

# THE RESEARCH NETWORK

## NEWSLETTER

**Editor:** Nick Tanner **Editorial Advisors:** Phyllis Vangelder, Tom Punt

Issue No. 14: August 2009

### THE WAY WE ARE NOW

Phyllis Vangelder and Tom Punt have been joint editors of the *Newsletter* since its inception in Spring 2003. They have produced thirteen editions and announced about a year ago that they would like to step down when a successor could be found. My offer to help was made with some trepidation, for how could I hope to follow such an illustrious team? I had never edited a newsletter before and wasn't sure I had the skills either to write for it or to persuade others so to do. However, they have both been terrifically supportive and as I formally take on the role with this edition, I am hopeful that they will remain Editorial Advisors for many years to come. In the meantime, on behalf of all our readers, can I offer a resounding 'thank you' to Tom and Phyllis for, in a very real sense, making the Research Network *Newsletter* everything that it is today; and, from my own personal point of view, for making the transition not just painless but positively enjoyable.

Network Membership continues at around 240, with new arrivals matching or slightly exceeding the (mostly involuntary) departures. Apparently a few invitees continue to resist joining on the grounds that we are "basically just a Lunch Club", an accusation to which some members enthusiastically plead guilty, whilst others insist that it's also a way of staying in

touch with former colleagues, and others again cleave to the view that it offers a connexion to the broader research community. Now that the MRS and *Research* magazine seem to have switched their focus from the individual to the corporate in research life, we are confident we can continue to serve our members as individuals, reflecting their personalities and (dare I say it) peculiarities in all their glorious diversity.

We welcome Nigel Spackman to the Steering Group and though he's unlikely to need much introduction, you will find a brief profile of him elsewhere in this *Newsletter*. If you don't know him, come and meet him at the AGM in December! But before then, we hope to see as many of you as possible at the Autumn Lunch – again, for details see below.

We hope you will enjoy reading news of events in the last few months, including the Spring Lunch, the Summer Party and, for some, the Research International picnic. We hope you will be amused, interested or (preferably) both by the reminiscences, the book reviews, and sadly the obituaries of members and research luminaries. And if there's other stuff you'd like to see in this Newsletter, do please tell us or (even better) write it yourself!

### AUTUMN LUNCH: 22<sup>ND</sup> OCTOBER AT MINSTER PAVEMENT

We have visited a Balls Brothers establishment before, when we lunched in 2007 at the Hop Cellars. This venue is rather different—spacious function rooms and bars in an imposing building in Mincing Lane, a short walk from Fenchurch Street, Monument or Tower Hill stations. The ticket price of £25 includes a welcoming drink, table wine and a hot fork buffet with plenty of choice.



Although members will have first priority if we are over-subscribed, guests are welcome at £30 per ticket (with a £5 refund if they join the Network before the

event). Invitations will be sent out in September with the full address and detailed instructions for getting there but you can request places (with cheques for the appropriate amount) right away from Gill Wareing, our Hon. Secretary/Treasurer, at 6 Walkfield Drive, Epsom Downs KT18 5UF (phone 01737 379261). Let Gill know if you have any special dietary requirements. See you there!

### ON OTHER PAGES

Page 2 The Way We Were  
Page 3 Network News  
Page 3 Who are We?

Page 5 RI Reunion Picnic  
Page 6 Book Review

Page 7 Reminiscences  
Page 8 Debate  
Page 9 Not Forgotten

# THE WAY WE WERE

## Peter Bartram's selections from MRS Newsletters of yesteryear

### 35 years ago (1974):

**Quentin Crewe**, writing in *The Times*, deplored the fact that the launch of *The Sun* newspaper had been preceded by market research among potential readers. **Colin McDonald** of BMRB responded very effectively on behalf of the industry, by saying that consultation through market research can aid the creation of original and successful ventures of that kind "far more effectively than the luddite elitism of Mr Crewe".

**Lynda Chalker**, MP for Wallasey and later Conservative Minister for Transport and Overseas Development, spoke at the MRS Luncheon Meeting in October. Her credentials not only included market research experience with Kodak, RBL, Shell and Louis Harris, but also her earlier education at Roedean, and London and Heidelberg Universities.

