



## The Archive of Market and Social Research: AMSR Update, May 2023

Having been established as a charity in 2016, this Archive is now recognised as the principal source of what consumers and citizens have done and thought over the last 60+ years. Freely accessible and online, it is increasingly being used by researchers, writers, academics and students in colleges and schools.

### Freely Accessible Archive Content

- Nearly 8,000 reports, papers, and documents covering a broad range of social issues, markets and research techniques, all online -- plus 825 books, held in our paper archive
- 61 stories drawing on Archive content, most recently on topical issues such as Changing Opinions of the Royals, Inflation, and the Lasting Popularity of the National Lottery
- 37 Specialist Collections highlighting the BBC World Service, Brexit and many other subjects. In its Modern Collections, the Archive is beginning to assemble significant works from the 21st Century. Recent donations include reports from The Nursery, Kantar and GWI
- Important studies tracking public attitudes and consumption, such as the Target Group Index and Readership Surveys from the 1930s and later, plus qualitative studies including 1468 items from the Peter Cooper/CRAM collection
- More than 48 Oral Histories providing the recollections of research industry leaders
- And the AMSR Hub, providing links to 50+ research sources around the world

### Publicity and Usage

- The most immediate priority is to make the Archive better known and used: to help in that this year we organised a joint industry seminar with Mass Observation, presented at the MRS Annual Conference, emailed 4,000 schools offering them our 'Guide to Using the Archive,' attended the Oxford undergraduates' fair, and presented to Masters students at King's College London
- With sponsorship from Opinium Research, a third AMSR book on "Researching the Public: Post-war Policy, Politics and Polling" is being launched at a Summer Event in June, with key speakers including polling expert Sir John Curtice and Jane Hamlett, Professor of Modern British History at the Royal Holloway
- We continue to distribute our quarterly Newsletter to nearly 500 recipients
- In the last 12 months, our followers on Twitter have increased from 532 to 594, and the Archive now has over 500 unique visitors every 3 months and over 200 a month
- St Mary's University Twickenham has led the way in introducing college students to the Archive and, so far, eleven schools have expressed interest in using it, for their sixth formers to learn how to find information and create their dissertations

### Sources of Support

- The Archive must secure an income of at least £35,000 a year to sustain itself, and more is needed if it is to realise its plans for the future. It is supported by 23 corporate and 70 individual donors so far, and by the efforts of 48 volunteers led by our President Denise Lievesley CBE and Trustee Board Chairman Professor Patrick Barwise

### Testimonial:

- *"The Archive Really is a Treasure Trove"* (Louise Hunter, Head of History and Politics at Notting Hill and Ealing High School)

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