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## THE WAY WE ARE

It feels as if summer has finally paid a visit in the last couple of months, after what have seemed like several years' absence. Nowhere, perhaps, was this more evident to the collective membership of the Network than on 9th July at Doggett's Coat & Badge, beside Blackfriars Bridge. Whereas at last year's summer party we were dodging the showers or sheltering under table umbrellas, this year's was held in glorious sunshine and the table umbrellas had miraculously transmuted into table parasols. More on this inside, where you will also find the a review of the spring lunch at Thai Silk and (further down this page) details of the forthcoming autumn lunch.

Alongside our regular columns such as Peter Bartram's *The Way We Were* and Jane Bain's *Nature Diary*, readers will also find an update on the Oral History project, an article on the IJMR by its editor, Peter Mouncey, and a number of other pieces by members. Our appeal in the last edition for memoirs of Tony Lunn bore fruit so we are able to commemorate his contribution to the research industry, along with that of other prominent researchers, some of them Network members but several not, who have died in the last six months.

We hope you enjoy this edition of the *Newsletter*; as always, if you would like to write something for the next edition do please get in touch with the editor or any member of the Steering Group.

## AUTUMN LUNCH: 22<sup>ND</sup> OCTOBER AT JAMIES BAR

This year's Autumn Lunch will take place at Jamies Bar and Dining, in a location we visited three years ago when it operated under the name Borough Bar. The re-branding accompanies a major refurbishment of the venue, which has level access throughout.



Bridge railway station and the Shard itself and is thus very convenient for public transport. It is described in its website ([www.jamiesbars.co.uk](http://www.jamiesbars.co.uk)) as offering "an unfussy and mainly British menu" and we are assured that "a friendly welcome and an experienced and knowledgeable team" will await

us.

Indeed, not only of the venue—the area, too has changed almost out of all recognition since the completion of the Shard and the redevelopment of the bus station. The address of Jamies (your editor takes no responsibility for the absent apostrophe!) is 10-18 London Bridge Street, SE1 9SG; it's on the exit road that buses and taxis use from London

An invitation and the usual booking details will be with you shortly (indeed, may already have reached you by the time you read this). We look forward to seeing many of the usual suspects there, as well as (we hope) tempting some new members to join us for the first time.

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# THE WAY WE WERE

Peter Bartram's selections from MRS Newsletters of yesteryear

## 40 years ago (1973):

**Maurice Millward** and **Gordon Brown** left General Foods to start a new agency, Millward Brown.

There was considerable correspondence on the subject of group discussions (not yet called focus groups) which generated a great deal of heat. This was prompted initially by a letter from **M R Widdis** of Alfred Pemberton Ltd in which he noted that "we are experiencing a boom in which corners are being cut ... Consequently we now hear continuing complaints about professional group-goers, non-smokers in groups of smokers, etc. ... Obviously control by the MRS would not be easy, but I believe it is vital ... to restore order in what is becoming a veritable jungle of the good, the bad and the downright dishonest."

**Conrad Jameson**, writing about the ethics of research in the public sector, caused a similar blizzard of correspondence, by asking whether even the best devised survey could ever claim to do what it pretends to do – ie. base a mandate on a reading of public opinion. "It is not public opinion that is being assessed, but private opinion, a virginal opinion that has not been penetrated by the public discussion which could illuminate and transform it. Curiously, it is the very anonymity of such research that discredits it; the respondent has been deprived of the right to enter into open discussion."

**Norman Webb** was reported as writing in the Daily Telegraph that "Opinion Polls can never contribute to the logic of political arguments, only to their acceptability in the public's mind." Cabinet Minister **Richard Crossman** was also quoted in a book on the polls by **H Hodder-Williams** as saying "I am only completely convinced of the findings of the Gallup Poll when they confirm my own impression of what the public is thinking."

In November, we were invited to participate in a game designed to test our statistical expertise by finding the odd man out in each of these categories:

- Q1. Arithmetic mean, variance, mode, median.
- Q2. Pie chart, ogive, histogram, moving average.
- Q3. Factor Analysis, Kelly Grids, Canonical Analysis, AID.
- Q4. Chi-square, t-test, null hypothesis, Kolmogorov-Smirnov two-sample test.
- Q5. Simple random sample, random numbers, random route, quota sample.

