



Improving Culture & Leadership for the Research and Insight Sector Take Part in the MRS Employee Engagement & Satisfaction Survey

The Covid-19 pandemic dramatically changed the pace of change in our workplaces. Never before has it been more important to build people-centric and listening cultures, with wellbeing at the forefront. The MRS Employee Engagement & Satisfaction Survey helps members and Company Partners understand their individual workforces better, benchmarking themselves to see how they perform compared with others and ultimately improve culture and leadership across the research, insight and data sector.

MRS is keen to help support supply-side members and Company Partners in their efforts to improve culture and leadership within their organisations. In 2024 MRS launched an exciting new service that allows supply-side MRS Company Partners and/or organisations which employ MRS members the opportunity to take part in the sector-wide MRS Employee Engagement & Satisfaction Survey. The Report from the 2024 sector-wide MRS Employee Engagement & Satisfaction Survey is available [here](#).

The MRS Employee Engagement & Satisfaction Survey covers the key elements of employee engagement including culture, management, progression, inclusion & diversity and remuneration.

We appreciate that you may have questions, so with this in mind, below are some frequently asked questions and answers which we hope that you will find useful. If you have any other thoughts or concerns, please contact MRS' Managing Director, Debrah Harding: debrah.harding@mrs.org.uk.

We do hope that you will consider being part of this important initiative.

FAQ's

Benefits of the survey

Q) Why did MRS introduce the MRS Employee Engagement & Satisfaction Survey?

MRS introduced the Survey to track staff engagement across the research sector. The MRS Employee Engagement & Satisfaction Survey enables participating organisations to benchmark their staff engagement against the average for the sector. This helps businesses to see how well they are performing and helps to enhance staff communication and engagement. It also gives an annual picture of the culture of the sector and how it is evolving.

Q) What is the benefit of participating in this survey?

There are a number of benefits of participating in the MRS Employee Engagement & Satisfaction Survey including:

- Providing participating organisations an opportunity to benchmark their performance to the sector's, helping businesses to identify what they are doing well, and also possibly identify areas of improvement.
- The questionnaire has been designed by employee engagement specialists alongside an MRS working group ensuring that it measures the key metrics for businesses in the research sector. The results help organisations monitor their performance and highlight priorities for improvement that have a real impact on employee engagement and motivation.
- Businesses can release staff time and resource from undertaking their own in-house staff surveys.
- Participating organisations can save money by participating in the MRS survey rather than creating their own staff survey.
- The results from the survey can be used as evidence for the MRS Research Live Best Place to Work award.

Q) What about if businesses already undertake their own employee research? Why switch to the MRS Employee Engagement & Satisfaction Survey?

It is up to individual businesses whether they wish to participate in the MRS Employee Engagement & Satisfaction Survey. If an internal option is preferred this is fine. However, businesses could also consider continuing with their own research (to enable bespoke questioning) plus undertaking the MRS Employee Engagement & Satisfaction Survey – not least to enable the benchmarking of their results against the sector's.

Management of the survey

Q) How is survey be administered, processed and who gets to see our results?

MRS uses the services of David Cahn of Synygis to administer and analyse the survey results. The research is conducted in accordance with the [MRS Code of Conduct \(2023\)](#) and the [MRS Privacy Policy](#).

David is an independent consultant and an MRS Fellow and is the only person who has access to the identifiable data set. David undertakes a number of other market intelligence projects for MRS including the MRS Annual Survey.

David manages the whole process:

- Distributing to each participating organisation a bespoke survey link using the Survey Monkey platform.
- Informing participating organisations of progress, i.e., how many completes have been received during fieldwork.
- Analysing and distributing anonymous results to participating organisations.
- Compiling the aggregated sector-wide results for publication in the annual Research Live Industry Report

Please feel free to contact him if you have any questions about the process: davidcahn@synygis.com.

MRS and/or Synygis may use the services of other subcontracted service providers, depending on the level of response to the survey. When this is required, MRS anonymises

the data shared with any service providers to protect the confidentiality of the data. Any suppliers selected would be contractually bound to adhere to the [MRS Code of Conduct \(2023\)](#) and the [MRS Privacy Policy](#).

Q) What results and data do participating organisations have access to?

Each participating organisation receive total results for each question. Participating organisations do not have access to individual responses of employees, only the aggregate scores for each question, based on who takes part from each company. No participant names are shared or reported.

Each participating organisation is able to view their results compared with the sector wide benchmark i.e., the total aggregate results of all other participating organisations compared with their own.