### And 30 years ago (1979):

**At the MRS AGM in June**, (which was chaired by MRS President Sir Harold Wilson) 134 members participated in a heated debate on a proposal to revise the categories of MRS Membership. Many strongly-held views were expressed, but when the vote (including proxies) was taken, 84 opposed the proposal and 85 supported it—not enough to secure the 75% approval needed under the MRS Constitution. Nevertheless, at the end of the evening, one doyen of the Society commented "Thank heaven the Society is strong enough to question its behaviour and purpose seriously." (*Sadly, this can no longer be said, as there is little evidence that the current MRS Council—or individual Membership at large—are interested in re-kindling the necessary involvement and commitment.*)

**Stewart Rigby** of the British Tourist Authority spoke up for literacy by taking the MRS Research and Development sub-Committee to task for referring to 'verbal reporting' in delivering its recent results, when 'oral reporting' was meant. He saw the misuse of the word 'verbal' as almost universal among market researchers (*an error which remains equally prevalent today*).

### And 25 years ago (1984):

**Alan Swindells**, in an article reporting on the crowded and effervescent MRS Riverboat Shuffle, described how an anxious researcher approached **Kit Molloy** at the height of the jollification to say "Um, Mr Molloy, sir ... I think some of the younger elements are getting a little out of hand at the other end of the boat." "**Ivor Stocker**, I suppose" Kit replied. But, said Swindells, "Ivor was nowhere to be seen, surrounded as he was all evening by attractive young women wearing bowler hats—great magnetism, Ivor, great pulling power."

**Gerald Hahlo** reported that the first-ever MRS Cricket Team, captained by "the nonchalant but wily **Bill Pegram**" took on Sir John Boreham's team from the Government Statistical Service. In a close match, the GSS team won by 4 runs, but afterwards the MRS team "comprehensively outdrank the opposition."

At the **ESOMAR** Congress in Rome, delegates attended a grand Papal Audience lasting three and a half hours, which Pope John Paul II addressed in nine languages. **John Samuels** summed up the occasion by saying: "That was wonderful. But it was rather like a lot of ESOMAR papers – I didn't understand most of it and it went on rather long, but it would have been rude to leave before the end."

## NEW MEMBERS OF STEERING GROUP

**T**wo members have been recruited to the Steering Group this year. **Nick Tanner** joined in February and, as noted in the front page editorial, has now taken over responsibility for editing the *Newsletter*. Nick trained at RBL (Research International) and worked at Taylor Nelson before forming Parker Tanner in 1985. He has now left research and become a wine merchant.



As announced at the Summer Party, **Nigel Spackman** has more recently been co-opted on to the Steering Group. After starting on the client side, Nigel moved to Harris Research 1972. He joined AGB in 1978 where he eventually became Chairman of all their UK custom research businesses. Finally he moved on to become MD of BJM in 1990, which eventually became part of TNS. He retired in 2008 and is now a non-exec Director of Network Research.

# SOCIAL EVENTS: THE 14TH NETWORK LUNCH AND THE 2009 FOURTH SUMMER PARTY

Tom Punt

We held our 14<sup>th</sup> Lunch at the Georgetown on April 21 2009. This was transferred at fairly short notice from the Singapura and our thanks go first to our social events organisers Jane Bain and Jane Gwilliam and secondly to the management of the Georgetown, for re-arranging things so quickly. In fact although we had not originally intended to return to the Georgetown so soon after our first visit, almost one year earlier to the day, the organisation was even better this second time around and in no way did we feel things had been arranged in a hurry—a good choice of main courses and desserts and, although the restaurant had not grown in size, there seemed to be rather more space to move than on the first occasion and the wine was even better as well. So there was enjoyment all round. And the spring weather was good and not so windy as it was in 2008.



On a rather brighter day weather-wise, for the fourth year in succession we held the Summer Party at the Auriol Kensington Rowing Club on July 9 2009 with an almost record attendance, Pimms flowing freely and a much-improved buffet lunch. The comparatively good weather meant that we were able to extend the party on to the balcony and move around much more than was possible in 2008 when we had far cooler temperatures. The riverside location was, as always, a delight and we even had a helicopter fly-past to entertain us (you can see David Aldridge pointing it out below) as well as Justin with another well-chosen poetry recital.



## WHO ARE WE?

Tom Punt

As I wrote in 2003 when I first set out to describe the profile of members, this title does not indicate any collective crisis of identity but that it is time once again to update this description of us. A word of explanation is due before we begin. The 'potential' membership of the Network, that is to say those who were members in 2008 and have not informed us that they do not wish to renew, plus those who have joined so far in 2009, is around 240 but the following data are based upon the 223 who, at the time of writing, have definitely indicated their desire to continue their membership. A plea to all members, by the way, to make it clear as soon as they receive their renewal notice whether or not they wish to continue (and to send their cheques, if they

can). It makes Gill's life so much simpler if she has heard from you otherwise you might find yourself excluded from the Members List.