*(Correct answers are: Q1, variance; Q2, moving average; Q3, Kelly Grids; Q4, null hypothesis; Q5, random numbers. If you got 4 or 5 right, well done; if 3 or fewer, you were encouraged to attend the Sampling and Statistics Course at the University Arms, Cambridge).*

## And 35 years ago (1978):

**Marvin Honig**, Creative director of Doyle Dane Bernbach, addressing the annual convention of the American Research Association, was quoted as saying: "Research is a crutch for people unwilling or unable to make decisions ... There is no way anyone can prejudge good creative work in half-finished form, as it is in copy tests ... research robs advertising of its most effective force – human judgement. If we let it continue growing as it is now, calling it a tool, it will finally come to pass that the tool will take over the farm."

However, **David Ogilvy**, known as a man who knew and used research, was quoted as putting forward the rules for research users and practitioners, of which the most significant were:

- Money spent on market research before the creative people get on with their job is worth twice the value of money spent afterwards
- The most important role of the market researcher is to offer creative insights into problems
- Always separate reactions to the advertising from reactions to the product
- Filter out the emotional from the rational in creative market research
- Never give a research de-brief unless the creative people are present

## And 30 years ago (1983):

From **Mick Alt** of Rosslyn Research, more useful phrases and their hidden meanings:

- "While it has not been possible to provide definitive answers to these questions ..." *An unsuccessful study, but I still expect you to pay*
- "Correct within an order of magnitude" *Wrong*
- "A careful analysis of obtainable data ..." *The tape recorder packed up after the first group*
- "A statistically oriented projection of these findings ..." *Wild guess*

**John O'Brien** introduced a forthcoming MRDF Conference on Numeracy and Literacy by warning that "market researchers could end up going the same way as town planners if we let our jargon get out of control. We need to guard against developing market research equivalents of 'built-up rural areas' (= villages); 'linear walking and amenity areas' (= footpaths); 'localised capacity deficiencies' (= bottlenecks)."

An article by **Dr Mike Foster** of Research International in India ended with the words that **Mahatma Gandhi** (no less) had apparently used to describe the importance of the Indian, or any other, customer: "He is not dependent on us, we are dependent on him; he is not an interruption in our work, he is the purpose of it; he is not an outsider in our business, he is part of it."

In an article entitled 'Market Research Should Be Subversive' leading financial researcher **Mervyn Flack** told how he had once reported to a long-established merchant bank that its reputation among many potential customers was poor—some considered the bank was run by "a load of useless toffee-nosed twits who couldn't run a whelk stall." While acknowledging the validity of the findings his client decided to hide the report from his fellow directors ... and (unsurprisingly) the bank had since been unable to keep pace with its competitors in this market (*and eventually, I believe, went bust - Ed*).



## IJMR 'CLASSIC PAPERS'

**Peter Mouncey, Editor in Chief, IJMR**

I hope that Network members remain interested in the *International Journal of Market Research*, or IJMR, even in retirement. The website for IJMR moved from [www.ijmr.com](http://www.ijmr.com), hosted by Warc, to the MRS in January of this year. I wrote about the new site, and the additional benefits it contains, in my Editorial in 55/1 (January 2013). One feature that I'm sure will be of interest to Research Network members is the inclusion, each quarter, of a 'classic' paper, selected by me, from the IJMR/JMRS archives, with an introduction written by me describing why I believe the topic is still relevant to today's researchers. The first was published when the site went live in January, and the second in early April. Readers also have the opportunity to respond to my choice and the reasons I give for selecting it.



There is, however, one drawback at present: neither Warc nor the MRS have much digitised content going back beyond 1990, apart from Gold/Silver Medal winning papers (and the Silver Medal only became an annual award relatively recently), and those selected for publishing in two editions celebrating the MRS 50th anniversary. I'm also trying to feature gems that didn't win the Silver Medal at the time. I hope that more content from the past will eventually be available, but as always it's a question of prioritising scarce resources.

Anyway, simply go to the IJMR pages on the MRS website ([www.mrs.org.uk/ijmr](http://www.mrs.org.uk/ijmr)) and follow the link to 'Classic papers'. You may think my choices are somewhat eclectic, but I hope you enjoy my dips into our shared heritage and I would be very interested in your comments.

