



50 giving stories shared as part of The Marketors' Trust's 50th Anniversary celebrations in 2026

No 38: A time capsule of modern Britain, free for everyone

Every survey ever conducted is a small snapshot of its moment: what people bought, what they believed, what they feared and what they hoped for. Gather enough of them together, across decades, and you have something remarkable, an accidental history of everyday British life. That is exactly what the Archive of Market and Social Research has set out to preserve.

The AMSR is a volunteer-run charity that holds a unique record of modern Britain, seen through the market and social research that has documented the nation over the past seventy years: surveys, reports and papers charting how the country lived, shopped, voted and changed. Once, these materials risked being lost in filing cabinets and skips. Today the archive is fully digital, searchable and, importantly, free for anyone to use, whether student, historian, marketer or simply the curious.

The Marketors' Trust is one of the archive's supporters, donating to the AMSR as part of its wider commitment to the marketing profession. It is a natural fit. Market research is where marketing begins, in the careful listening to what people actually think, and preserving that record keeps the whole discipline honest about its own history.

There is something quietly moving about it. Long after the campaigns have ended and the products have left the shelves, the research remains: a portrait of who we were, decade by decade. By helping keep that archive open and free, The Marketors' Trust is doing what good marketing has always done, making sure the story is not forgotten.



**The Archive of Market
and Social Research**
Making history

Website: amsr.org.uk

How to give

Every gift, at whatever level, helps secure the Trust's grants, awards and care for the next fifty years.

To give, go to: <https://www.marketors.org/the-marketors-trust/support-ways-to-give>