### Gender

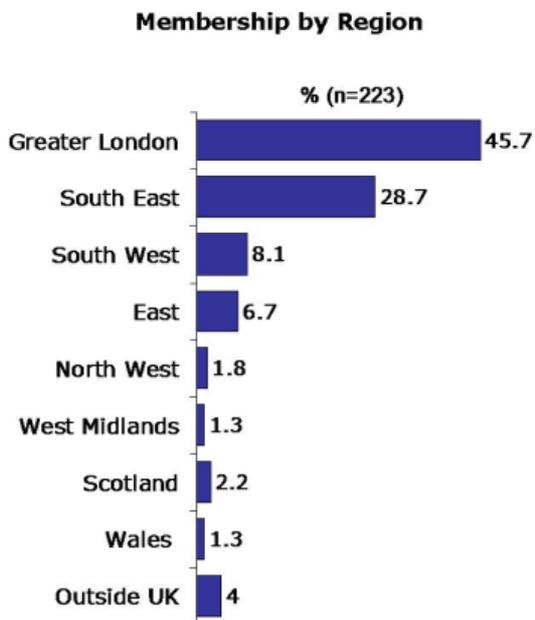
62.5% of us are male and 37.5% female. Not surprisingly, the proportion represented by female members has shown a steady tendency to increase over the seven years of the Network's history. In 2003, 32% of us were female so whilst the magnitude of the increase would probably not please Harriet, it progresses in the right direction.

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### Geographical Location

Based on the address given for correspondence, we are still predominantly a London and South Eastern membership but with significant proportions in the South West and East. I have decided to come up-to-date and analyse this by administrative regions rather than talking about outdated concepts such as the 'Home Counties' that I used in the far off days of 2003, so close comparisons are not possible, but in 2003 around 80% of us lived in London and what we now call the South East compared with 75% at present so we are a bit more dispersed now.



### Age

For the first time in the history of the Network we asked members, when renewing or joining for the first time, to state their date of birth. The reason for this is primarily so that we would have some idea of which potential age groups we might not be reaching. From the outset we have not set any minimum age of membership though in general, the Network is intended for those who have fully or mainly retired

from full-time work in market or social research. At present, we have this data for 75% of the 'potential' membership (85% of males and 60% of females—no comment). The table which follows is based only on those who have replied to this question thus far—those who have not replied are a mixture of those who specifically refused and those who either ignored the question or who, to date, have not signified that they wish to continue membership.

Age By December 2009	Total	M	F
	168	118	50
	%	%	%
80 or over	6	7	4
75-79	20	23	15
70-74	12	12	11
65-69	23	25	17
60-64	26	19	44
Under 60	13	14	9
Totals	100	100	100

It is equally gratifying to observe:

- that 39% of all members are aged 64 or under, so we can feel assured that there will be a succession to keep the Network going. We would urge our 'youngsters' to play an increasingly active part.
- that many of the 'old guard' are still with us and, for the most part, going strong (despite being broken down by age and sex; no jokes like the old ones!).
- that our oldest member will be 86 this year and our youngest 50 — quite an age spread but we all seem to get along very well together irrespective of age ('You're only as old/young as you feel' etc.).

You will be pleased to know that the Steering Group has no intentions to extend the range of questions we might ask you when you renew, except perhaps for an enigmatic "Are you still enjoying it?"

## CALL FOR CONTRIBUTIONS

We are always keen for written contributions from members and welcome your letters, news, reminiscences or other articles for publication in future *Newsletters*. Please submit these to Nick Tanner at his address in the Members List or by email to [nick.tanner@virgin.net](mailto:nick.tanner@virgin.net). We should also be grateful for any of your comments on the style or content of this *Newsletter*.

# RESEARCH INTERNATIONAL REUNION PICNIC

Nick Tanner

Way back in March, just after the news broke that Research International was to be merged with TNS, many Network members received an e-mail from Jane Gwilliam which was headed 'A celebration of Research International'. Jane proposed a picnic in Hyde Park for current and past RI employees—bring food and drink to share, and "have a great time with friends and colleagues". The date was set at Sunday 31<sup>st</sup> May and we were encouraged to pass the invitation on to other ex-RI colleagues that Jane might have missed.