# SPRING LUNCH AT THE THAI SILK

Tom Punt

Our Spring Lunch (the 21st since inception or, to put it another way, the 1st of our second decade) was held at Thai Silk in Isabella Street. We were not strangers to this, slightly hidden road of restaurants, since we had lunched at the neighbouring Ev in April 2012. The beauty of the street is that each restaurant has an outside tree-lined seating area – marvellous we thought, but in dubious spring weather again? The weather, however, turned out to be a precursor to this hot 2013 summer – lovely and sunny and warm and we did sit outside before and after, though – perhaps regrettably if not surprisingly, bearing in mind the unpredictable weather – not during lunch.



The food was great, served at the table by welcoming and attentive waitresses; once inside, though, we realised that the place was a bit crowded and consequently it was a little difficult to move around. The resulting noise level, too, seemed to threaten health, if not safety at times. But most people enjoyed the food enormously; it was plentiful, as was the wine, and the great majority of us enjoyed ourselves.

Such small criticisms, indeed, are as nothing when compared with near-universal acclaim of another magnificent feat of organisation by the 'two Janes'. We never cease to be grateful for their efforts which must be described as phenomenal when compared with even the most professional party organisers.

Looming over us during lunch and no doubt blessing us with all his merits (except silence) was a statue of the great Buddha. Looming less, but nevertheless another great and statuesque presence, was Nigel Spackman, who as usual hit just the right note in his speech, including his handling of the hecklers on what he appropriately called "the naughty table". He managed, against all odds, to communicate all our news, some of it sad but most of it cheerful and optimistic, about the Network, including the progress made by our current Oral History project.

We were very pleased to see so many revered members, including one past Steering Group chairman in particular. Also we had some very welcome guests including, notably, Finn Raben, the Director-General of Esomar, and John Bizzell, Communications, Awards and Events organiser of the MRS. We value our connections with the official bodies of the market research industry and Linda Henshall, our link with them, does a fine job of encouraging, in turn, their interest in our affairs. We hope that many MRS members when they feel "senior" enough, will both retain their MRS and Esomar membership but also join us since we think that in continuing the friendship and camaraderie built up during our working careers, very largely by means of lunching together, we can still do a valuable service to a fine industry – and have some fun into the bargain.



# RESEARCH NETWORK ORAL HISTORY PROJECT

## Lawrence Bailey and Frank Winter report on progress

The most significant news on the Oral History project is that Lawrence has completed his initial collection of twelve eminent researchers by interviewing Bill Schlackman. Bill now lives in Florida and it was proving difficult to find a means of interviewing him successfully over a distance of several thousand miles—at least with technology he was comfortable about using. Fortunately, we found that Simon Patterson of QRi is researching a paper for the Association for Qualitative Research (AQR) on Bill's influence on the qualitative industry; with financial support from QRi, the AQR, the MRS and the Research Network, both Lawrence and Simon were able to travel to Florida to conduct the interviews with him in person.



Lawrence Bailey interviews Bill Schlackman at Bill's Florida home

Bill's enjoyment of the interviews was self-evident. Lawrence commented: "It was interesting to see that not only was Bill doing something for us, but we were clearly doing something for him. 'You've brought me to life!' he exclaimed." Lawrence and Simon together recorded nearly five hours' interviewing time, spread over a couple of days in early May, and we look forward to making an edited version available to members once the source material has been reduced to a more manageable length. In the meantime, Simon has published a summary of the trip from his perspective in AQR's publication *In Brief*, and a copy is available online [here](#) (if the link does not work, go to [www.agr.org.uk](http://www.agr.org.uk) and search from there for the article entitled *At the Feet of the Master* in the August edition of *In Brief*).

Editing of the remaining interviews is also under way and we are in the process of compiling some introductory notes to each one, including biographical notes of the participants. We have identified two possible institutions that we believe would be suitable hosts for the material and are in discussion with both of them. We hope to be in a position to provide more news on this by the time of the Network AGM towards the end of this year.



