

# Business of Evidence 2016

As assessment of the size and impact of the UK research and evidence market, commissioned by the Market Research Society (MRS). The 2016 study provides an update of the original Business of Evidence 2012 analysis.

The UK business of evidence market currently generates

## £4.8bn

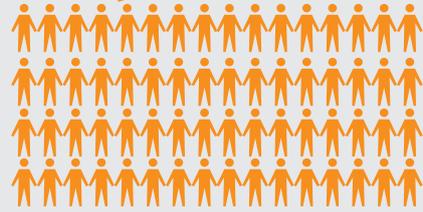
in gross value added (GVA)

36% (£1.7bn) is exported



Up to

## 73,000

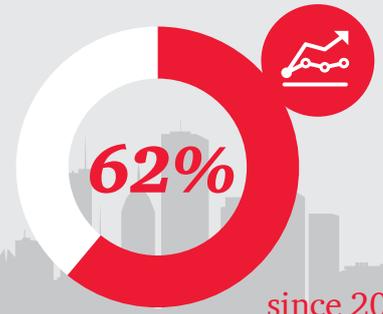
 FTEs
 

(full time equivalents) are employed in the sector/market

The market value has grown by

## 62%

since 2012 when GVA was estimated at £3bn



*“There has been a definite shift towards so-called big data – very large data sets, often unstructured populations of comments and so on – rather than survey data. Social media analysis, data mining and predictive analytics are emerging as key skills but the problem is that the average company doesn’t have the staff who are au fait with these techniques.”*

**Dr. Paul Baines,**  
Cranfield University

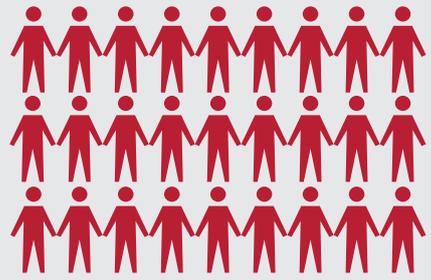
**Data analytics** exhibits the highest growth rate at over

## 350%

 growth since 2012...


...and now employs up to

## 6,700

 FTEs
 

### GVA and FTEs estimates by area

Key: Estimated employees: Estimated GVA:

 <p><b>Core suppliers</b></p> <p> 38,900</p> <p> £2,137m</p>	 <p><b>Data analytics</b></p> <p> 4,800-6,700</p> <p> £355-£497m</p>	 <p><b>Other private sector organisations</b></p> <p> 10,400-17,400</p> <p> £655-£1,400m</p>
 <p><b>Higher education institutions</b></p> <p> 1,900</p> <p> £115-£144m</p>	 <p><b>Central Government</b></p> <p> 1,000-3,000</p> <p> £64-£273m</p>	 <p><b>Local Government</b></p> <p> 700-1,800</p> <p> £32-£144m</p>
 <p><b>Think tanks</b></p> <p> 200-870</p> <p> £10-£46m</p>	 <p><b>Charities</b></p> <p> 920-2,760</p> <p> £80-£157m</p>	<p><b>Total employees: 73,000</b></p> <p><b>Total GVA: £4.8bn</b></p>

Source: ONS Annual business survey, MRS Annual Survey, PwC Analysis

## Key areas of growth

Data analytics



Qualitative research



Social media/web traffic monitoring



Online/mobile surveys

## Expected to decline

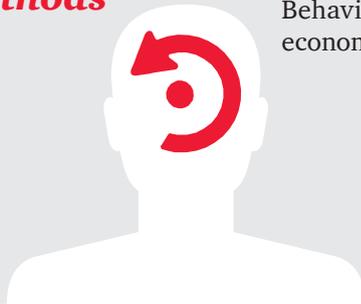


Telephone surveys

## Emerging methods



Research involving wearables



Behavioural economics



Neuroscience

## Top business benefits of research and analytics



Increased efficiency

More confident decision making (evidence based)



Cost savings

## The UK research and analytics market A key influencer

71%



agree that research is an important catalyst for change

69%



agree that research is a vehicle that gives people a voice

68%



agree that the market adapts quickly to developments in new technology

## The researcher of the future Key attributes



-  Business savvy
-  Strong data analysis and interpretation skills
-  Good communicator and story teller
-  Flexible, agile, early adopter



## Skills and talent



agree that the research market in the UK is an important incubator for skills and talent



Over 1/3 believe the market will face a skills shortage in the future

## Future challenges

Attracting high calibre talent



The image of the industry – does it appeal to emerging talent?

Averting a skills shortage



Source: PwC analysis, consultations with key informants, PwC market survey