We all know the risks of organising a picnic in England several weeks hence, and I can't have been the only one who rather suspected that the weather was likely to put a spoke in this particular wheel. Oh ye of little faith! In the event, dappled sunshine and the gentlest of breezes ensured a massive turnout: Jane estimated after the event that at least 300 people had attended for at least some of the time between midday and 4pm.



And what a terrific range of ages and nationalities chose to come along and celebrate. I wasn't aware of encountering anyone who had worked there in the 1950s but there were certainly interviewers from the 1960s and representatives of every decade since; and whilst most were home-grown, colleagues from France, Germany, Greece, Russia, Brazil and the USA were also present. Network members present included, amongst many others, Phil Barnard (resplendent in stripy shirt and nautical cap), Beryl Emery, Peter Hayes, and Mike Roe; other long-serving colleagues, plucked at random to cover a range of roles and departments, included Christine Turner, Elizabeth Hussey, Sandra Baker, Lena Lambrapoulou and Martin Buckley.



I was reminded what a prolific dating agency the company was. Couples who met at RI and came along included Barrie and Hilary Parker; Mike Tivnen and Nicky Telford; Andy Booth and Claire Greenwood; Steve Thomson and Heather Lockwood; Wolfgang and Jane Dotzek. And they're just the ones I know about—there were doubtless many others, both official and somewhat less so, not to mention those such as myself whose RI spouses were unable to attend.

It was a genuinely warm and enjoyable event—a tribute to a company which, for all its faults, evidently generated genuine affection among most of those who worked there. I know I'm not the only one to regret its passing; but I also know that its spirit lives on in the many friendships we formed there. And there is already widespread enthusiasm for Jane's plan to re-convene the picnic in future years. Don't worry Jane—I'll be there!

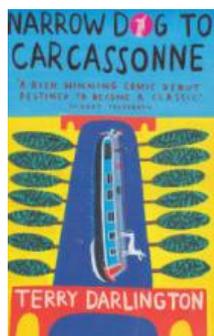


(Photos courtesy of Jane Gwilliam, Jane Dotzek and Barrie Parker)

# OF NARROW BOATS AND NARROW DOGS ...

Nick Tanner

Do any of our members know Terry and Monica Darlington, formerly owner-managers of Research Associates of Stone? After they retired, they bought a canal boat and were persuaded, through a mixture of alcohol, bravado and third-party provocation, to sail it across the Channel and through the waterways and rivers of France. The tale is told in Terry's book *Narrow Dog to Carcassonne*, which became a top ten bestseller following publication in 2005 but which seems to



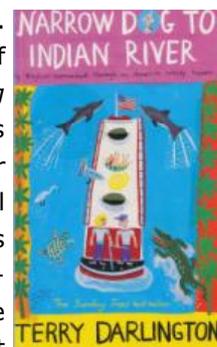
have escaped the notice of most Network members to whom I have mentioned it. That's a pity, because this book is a masterpiece of the form of self-deprecating humour at which the British excel, interspersed with genuine suspense and drama, not to mention insights into a wide range of almost random subjects.

There is no small degree of risk in navigating an English narrowboat across the Channel. For a start, it is designed for the tranquil, shallow and current-free waters of our 18<sup>th</sup>-19<sup>th</sup> century canal system, so it lacks refinements such as a keel, which even a landlubber (such as I) can imagine would be helpful in choppier conditions. Given the Channel's status as one of the busiest sea-routes in the world, the risk of collision with something built on an altogether different scale is also a significant one. But this is just the beginning of the adventure: once arrived in the French waterway network, they discover a whole raft (excuse the pun) of new dangers to be tackled. The narrative is light and humorous but the experience itself must at times have been truly terrifying.

The eponymous 'narrow dog' is in fact a whippet by the name of Jim, who loves his owners but hates boating and is therefore a somewhat reluctant, though pivotal, participant in the adventure. Jim's preoccupation with food, exercise and company helps to ensure that the narrative is not entirely focused on Terry's and Monica's own perspectives.

I will not spoil the suspense by revealing here the success or otherwise of the expedition but if you've got this far, you might also like to know that they followed it up with another voyage, this time down the intracoastal waterway of the eastern United

States, in the same narrowboat. This journey is the subject of Terry's second book, *Narrow Dog to Indian River* which was published in 2008 with similar success. It is equally delightful and again treats the dangers (including treacherous cross-currents, alligators and talkative rednecks) with a levity that must have been difficult to feel at the time.