Left to right: Lawrence Bailey, Bill Schlackman, Simon Patterson

# SUMMER PARTY AT DOGGETT'S COAT & BADGE

A selection of Jane Bain's photos of the event



# REFLECTIONS OF A MATURE STUDENT

Nick Tanner

At nearly 50, I was fortunate enough to be able to afford to take a break from the market research career that (with apologies to readers who continued, and continue, to find it satisfying) I was no longer enjoying. I tried being a wine merchant, which was fun but started to consume money rather than making it. It was then that I thought of returning to my love of languages and re-training as a translator. 'Re-training', I soon discovered, meant spending a year (and a fair wad of cash) on studying for an MA in Translation.

I was accepted on such a course by the University of Surrey in 2011 and as the September start date approached, I began to have serious misgivings about my ability to handle it. It was over 30 years since I'd done any studying and to be honest, I hadn't been brilliant at essay-writing even then. An MA in Translation, I found, involves far more than practical translating exercises: there is a wealth of translation theory to be learnt and a wealth of translation software, too, a mastery of which is considered essential for anyone now hoping to launch a career as a translator. My German was no longer as fluent, or as up-to-date, as it had once been. Would my linguistic and analytic skills be up to it?

Those were just the academic misgivings. How self-conscious did I feel on Day 1, walking into a lecture theatre with perhaps 100 other students, most of whom were a generation younger than I? I reckoned I had ten years on even the oldest of them. Never mind that, I was older than almost all of the teaching staff, for goodness' sake!

A year later, I have one thing to say to anyone contemplating putting themselves in a similar position: *it really doesn't matter*. Sure, I was a subject of some curiosity among some of the other students for the first few days but they soon got over that, and so did I. And when you stand out as different in one way or another, at least everyone soon remembers your name. More importantly, there are aspects of studying that are far easier at 50+ than they were at 19. You're not trying to make a new social life for yourself or learn how to live semi-independently, so you can focus your efforts on the academic dimension. You've got used to the notion of the working day, so you won't spend your afternoons listening to Bob Dylan or Jethro Tull and then stay up all night writing the essay that's due in tomorrow. Your analytic processes aren't distracted by wondering why the girl from the Teacher Training College won't go out with you.

Experience of business, and just of life, brings other benefits too, especially where translating is concerned. Although I might still need to research the subject of the text before attempting to translate it, I'd absorbed a lot of background knowledge in my 30 years of working adulthood—indeed, a research agency career had given me a superficial acquaintance with a vast range of business areas from consumer goods and supermarkets through newspaper publishing to pharmaceuticals. Moreover, I was used to handling and writing business documents, so I knew how they should read: in translation jargon, I knew how to find the correct register. The mature mind may work a touch more slowly than it once did, but it has many more resources to call upon.

The element of the course that continued to daunt me the most for at least the first six months was the prospect of having to submit a 12,000 word dissertation. It seemed such a massive task, conjuring up some 50 pages of text from inside my own head. But as my Swedish friend and erstwhile colleague Charlotte Enderlein put it, "To eat an elephant you have to start with a single spoonful" (I think it's an ancient Swedish proverb, though "elk" would seem more plausible than "elephant"). Once I'd decided on the topic (German translations of Jamie Oliver's cookbooks, a subject to which I gave the natty title *Jamie in German*), I soon found myself engrossed in my subject and I discovered another dimension in which my research experience could be put to good use, as I conducted a quantitative analysis of certain linguistic features and deployed my skills with PowerPoint to chart the resultant data.

Becoming a translator may have been the initial motivation but my year at Surrey was enjoyable, interesting, rewarding and ultimately highly satisfying in itself. It has launched me on a rewarding new career translating business and technical documents from German (and occasionally Norwegian) into English; but a year to the day after submitting that dissertation, I still miss the studying. And that's not a sentence I ever expected to write!

# NATURE DIARY

## Extracts from Jane Bain's Nature Diary: January-June 2013

*Looking through my Picture Diary on a warm August afternoon, I realise how quickly I have forgotten the interminable cold and damp of the first few months of the year.*

**January 2013:** There are a few bright, sunny days at the beginning of the month and I am astonished to notice, from across the river, that there are signs of activity in the heronry in the plane tree by the Leg o' Mutton reservoir. I decide to brave the soggy quagmire of the tow path to go and investigate.

