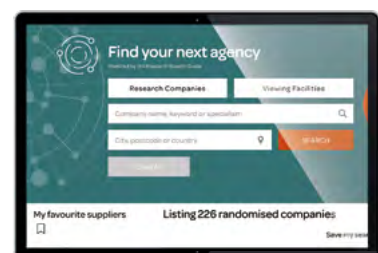
Display advertising continues to be popular with clients, coupled with an increase in branded articles and special reports.

MRS Delphi Group

The Delphi group comprises of more than a dozen client and agency practitioners who collaborate on producing reports and content that addresses the most critical issues for the industry. In this period the group published two reports - **Navigating Brand Purpose in an Age of Uncertainty**, and **The Gen Z Workforce**.

Research Buyer's Guide

The supplier guide lists over 300 research agencies on mrs.org.uk/researchbuyersguide and attracts 44,000 active users every year. The top 10 companies received over 6,000 users, and there was a 34% increase in users compared to the previous year, with a 15% increase in traffic from US. 25% of all traffic is from Asia.



IJMR and Sage

The International Journal of Market Research is published by Sage, on behalf of MRS. The journal received 401 manuscripts in 2025, a 14.9% increase from 2024. The two highest countries for submissions were India (105 submissions) and China (90 submissions). There were 34 institutional subscriptions and 8,437 package subscriptions.

Accredited Company Partners

MRS Company Partnership has continued to experience strong growth in the 2025–26 period, welcoming 45 new Company Partners. These included 20 agencies, 13 clients, and 12 specialist service providers. Of these, 13 were International Affiliates.

MRS’ client-side engagement continues to deepen with organisations such as Sage, Specsavers and Nationwide Building Society all becoming Company Partners. We have also continued to grow the number of agencies becoming Company Partners, including Clariti, Tracksuit and Censuwide. International Affiliates welcomed this year included Yesty, and Aston Martin F1. The new

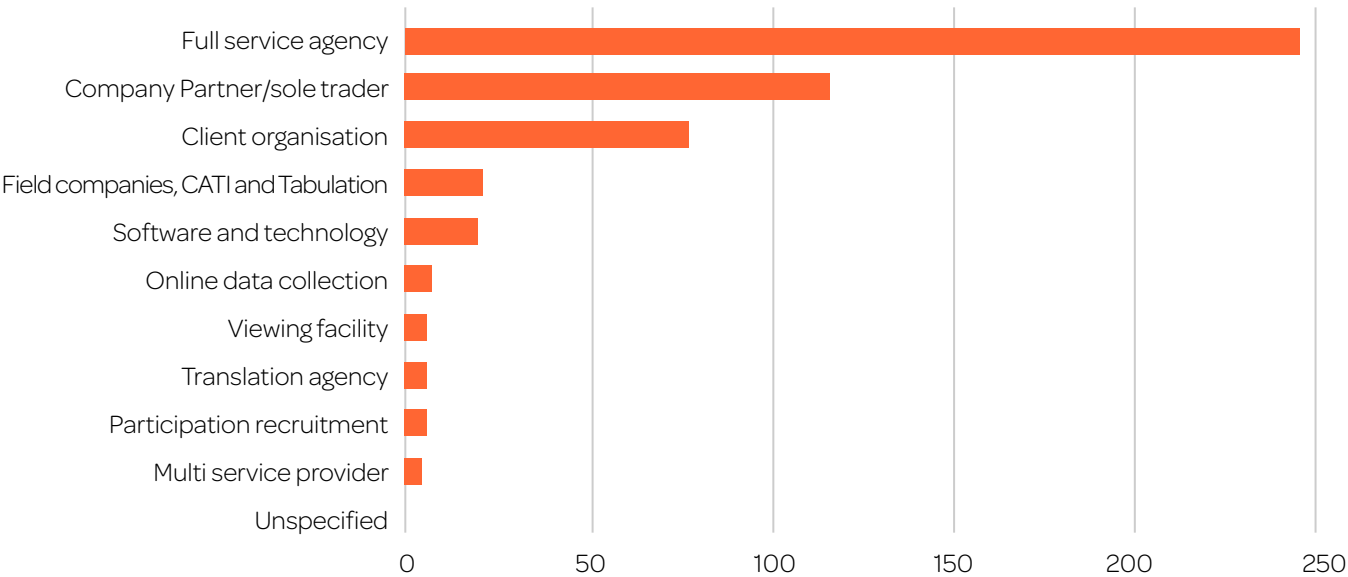
International Affiliates further expanded the geographic range of Company Partners to include China, Sweden and Netherlands.