It's difficult to find a short quotation from either book that really does them justice but here's Terry's description of himself and crew at the beginning of the *Indian River* journey:

On the back counter, holding the brass tiller arm, was a fat man covered in white bristle, wearing a Breton sailor's cap. His blind eye looked nowhere in particular and his good eye a thousand miles down the Atlantic Intracoastal Waterway...

In the bow stood a pretty woman of a certain age wearing an Australian bush hat. She was looking through the Phyllis May binoculars, with which you can see just about as plainly as with the naked eye.

On the roof a dog, six inches wide and four and a half feet long, ribs proud through a fawn velvet coat ...His narrow muzzle sniffed the future and he began to tremble ... the fools were planning to take the bloody thing across vast estuaries and inland seas and he was an artiste and an athlete, the fastest animal in the world, and he could see into the future and knew that dreadful things were going to happen, probably almost straight away, and if anyone had any sense or understanding he would be lying on a sofa in Stone now or under a table in the Star with a scratchings packet and there is no end to how he is put upon.

Whether or not you ever met Terry and Monica (and to my regret, I never have), I strongly recommend that you dash off to your nearest local bookshop, or get online if you prefer, and order at least one of these books. Do it now – you won't regret it.

**Narrow Dog to Carcassonne** by Terry Darlington, ISBN 978-0-553-81669-1, Bantam Books, £7.99

**Narrow Dog to Indian River** by Terry Darlington, ISBN 978-0-593-06261-6, Bantam Books, £7.99

# PLACES AND FACES I HAVE KNOWN

Dr John Martyn

*In the last edition of the Newsletter we published the first part of John Martyn's memoir of his career in market research, from research executive at BMRB to appointment as Head of Research at the Electricity Council. Here is the concluding part of his account.*

I was to spend twenty-five good years at the Electricity Council where I enjoyed considerable freedom, but where in my quest for well-considered good research I was to ruffle quite a few feathers. The Select Committee on Nationalised Industries had recommended more market research and AGB was soon to emerge as a very significant player, helped I am sure by the fact that Martin Maddan was now an MP and very usefully also a member of the Select Committee in question. I recall too being told off by my boss at Milbank, a Mr Boggis, for finding out who the AGB shareholders were. I was instructed not to tell anyone for it was none of my business.

Despite early hiccups I settled in well at the Council and was soon to become a major subscriber to AGB's Home Audit. I was also an early client of MORI when Bob Worcester was developing his syndicated corporate image surveys and I came to have a high regard for him and his company.

Two stories about Bob are worth telling. While he was visiting me at Millbank Bob's secretary rang to tell him that Harold Wilson, the then Prime Minister, had resigned (March 1976). Bob's reaction was disbelief and indignation—"It can't be true! He never discussed it with me!" he said. On another occasion he was due to give a presentation to the Chairman and other members of the Electricity Council on the corporate image of the electricity industry. We could not find a socket for his overhead projector and were all grubbing about on the floor at skirting-board level when he exclaimed in exasperation "Call yourself a bloody electricity supply organisation!" I suppressed a smile but others were not amused.

Other researchers I worked with during this time were Eric Shankleman (MER) Lionel Gordon and Martin Simmons, Aubrey Wilson of Industrial Market Research and Andrew McIntosh of IFF . We also came to depend on the inimitable Janet Weitz of FDS, and John Barter, Ivor Stocker and Paul Harris of NOP.

Ian Maclean of IMAC did good work for us on the air-conditioning and catering equipment markets. He used to join me for lunch occasionally but I was

asked to request him to remove a sticker on his front windscreen which read 'Say No to Nuclear Energy'. That he did, but the next time I saw him drive away I noticed a 'Support Greenpeace' message on his rear car window.

I carried out my postgraduate research in my last few years at the Electricity Council. It centred on the electricity provision in three major cities: London, Hamburg and New York. They were chosen as representing three different types of organisation. London Electricity was state-owned, Consolidated Edison of New York was investor-owned, whilst HEW (Hamburg) was largely (75%) but not wholly state-owned. My immediate boss, Mr Boggis, had told me that he disapproved of my doing this research and did not wish to know anything about it. I completed it most fortuitously on the eve of privatisation. I even lodged a copy in the Council's library.

Shortly afterwards the Chairman of Eastern Electricity phoned me to say that he had read my thesis and would I give a presentation to his Board in Ipswich? This I was pleased to do. It was well received, I was given a good lunch and, after brandy and cigars, the Chairman accompanied me to his car and heartened me by saying that I was to let him know if I was subjected to any more nonsense at Milbank.