Encouraged by the sunshine, several pairs of herons have begun staking out the best sites for building their nests and there is much chasing and jostling as the pairs compete for the choicest spots.



**February 2013:** We hear that two female bearded tits have taken up residence in a reed bed by the Serpentine in Hyde Park. These lovely birds are rarely seen in London, so one chilly morning we go in search of them.

The tiny birds are easy to find - clearly marked by a row of photographers and puzzled tourists. Happily, their location is also conveniently close to a warm cafe.



**March 2013:** Despite a sunny spell at the beginning of the month, March proves stubbornly cold. Spring is very late this year and the bird feeders in our back garden are in great demand.

We have a large collection of regular visitors, including this year a tiny elusive goldcrest, but our favourites are the goldfinch gang, who turn up mob-handed every morning for breakfast, competing noisily to get a place at the feeders.

**April 2013:** The month starts with yet more snow, but finally there are some signs of Spring. Parakeets feast on the cherry blossom in the park. By the reservoir, I come across a bluetit which has discovered a branch where a squirrel likes to sun itself. The tit quickly collects the soft squirrel fluff to line its nearby nest box.





**May 2013:** There have been noticeably fewer bees and butterflies so far this year. The first time I pass this bush in Chiswick Churchyard there is not an insect in sight, so I am delighted when I return a few days later to find it covered in foraging bees.

The nesting season is well under way at last and the bushes along the river are filled with fabulous birdsong as blackcaps defend their territories.

In the woods, I come across a jay busily pulling roots out of a pile of leaf mould to use for its nest.



**June 2013:** Great tits apparently time their broods to coincide with the arrival of oak moth caterpillars—which are themselves dependent on when the oak trees on which they feed come into leaf.

I doubt I would recognise an oak moth caterpillar, but I imagine they must have emerged in early June, when a cacophony of cheeping by the reservoir signals the arrival of many families of great tit chicks.

Over at the Wetland Centre, several pairs of swans now have broods of cygnets to care for—with one pair having hatched a record-breaking twelve youngsters.

Swans often carry their babies on their backs for protection and warmth and on a chilly June day it is easy to see the attraction of this for a tiny cygnet.



By the end of June, some young birds are getting large enough to look after themselves and our 'resident' parakeets bring their two youngsters to our garden to show them the bird feeders.

Despite their parents' efforts, the pair prefer to sit on a branch begging for food, screaming and bobbing their heads like those nodding dogs that one used to see in the rear windows of cars years ago.

## TINA BERRY 1949-2013

*Tina Berry, most recently of The Planning Shop, died in July 2013. The following obituary was written by her husband, Charles Kenny, with the help of Kim Hughes and Joanna Chrzanowska, and was originally published by AQR:*

**T**ina was born in Glasgow in 1949 and moved with her parents (her father being a colonial civil servant) to Tanganyika in 1950. At the age of nine she returned to Glasgow, attending a number of schools before graduating in business administration (she ticked the wrong box on her university form!) from the University of Strathclyde.

At the age of 21, following an unsuccessful attempt to keep her French boyfriend in the UK by marrying him, she followed him to Paris and lived in penury for six months. She sold Encyclopaedia Britannicas, or rather told her only successful client that he could not afford it. Eventually in desperation she approached a good looking bi-lingual Frenchman and said she was desperate for a job. He naturally took her straight to a market research agency, Bernard Krief, saying that they could have his account provided they employ his friend Madame Berry. So began Tina's long career in market research.

After two years, her marriage having failed, she returned to London and joined Beecham in 1974, first under Rosemary Slee and then Wendy Jenkins. Rosemary and Wendy taught her the tricks of market research from the client perspective and Wendy how to drink, at that time an important accomplishment for both client and agency personnel. Wendy and Tina also worked together for several years at another point in their careers, when Wendy was Head of Market Research at Wyeth Consumer Healthcare and Tina was at The Planning Shop, and they remained close personal friends until Tina's death.