This year, the Company Partner team continued to deliver its popular induction and refresher sessions for both new and renewing Company Partners, carrying out 47 sessions, up from 33 in the previous year.

The sessions are designed to provide an overview of MRS and its role within the market research and insight sector, highlighting our important relationships with UK, European and global governmental and non-governmental organisations. MRS also provides a more detailed

walkthrough of the benefits available through the Company Partner package and how employees can access them.

These sessions have generated valuable discussion and engagement between Company Partners and MRS. If your team would benefit from an induction or refresher session, please contact the Company Partner team. The table below outlines the number of registrations from Company Partner employees across the MRS activities and network events highlighted. Attendance at these sessions is included in all Company Partner packages and is available free of charge to all employees.



Event Category	Number of attendees
CPS Briefings	370
MRS Networks	548
&More	40
Advanced Data Analytics	15
MRS Pride	75
Social Inclusion Group	31
MRS Unlimited	26
MRS Operations Network	149
B2B Network	212
OTHER	134
Professional Webinars	327
Speaker Evenings	12
Standards and Policy updates	586
Grand Total	1,977

Increasingly popular this year has been MRS’ social media welcome campaign for new Company Partners, where MRS has welcomed 34 through MRS social channels up from 31 the previous

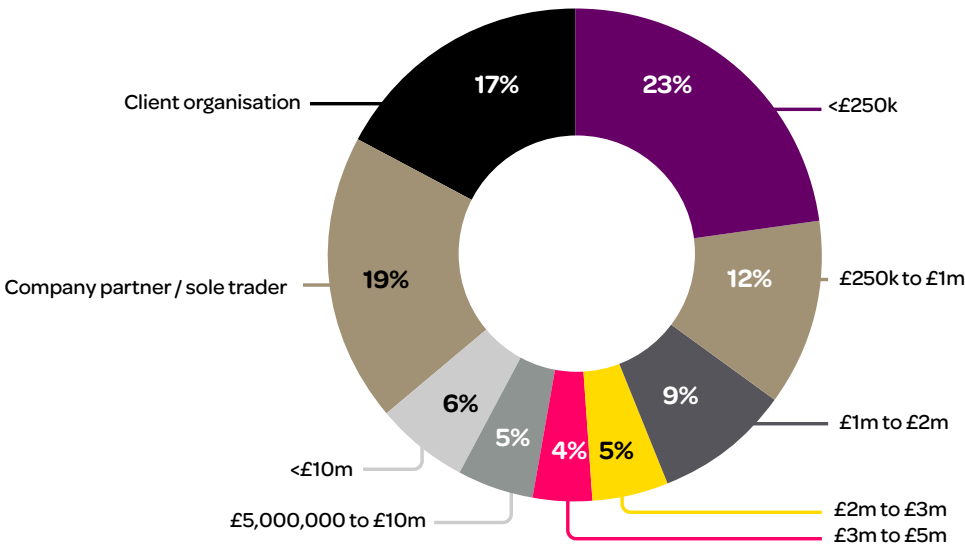
year. These introduce each new Company Partner to the wider MRS community, helping to raise awareness of the organisations and celebrate their commitment to professional standards.