After the Electricity Council I worked first as an adviser to the Chairman of Seaboard and then as a lecturer in research methods and senior research fellow at Roehampton University. In a long and varied career in market research I had been blessed with two Margarets—my wife Margaret who was also a senior market researcher, ever at my side to encourage and advise me, and Margaret Clarke, my deputy at the Electricity Council.

I had also served on the MRS Council and ESOMAR committees and, of course, wrote and gave numerous papers. I was particularly pleased to establish an Awards Committee and well remember the support and good sense of Phyllis Vangelder in those now far distant days.

In conclusion I would thank the Research Network for the very good work that they continue to do for us all. It provides the wherewithal for those of our number who are still able and wish to make contact with erstwhile friends and colleagues. In truth we were, and some still are, 'a goodly number!'

# MARKET RESEARCH: MANIPULATOR OR MESSENGER?

Nick Tanner

It's probably not every day that the whole of the research industry is written off as dishonest and stupid in the opening moments of a debate but that's what happened at a recent meeting of the Debating Group, sponsored by the MRS and held in a committee room of the House of Commons. The motion that 'Market research is becoming more of a manipulator than a messenger' was proposed by Ben Goldacre, a doctor, *Guardian* columnist and author of *Bad Science*, and opposed by Ben Page of Ipsos-MORI.

Perhaps Goldacre had concluded that since his audience was likely to be largely hostile to the motion, he had little to lose. Certainly his opening speech was an interesting exercise in the art of persuasion: he berated us not once but repeatedly for our dishonesty, stupidity or (often) both. And it must be said, he supported his case with three genuinely shocking examples of incompetent survey design and reporting, in which question wording or statistics had clearly been manipulated in order to support a good story. Moreover, his *pièce de résistance* was the assertion, which went unchallenged, that the MRS had quoted him, apparently verbatim, with a sentence that it had entirely made up! In the face of such a barrage of evidence, many of us started to believe that he had a point.

Page, in opposing the motion, resorted to two fairly obvious lines of defence: a) the vast majority of market research is never published and thus not susceptible to the temptation to distort the results for the sake of the story, and b) where such distortion does take place, it's the fault of journalists and others rather than market researchers. These themes were reiterated by several members of the audience during the subsequent discussion. At first sight, they make for a reasonable, if not terribly exciting, defence of the industry.

One or two of the contributions from the floor, however, suggested that it was high time the industry stopped blaming everyone else for the regular distortion of data in published pieces and started accepting responsibility for correcting it. Page and his seconder, Andrew Hawkins, made much of the fact that *political* opinion polling is now far

more carefully controlled and policed than ever before, but the same is certainly not true of the 'just for publicity' polls that provide fodder for so much of today's journalism. If the industry turns a tidy profit from conducting such surveys, should it not also accept some responsibility for ensuring that they are accurately reported?

The problem, which perhaps wasn't raised clearly enough in this debate, is the commercial reality underlying the relationship between agencies and their clients' PR operations. To go public in a dispute with a client over use of its data would probably be guaranteed to turn said client into an ex-client; once the distorted story has been put out, therefore, how is it to be publicly corrected? When you add to this the fact that agencies are probably legally constrained from publishing any details of how the survey was conducted without the express permission of the client, it is hardly surprising that market research ends up accused of collusion in the manipulation of data for the sake of marketing or of a good story.

If we felt under attack in Goldacre's opening address, by the end of his closing remarks he seemed to have cranked up his weaponry to the scale of a small thermo-nuclear device. A personal attack on Page's "trendy spectacles and sharp suit" (I write from memory – this not necessarily a verbatim quotation!) only served to make his argument more vicious. It's a recognised and much-practised debating technique to attack the speaker rather than the argument and it provided some entertaining moments, but I know I wasn't alone in feeling that the vitriol was unnecessary and unappealing.

Don't get me wrong – Ben Goldacre has long been my hero and I still feel his book, and the *Bad Science* column in Saturday's *Guardian*, should be compulsory reading for all those who work with statistics. He exposed some quite scandalous examples of data abuse in the course of the evening and the industry should be paying more attention to the issues raised in the debate. But displeasure at his final personal attack may have let too many people write off his arguments, which would be a shame, because in the long run, the industry ignores them at its peril.

## **JOHAN AUCAMP**

*Lionel Gordon writes:*

**J**ohan Aucamp who died from a brain tumour in May 2009, aged 73, was a leading specialist in business-to-business research. He will be widely missed by his many friends in the MRS and The Research Network. Johan was an early valued member of the Network Steering Group in the first three years of its existence.