In 1977 Tina joined Saatchi & Saatchi at that most exciting time of that Company's development. She worked on, among others, Nivea, Cunard, United Biscuits and the Conservatives, whom she, a former treasurer of a communist trade union, helped to their momentous win in 1979 and whom she acted for and advised for 21 years. Again very poor—she had expensive clothes tastes, a flat and entertained prodigiously—she returned from holiday in 1978 to find that she was a planner with a doubled salary and a sports car. She loved planning, enjoying the rigorous intellectual demands of the job.

In 1985, following a two year stint as a planner in Grandfield Rork Collins, where she started her 20 year relationship with Guinness, she formed her first company, Apropos (a very Tina name), providing independent market research and planning services. In 1987 she was the founder partner, with Kim Hughes, of The Planning Shop. Tina was nothing short of amazing. Finding that she was pregnant a few weeks after the start-up she carried on regardless. Later giving birth to Tom (her second child) she was back at work tackling a thorny research project the following day. Another aspect of Tina's approach to market research was her thinking style. She managed what researchers all hope for, which is to suspend judgement throughout the data collection and then go through what can only be described as a magical process of assimilating an answer that could not be achieved by standard processes. After a few days out would emerge solutions often transcendent to the problem in hand offering insights hidden in the data. Whether in the business or over a glass of wine at the end of the day, Tina enjoyed discussion and debate. Tina was always incredibly generous to others, believing that knowledge was there to be shared almost without boundaries and that, if you share with others, they will share with you and that was certainly true of her life.

She used the techniques of NLP in her work (she had qualified as a master practitioner in 1996 at the same as fighting breast cancer successfully). She once said that she never felt more powerful than the time she breast fed her son whilst writing a report at the same time.

In 2001, she changed direction again becoming a Master Trainer of NLP and a full time trainer, with a little market research and planning on the side. This was the most exciting and satisfying part of her career – she loved opening minds. She worked closely with her professional associations, the ICG, MRS and AQR, and developed the Excellence Project. There was a great interest in using NLP in qualitative research at the time, and Tina, Mo Ressler and Joanna Chrzanowska put on an introductory day for AQR. As one of the principles of NLP is modelling excellence (analysing what excellent practitioners do in order to be able to do it oneself), Joanna made a casual remark that it would be great to do this for qualitative research. This inspired Tina to develop the AQR Excellence Project, analysing the styles of excellent research practitioners, and developing

papers and training programmes. Although the effort was almost entirely Tina's, it is a mark of how thoughtful she was that she always credited Joanna with the original idea.

They delivered a number of trainings based on the Excellence Project, and worked together on regular NLP courses for the MRS, which Tina always infused with her passion, even though she was having chemotherapy in the later years. Tina was always keen to share, and had contributed to several other AQR courses, including tutoring on the residential Foundation Course. Delegates who received her warmth and wisdom will not be aware that she was simultaneously giving a great deal of support to one of the other tutors, whose mother had just died.

She met her husband, Charles Kenny, an accountant (she needed one!), at Saatchis in 1977, started to go out with him in 1982 and married him in 1984. They had two children, Christina born in 1985 and Tom in 1988. Following her final AQR away session in November 2010, she found that she had a cholangiocarcinoma, a rare cancer only found in one hundred women per year and of whom only one survives for more than a year. Tina was that woman and lived for a further two and a half years, undergoing four operations and three lots of chemotherapy. She still managed three major walking holidays, to ski, to keep a keen interest in the arts and to entertain her wide circle of friends, but her family were the most important part of her life.

Tina was a remarkable person, more interested in others than herself. She had a rare ability to make those she talked to open up as she was genuinely interested in them. She was a dominant, determined and remarkable spirit. She never shied away from a challenge and had a positive, vibrant approach to life. She leaves a wide circle of friends from every part of her professional and personal life.

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## TED WHITLEY 1925-2013

*As most members will know, Ted Whitley died at the end of March—on Good Friday, in fact. It was Ted who arranged for us to celebrate the tenth anniversary of the Research Network with the splendid lunch at the Savile Club last autumn. We are indebted to his friends and colleagues Bryan Bates, Robin Hosie, Dawn Mitchell and Chris Minter for providing much of the detail that follows.*

**T**ed Whitley was born in 1925 and was called up for National Service in 1943; once the war ended, he joined the burgeoning advertising industry. After the launch of commercial television in the 1950s he became Research Manager at Granada Television for a number of years before moving on Readers' Digest, where he remained Research Manager until he retired. At Readers' Digest, he played a major role in the management of the National Readership Survey, which was conducted at that time by BMRB.

