



The Archive of
Market and Social
Research

Making history

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

Since it was first established in 2015, this Archive has come to be recognised and used by increasing numbers of researchers, academics, students, and writers as the principal source, freely accessible and online, of the opinions and activities of UK consumers and citizens over the last 60+ years.

Archive Content, Freely Accessible

- **7,660 reports, papers, and documents** covering a broad range of social issues, markets and research techniques, all online. Most significant among these are 694 Newsletters and other materials from the MRS, 126 Conference Papers, 574 Opinion Poll Reports, readership surveys from 1928 onwards, 1,473 CRAM/Peter Cooper Qualitative Research reports, 690 Ehrenberg/Goodhardt documents, 872 BBC UK and Global Audience studies, 146 TGI Reports, and 744 other specific social/commercial/advertising and other project reports.
- In addition, **828 books** are in our paper archive and, to illustrate our range **67 stories** are prominent in the digital Archive, most recently on the Environment, Cinema Audiences, and Hypothermia. Also, **44 Oral Histories** recount the memories of research industry leaders.
- Our **Specialist Collections** highlight 37 other subjects, most recently on Motoring History; and our acquisitions covering **contemporary 21st Century issues** such as Covid, Brexit etc., include donations from Kantar Media, Opinium, Qa Research and Basis Social. Across all subjects, more contributions of research-related material will be keenly welcomed.
- And the AMSR Hub provides links to 50+ other research sources around the world.

Publicity and Usage

- The Archive is becoming better known and used: so far, **25 schools have expressed interest** and we have offered our 'Guide to Using the Archive' to 4,000 schools, with Ipsos helping us to produce an introductory video for their students' 'A Level' course work. Leading the way among **universities using the Archive** are St Mary's Twickenham and King's College London.
- We continue to distribute our quarterly Newsletter to about 500 recipients.
- With sponsorship from Opinium Research, we have produced **three AMSR** books showcasing the Archive: 'Social Trends from Post War to Present Day and Beyond', 'Post-War Developments in Market Research', and 'Post-War Policy, Politics and Polling', the last of which was launched at a Summer Event in June 2023 with generous sponsorship by OvationMR and presentations by polling expert Professor Sir John Curtice and Jane Hamlett, Professor of Modern British History at the Royal Holloway, University of London.
- We now have 638 followers on X/Twitter, and on LinkedIn a record number – 609, compared with only 312 a year ago.

Sources of Support

- The Archive needs at least £40,000 a year to sustain itself, 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 Denise Lievesley CBE and Trustee Board Chairman Professor Patrick Barwise. And we now have two new Trustees – Professor Claire Langhamer, Director of the Institute of Historical Research and Trustee of the Mass Observation Archive, and Colin McDonald who organises the curating and indexing of donated material.

Testimonials

- *"If you want to understand where we are now, you need to know where we have come from."* (Professor Sir John Curtice, President of the British Polling Council).
- *"I am an enthusiast for this Archive ... it gives us really useful 'stuff' about the past ... it gives us a beautiful tapestry of what life was like or what it felt like."* (Professor Claire Langhamer).

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