Born in a small farming village in South Africa, Johan graduated in Economics and History from the well-known University of Stellenbosch. He came to the UK in 1958, having decided that there would be more career opportunities here for someone with his background and qualifications.

After spells at Gallup, Benton and Bowles (here and in the US) and IFF, he joined the Gordon Simmons Research Group in 1972 as Managing Director of IFT Marketing Research, a Group company specialising in business-to-business and financial research. Over a period of nearly 20 years he was very successful in

developing IFT into a leading business research company both in the UK and internationally.

As his close colleague over those years, I can testify to his commercial acumen, his business-to-business expertise and, above all, his gregarious nature which made him a well-known figure in the industry.

Outside of market research he will be particularly remembered as a connoisseur of food and wine, which he attributed to his Huguenot ancestry. I, and others, remember the many convivial social occasions hosted by Johan and are sad at his passing.

In retirement he became a school governor and was an active member and, latterly, captain of his local bowls club where he played with the late Howard Biggs and they enjoyed a modest glass or two afterwards.

His wife Janet predeceased him in 2001. They leave two sons, Peter and Jonny, and six grandchildren.

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## **IAN BLYTHE**

**S**hortly before we went to press, we were saddened to learn of the death of another Network member, Ian Blythe. A full obituary will appear in the next edition of the *Newsletter* but we reproduce here the message we received from his wife Doreen, which we circulated by e-mail to our members:

"I should be grateful if you would circulate the sad news to the Research Network that my dearest Ian passed away peacefully at home on Wednesday 19th August after fighting cancer for 20 months. As you would expect, he remained optimistic throughout the whole period, dealing with each setback in his own inimitable style and working on projects right up until the end. But that was typically Ian—always giving a task his bet shot.

I have made plans for a private family funeral on Thursday 3rd September at Hendon Crematorium. This will be followed by a service of thanksgiving at St Bride's Church, Fleet Street at a later date."

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**In addition to obituaries of Network members, we also publish short notes about eminent people connected with the research industry who have recently died. For some, such as Ralf Dahrendorf and Norman Glass, market research was only a small part of their working lives, but nevertheless, they all made important contributions to our industry.**

## **RALF DAHRENDORF 1929-2009**

**L**ord Dahrendorf, who died, aged 80 in June 2009, was a renowned politician and academic and one of the foremost sociologists of his generation. He was a man of many parts who began

life as a German, profoundly marked by a brief imprisonment in a Nazi concentration camp, and ended it as a life peer in the House of Lords.

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In his active public life he had a brief stint in Willi Brandt's government and a four-year term as a member of the European Commission. In this country he was, *inter alia*, Director of the London School of Economics and Warden of St Anthony's College, Oxford. In 1972, he was invited by the BBC to deliver that year's Reith lectures and chose the theme of 'Survival and Justice in a Changing World'.

He was President of The Market Research Society from 1981-1983 and brought to this position the wisdom and insight that characterised his writings and speeches. In his first address to the Society at its Silver Jubilee Conference in 1982, he received a standing ovation, using the words Market, Research

and Society as stimuli for a searching and inspiring look at the nature of market research and its place in the wider world. He urged researchers to bridge the gap between research and decision-making, to become people who straddled the two worlds. He believed that a civilised society needs research and a successful society needs the application of research. He was also concerned about the ethical stance of the Society, emphasising the need for the MRS, as a professional organisation, to continue to concentrate on the standards by which its members abided. And he was very much on our side, pointing out, "Should you ever need defence, whether in the media, towards government or anywhere else, you can certainly count on your President".

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## ALEC GALLUP

**A**lec Gallup, who previously served as Co-Chairman of the Gallup Organization in the US, died in June 2009, aged 81.

His father, George Gallup Sr, established the Princeton-based Gallup Poll in 1935 to gauge public opinion across a broad spectrum of issues. Having introduced scientific methodology to the company in the mid-30s, he went on to predict correctly President Roosevelt's re-election in 1936, when other polls had forecast a victory for the Republican challenger.

Alec Gallup graduated in Journalism in 1950 and then studied Market and Advertising Research at New York

University. In 1958, his father created the Gallup Organization to expand the company into the market research sector and a year later, Alec joined it to focus on sampling procedures, question development and design and analysis and reporting.

Four years after George's death in 1984, the founder's sons sold the company to the Selection Research Institute, at which point they became Co-Chairmen. During his career Alec co-authored a number of publications including: *The Great American Success Story*; *Presidential Approval: A Source Book*; *The Gallup Poll Cumulative Index: Public Opinion 1935-1997*; and *British Political Opinion 1937-2000: The Gallup Polls*.