**Robin Hosie**, who was a close friend and colleague of Ted's at Reader's Digest, spoke at his funeral. He writes: Everywhere that Ted went he made friends. And everyone who knew him was in some way enriched. In the good old days at Reader's Digest we had a not-so-secret secret weapon called Market Research, and Ted was our Market Research guru. Under his guidance we built up a kind of conversation with our public. We would ask what were their needs by way of books, magazine stories, recorded music and so on. Then we would give them what they wanted. Then they would come back for more.

Ted always thought things through. When faced with a particularly knotty he would say "I think I shall have to brood about this." And brood he would. And come up with a solution he would, too.



**Ted (left) in conversation with Ivor McGloughlin at a recent Network lunch**

Perhaps his greatest triumph was the Survey of Europe – published in 1960, years before Britain joined the common market. It was a detailed investigation of the buying habits of people in more than a dozen European countries and it turned out to be a treasure-house of information for ad agencies and exporters, both national and international. With such a mass of data and so many languages to cope with there were bound to be a few translation hiccups. The Finns, for instance, must have been more than mildly surprised to learn that they fed their dogs on Walnut Whips. But that was no more than a speck of dust when weighed against the mountain of facts in the Survey.

When his health began to fail, Ted was not a man to waste time and energy complaining about it. He simply adapted and drew from somewhere the strength to get on with life – mainly, I think, from his family, Barbara, Nicholas and Georgina. He found solace, too, at the Savile Club, along with a good deal of laughter and a good number of disastrous displays on the snooker table. Good wines, good companionship, cracklingly good conversation: the Savile was made for Ted, and Ted was made for the Savile.

The best way I know of summing up this remarkable and loveable man is to quote Greville Selby-Lowndes, who worked closely with Ted over many years : “It was impossible to know Ted and not to like him.”

**Dawn Mitchell writes:** I will be forever grateful to Ted for the encouragement and support he gave to the Worldwide Readership Research Symposium from its inception in the late 1970s right through to his retirement. He had the vision to see that honest sharing of both triumphs and mistakes by researchers from all countries could only benefit our industry. He spread this philosophy among his colleagues, bringing as many as 17 of them to our biannual event (a great help with the budgeting!).

Ted was the most urbane of clients, whether on the NRS Committees, or in one-to-one meetings. Beneath the charm lay a steely determination to ensure the best for his employers, as well as research of the highest quality. At a personal level we wined and dined in places as disparate as New Orleans, Hong Kong and Berlin, exchanging cultural and literary experiences; he was the most delightful company!

**Erhard Meier** adds: “When I think of Ted, it’s his conviviality which comes to mind, the impressive and humorous way he conducted meetings, his love of literature, particularly Evelyn Waugh, Antony Powell, anything to do with the Mitford sisters etc.—i.e. in my eyes a parochial English taste to which he wanted me to convert every time we met! On the other hand he must have been quite international in outlook, working for Readers’ Digest!”

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## JOCELYN JEFFREYS 1924-2013

*Jocelyn Jeffreys, who died in July 2013, had a long career in research agencies and client companies. Though not a member of the Network, she was known to a number of members and Barrie Parker has contributed the following notes and memories of her:*

**J**ocelyn Jeffrey's started her research career in 1949, working for Henley's where she was the envy of her colleagues, with her nylons from her Canadian WAAF days and whizzing around in her company car. She later moved on to work for BMRB before joining RBL/Research International. For many years in the 1970s she worked in the Overseas Research group at RBL.

One of her claims to fame was that, during her time at BMRB, she helped train a certain George Vassiliou, who later became president not only of his own very successful research company but of his country, the Republic of Cyprus. The members of the Overseas Group at RBL were reminded of this each year when a box of delicious oranges and lemons would arrive from Cyprus.

Jocelyn was one of the real characters of the Overseas group and something of an eccentric. She loved to travel abroad, occasionally setting up fieldwork in some of the remoter parts of the world. She was always

miffed that as a single, unmarried woman she was not allowed to travel to certain countries in the Middle East in order to do field briefings and set up fieldwork.