This year, the Company Partner team introduced an exclusive Company Partner Lounge at the MRS Annual Conference. The lounge welcomed a diverse mix of visitors, including representatives from a range of Accredited Company Partners, and provided a valuable space for networking, meetings, quiet working, speaker preparation and informal conversations throughout the event.

Since 2013, the MRS Fair Data Trust Mark has been a reliable method for individuals to ensure that their data is being treated fairly. The Fair Data 12 principles were determined to be robust when compared against the Data (Use & Access) Act 2025. There are in total 52 accredited Fair Data companies, with 12 going through the process in this period.

Below is the current breakdown of Company Partners by turnover*, of whom 39 are International Affiliates.

MRS Accredited Company Partners by turnover



Conferences

one-day and annual events

MRS Annual Conference 2026

MRS Annual Conference 2026 – Research on the Edge took place on 10 March 2026. The event was hosted over one day with three streams of content. Keynote speakers included a panel session chaired by Dex Hunter-Torricke, Former Communications & Public Policy Advisor to Elon Musk (SpaceX) and a panel consisting of Kelly Beaver, CEO,

Ipsos UK, Baroness Mattinson and Eliot Higgins, Bellingcat. The day was closed by international best-selling author, journalist, screen writer, podcaster and documentary film maker, Jon Ronson.

The event sold out, attracting over 650 participants across a diverse spread of practitioners: clients, suppliers, specialists, consultants, academics and the wider media.

One-day conferences

MRS ran 14 one-day events, including the two of the new MRS Leaders Forums. In total the one-day programme attracted over 1,000 delegates and speakers. AI in MR, which ran in January 2026 was the most successful one-day event ever hosted by MRS. A new Client Conference was introduced in November 2025, with tickets only being made available to delegates from the client side.



Media

Activities and highlights

Throughout the year MRS achieved 44 pieces of media coverage. Highlights of the MRS communications campaign 2025/26 included:

Marking MRS' 80th anniversary - championing the sector's growth and the value of research to business leaders through profiling the Business of Evidence 2026 report in titles including *More About Advertising*, *Decision Marketing* and *Performance Marketing World*. Announcing the society's high-profile new appointment of Baroness Deborah Mattinson as MRS President in sector titles like *Performance Marketing World*, *MrWeb* and *Research Live*.

Backing Census 2031 in the national media with commentary featuring in *The Guardian*, *The Independent* and *The London Standard*, emphasising the need for rich, consistent and reliable data on the population to provide a deeper understanding of people's needs and better decisions from government and businesses.

Establishing MRS as an authority on synthetic data at a critical time of change for the sector. Providing guidance on its use in research and underscoring the continued importance of speaking to real people in Jane's regular *Marketing Week* column, and explaining how synthetic data can support retail brands, if used well, in *Business of Fashion*.

Making a splash for the MRS Annual Conference 2026, showcasing the sector's cutting-edge work. Getting journalists in the room to profile the event, the speakers and MRS members, landing articles in marketing and advertising titles such as *Marketing Week*, *Little Black Book*, *MediaCat* and *WARC*.

Showcasing the best of research through the MRS Awards 2026, bringing the winning entries to life in an engaging ceremony. Drumming up interest in the next awards show and profiling winners in the media and through voxpop videos on social media.

Building the reputation of MRS' wider events programme and its speakers through articles in trade media read by research buyers for events which highlight how members are delivering value to their clients. These included a piece in *Financial Services Forum* about Nationwide and Verve's session on social listening at the Storytelling Summit and a *WARC* feature on building brand loyalty and trust from Haleon and Ipsos' talk at the B2B Research Conference.

Promoting for MRS' Campaign for Better Data and its work to equip researchers with the skills and resources needed to improve standards across the sector and encourage responsible data practices. Bringing it to new audiences in *Performance Marketing World* and *Decision Marketing*, and through a programme of LinkedIn content.