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## AUBREY WILSON 1923-2009

**A**ubrey Wilson, who died in January aged 86, was an international authority on marketing, specialising in industrial and business research and effective marketing for professionals. He published widely on both subjects.

Through an extensive programme of lectures, seminars, individual consulting assignments and publications such as *the Marketing of Professional Services* and *Emancipating the Professionals* Aubrey Wilson took the lead in educating professional practitioners on the elements of marketing.

In 1960 he founded Industrial Market Research, the first company in the world to specialise in business-

to-business research, marketing and consulting. He was subsequently very active in the Industrial Marketing Research Association (IMRA).

He was a prolific writer on marketing and market research. He also developed an important marketing audit technique which is set out in *the Marketing Audit Handbook* and *Marketing Audit Checklist*.

In the 1960s and early 70s Aubrey Wilson was in charge of the London-based operations of the Stanford Research Institute. He was appointed a Fulbright Commissioner in the UK and was honoured by the European Association of Marketing Consultants for his many marketing innovations.

## NORMAN GLASS

**N**orman Glass was a senior civil servant in the field of social security, housing and local government, serving over the years as Chief Economist at the Department of the Environment, Deputy Director of Public Services and Chief Micro-economist at the Treasury. In his final eight years he was Director of NatCen (The National Centre for Social Research) which had replaced Social and Community Planning Research.

SCPR was founded in 1969 by Professor Roger Jowell (now Sir Roger Jowell) and Gerald Hoinville with the aim of carrying out vigorous social policy and academic research. Within five years it had become Britain's only non-commercial organisation outside government capable of designing, conducting and interpreting major social surveys. In 1980 SCPR set up its Survey Methods Centre with the aid of a long term-grant from the ESCR. In 1999 the Institute

celebrated its 30<sup>th</sup> birthday, changing its name to the National Centre for Social Research (NatCen), better to reflect its current activities, conducting social research on behalf of a range of public bodies including central and local government, academia and charitable trusts and foundations. In 2007, under the Direction of Norman Glass, NatCen became an Associate Research Centre of the LSE.

Both as SCPR and NatCen, the organisation has always been highly regarded as a reliable data gatherer for government on health, housing, crime and family formation and has been at the forefront of technical innovation and rigorous examination of research methodology, publishing classic books, research reports and technical papers.

Today, NatCen still conducts its quantitative research using that most rigorous, but rare, methodology, random probability sampling.

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## OUR WEBSITE AND FACEBOOK GROUP

**T**he Research Network website ([www.research-network.org.uk](http://www.research-network.org.uk)) is the ideal way of keeping in touch all year round. Read the latest news. See the latest pictures of Network social events and exchange news and views with other members online. The website also contains more information on recent social events (for instance map references and pictures) and a complete archive of Newsletters and of past events from our second lunch at the Reform Club to our 14th at the Georgetown.

More recently, we have also set up a Facebook group called *The Research Network*. This is open only to Network members who are also Facebook members. Please do join if you think you might enjoy another way of keeping in touch. It currently has 29 members including most members of the Steering Group. Alan Morris was the creator of this Group and he and Tom Punt are the administrators. It contains a short video of the Summer Party, amongst other delights.

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## MARKET RESEARCH BENEVOLENT ASSOCIATION

**T**he MRBA was important in the establishment of the Research Network. Seven of the nine members of its Management Committee are also members of the Research Network. It is right therefore that we should have the MRBA in mind both in terms of supporting it—which we have done collectively every year—and in referring to it anyone who is in need of its support. Its Secretary-Treasurer, Danielle Scott, would be pleased to answer any questions on 0845 652 0303.



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## STEERING GROUP

**T**he Research Network is directed by a Steering Group consisting at present of Nick Phillips (Chairman), Jane Bain, Jane Gwilliam (Events Organisers), Linda Henshall (Relations with other MR bodies), Phyllis Vangelder (*Newsletter* Editorial Advisor), Gill Wareing (Secretary-Treasurer) Tom Punt (Webmaster and *Newsletter* Editorial Advisor), Nick Tanner (Editor *Newsletter*), Frank Winter (Data Protection and other regulatory matters) and Nigel Spackman. Their names, addresses, phone and email details are in the Members List, a new edition of which will very shortly be sent to all members. Please feel free to contact any member of the Steering Group on matters relevant to the areas they cover.