Q) When will the MRS Employee Engagement & Satisfaction Survey be available to use for 2025?

The data collection for the 2025 survey is planned to take place in March/April 2025 (deadline tbc), with individual corporate results due to be issued in late May 2025.

Coverage of the survey

Q) Why is the survey only available to the supply-side of the sector?

The plan is to complete a similar survey for client-side practitioners. However, this survey is focusing on the supply-side, as this was the area where challenges were identified within the [MRS Understanding Our Shortage of Talent](#) report.

Creation of the survey

Q) How was the survey created?

The original survey was created by a group of expert researchers drawing from the best practice in staff engagement survey design. The survey has been designed to cover all the key aspects of staff engagement whilst also not being too much of a burden for staff.

Use and publication of the survey data

Q) What if my results are below average compared with others? Will there be any further action by MRS?

No, not at all. All businesses can improve in terms of employee engagement – no organisation is perfect! MRS will also be using the survey to track its performance as an employer to identify areas where MRS can improve.

MRS encourages MRS members and Company Partners to take part in this important initiative to help businesses identify areas of improvement. This is our only objective – to help improve culture and leadership across the sector

Q) What happens if the response rates for a participating organisation is too low, or the results are unrepresentative of the participating organisation?

MRS reserves the right to withhold corporate results if there is the possibility that individual employee results could be identified by the research e.g., only one staff member in an

organisation responds to the questionnaire or if the results are unrepresentative of a participating organisation e.g., very low response rates, results skewed towards certain roles, etc. In such instances MRS will work with participating organisations to improve response rates, representativeness, etc.

Q) Are any of the results published in the public domain?

Yes, some of the results are published – see the [Report from 2024](#). Participating organisations agree to have their individual corporate results published as 'Top 5' tables (or similar depending on the number of organisations participating in the survey) by MRS, based upon a selection of the individual metrics measured by the questionnaire. MRS only publishes the Top 5 organisations (or similar), i.e., the top performers to highlight excellence, all other participating organisations are not individually published or reported by MRS. MRS does not publish details of any participating organisations that perform outside of the Top 5 (or similar).

Q) Can participating organisations publish their data?

Each participating organisation can publish their data to promote their results. All results published must include sufficient information to enable a reasonable assessment of the validity of the results e.g., question wording, year of the results, etc.

Q) How are the results used by MRS?

Each participating organisation has full access to their own anonymised results. In addition to this, as part of improving culture and leadership across the sector, we are keen to explore what the key drivers are for employee engagement and satisfaction. At a total level (i.e., all data from all participating organisations) is analysed and reported by MRS to give a sector wide perspective – identifying the key factors in terms of culture and leadership and areas where the sector needs to improve (see the [Report from 2024](#) as an example). Individual participating companies are not be named in this analysis – MRS is only interested in looking at and presenting the results on a sector wide basis.

MRS has expanded the entry criteria for the Research Live Best Place to Work award. Organisations wishing to enter this award now need to supply survey results as necessary evidence, supporting the success of their working culture, either from the MRS Employee Engagement & Satisfaction Survey, in-house or other third-party employee surveys. It is for individual organisations to decide if they wish to enter the award and provide their results from a survey. In doing so, only the clients on the Research Live Judging Panel have access to the participating organisation's aggregate research results submitted as evidence as part of the awards process, and all information submitted as part of the judging process will remain confidential.

Q) Why did MRS change the Research Live Best Place to Work criteria to include evidence from an Employee Engagement & Satisfaction Survey?

The senior clients who are the Judges for the Research Live Best Place to Work award were keen to have more evidence from employees about their experiences working in organisations entering for this award. By including survey results the judges have evidence from participating organisations about the views of their staff. Survey results are one part of the evidence that the Judges consider, the other are the written entries which will enable organisations to give context about their approach to workplace culture and management.

Q) What about client organisations that would like to participate in the Best Place to Work award?

An alternative in-house employee engagement survey is being developed. In the meantime, client-side organisations can provide either third party or in-house employee survey results as part of the evidence for the award submission.

[Access to the Survey](#)

Q) Are there terms and conditions for using the MRS Employee Engagement & Satisfaction survey?

Yes, the Terms and conditions are available [here](#).

Q) Are there fees for participating in the MRS Employee Engagement & Satisfaction survey?

Yes, there are fees which are based upon company turnover as per the following fee schedule:

Turnover Band	Annual Fee –2025 (£)
Under £1million	500 + VAT
£1million to £10million	1,000 + VAT
Over £10million	3,000 + VAT