Advocating the power of research in the public sector, urging policymakers to make evidence-based decisions amid pressure on the public purse in *Government Business Magazine*.

Contributing to *Research Live's* 2025 Review and 2026 Preview series giving the MRS' take on the hottest topics of conversation in the sector, from societal fragmentation to synthetic data, as well as the most significant pieces of research in 2025 and what the sector should be looking out for in 2026.

Financial statutory accounts

The following summary of key financial information is extracted from the audited accounts for the year 2025/26.

A copy of the statutory report and accounts which is submitted to Companies House is available to members on request.

Summary Income and Expenditure Account (£'000)

Income	2025/26	2024/25
Individual membership subscriptions	655	812
Company Partner Service	842	774
Publications & information services	532	535
Training & qualifications	800	935
Conferences & seminars	765	697
Other services	691	584
Total	4,285	4,337

Expenditure

Cost of activities	1,267	1,279
Employment	2,239	2,202
Other administration less sundry income	827	923
Net financing charges & taxation	17	(37)
Revaluation of property investment	0	0
Total	4,350	4,367

Recognised gains and losses

Net surplus/(deficit) on trading	(65)	(30)
Revaluation of property investment net of deferred tax	37	169
Tax relating to other comprehensive income	0	(21)
Surplus/(deficit) for the financial year	(28)	118
Revaluation of tangible fixed assets net of deferred tax	0	0
Contribution to reserves	(28)	118

Summary Balance Sheet (£'000)

	2025/26	2024/25
Tangible assets	7,903	7,999
Net current liabilities	(574)	(609)
Long term liabilities inc. deferred tax	(1,149)	(1,181)
Net Assets	6,180	6,209
Property revaluation reserve	5,162	5,125
Income & expenditure account	1,018	1,084
Reserves	6,180	6,209

Company details

mrs.org.uk/about

MRS Main Board and Officers 2025/26

MRS Officers



Jane Frost CBE
Chief Executive Officer, MRS



Saj Arshad CMRS
President



Deborah Mattinson
MRS President (current)



John Haworth MMRS
Honorary Secretary
Treasurer



Shazia Ali
CMRS



Josephine Hansom
CMRS



James Sallows
FMRS



James Endersby FMRS
Chair



Rebecca Cole CMRS
Chair Designate



Seema Hope
CMRS



Adrian Sanger
CMRS



Geoff Gosling
CMRS



Liz Norman
CMRS



LaShanda Seaman
MMRS



Georgie White
CMRS

Company details

Further information

mrs.org.uk/about

The Market Research Society (MRS)

With members in more than 50 countries, MRS is the world's leading authority for research and business intelligence. It's for everyone with professional equity in market, social and opinion research and in market analysis, customer insight and consultancy.

Evidence matters

Evidence helps build strategy and reduce risk; it's essential for good commercial and public policy decisions. If you need, use, generate or interpret evidence, MRS can help you. MRS members have commissioned and provided evidence that has supported elections, launched global brands and deciphered profound trends in society. MRS supports, promotes and aims to enrich the research and business world.

In consultation with individual members and Accredited Company Partners, MRS supports best practice by setting and enforcing sector standards. The commitment to uphold the MRS Code of Conduct is supported by the Codeline service and a wide range of specialist guidelines.

MRS Research-Live

research-live.com

IJMR

mrs.org.uk/ijmr

Research Buyer's Guide

www.mrs.org.uk/researchbuyersguide

Fair Data

mrs.org.uk/fairdata

Recruiter Accreditation Scheme

ras.mrs.org.uk

GeoDems Knowledge Base (GKB)

mrs.org.uk/geodemographics

Global Data Quality (GDQ)

globaldataquality.org

The Market Research Society

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Solicitors

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London EC4R 1BE



80 years of MRS
Evidence matters
more than ever

The Market Research Society (MRS) is the world's leading research association.
For all those who need, generate or interpret evidence for making good business and
policy decisions. [Click here to find out more about us](#)