As a researcher, she was very diligent and conscientious. She was bright and cheerful to work with, and often created some amusement in the office with her candid comments and remarks. Sometimes she would be on the phone to a client and in a sort of absent-minded way would say out loud some of her innermost concerns and reservations about the study being discussed – often the sort of things one would not normally say directly to a client. This refreshing openness and frankness helped endear her to many of her colleagues and clients alike.



Following RBL, Jocelyn moved to Taylor Nelson. It was whilst at TN that she planned, for the first time in her life, to go snorkelling whilst on holiday. Not being one for half measures, Jocelyn was keen to master the use of a snorkel. And so it was that one morning she was found seated at her desk, working away as usual, but wearing a snorkel and mask. It was only Jocelyn who did not seem to be in the least bit surprised by all of this!

Jocelyn later moved on to the client side and ended her long, eventful career in market research with the drinks company Allied Domecq.

Jocelyn died in hospital on 5th July, 2013, aged 89 years.

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## TONY LUNN 1936-2012

*Following our appeal for biographical data and memoirs in the last edition of the Newsletter, Marie Alexander provided some very useful information and Ivor McGloughlin contributed some of his and Michael Bird's memories of working and socialising with Tony from the 1960s onwards. We are grateful to them both for the following:*

**T**ony Lunn, who was Chairman of the MRS in 1982-83, died on 14th November 2012 at the age of 76. He had been a member of the MRS Council for 10 years, during which time he also served as Vice-Chairman and Secretary/Treasurer and was made a Fellow of the society in 1997. He was also a winner of the MRS Gold Medal and Cogan Award, and was a founder member of the Social Research Association.

Tony worked at Attwood Statistics and then RBL (Research Bureau Ltd, part of Research International), where he was a Board director. In 1974, while at RBL, he co-authored with Dick Westwood and David Beazley a seminal paper on conjoint analysis entitled "The Trade-off Model and its Extensions", which was published in the Journal of the Market Research Society. It was this paper that won them the MRS Gold Medal (then awarded for contributions to research literature) in 1975. Some years later, in 1985 he founded ABR (Advanced Behavioural Research), an independent consultancy specialising in research into the motivations, beliefs, emotions and decision processes underlying consumer behaviour.

**Ivor McGloughlin writes:** I first met Tony Lunn in the early sixties at Attwood Statistics when Tony was in the Surveys Division (ad hoc research) and I was working on the Consumer Panel. He thought that a valuable classification of the panel would be by psychological groupings. A set of attitude questions was developed using the results from a household survey. Tony applied Guttman scaling methodology.

Michael Bird (analyzing TV-viewing and press-readership of the Consumer Panel) shared an office for a while with Tony in 1962, and remembers how Tony used an ingenious trial-and-error method moving transparent plastic strips to test groupings and fit the answers to the questions into scales. These scales were used to classify members of the consumer panel. Five scales were developed including Traditionalism in Housework, Economy Consciousness and Conservatism in Shopping. A further scale, Rigidity in Housework, related well to the newly available aerosol sprays for furniture. The scales were more discriminatory than demographics across a range of product fields.

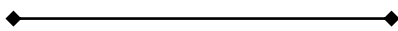
Tony then went to RBL and subsequently founded ABR. I saw Tony on some of my trips back from the United States of America and we had pleasant meetings near to his flat in Hampstead in a pub nearby. Tony shared with me his fascination with the Spice Girls—he knew all their names—completely new to me, coming back from the US.

When I was in the US, Tony wrote a proposal for me in the mid-nineties on the application of psychographics to a smokers' panel that indicated the advances he had made in the area of dynamic segmentation.



## OTHERS NOT FORGOTTEN...

Other researchers who have died recently but who were not members of the *Research Network* include Sue Amberton, Daphne Cookson, Sybilla Dance and Ann Hughes Hallett. Many memories of Ann Hughes Hallett, who spent her career with Unilever and Research Bureau Ltd/Research International, were published in the most recent edition of the RI publication "heRitage".



## STEERING GROUP

The Research Network is directed by a Steering Group consisting at present of Nigel Spackman (Chairman), Jane Bain, Jane Gwilliam (Events Organisers), Linda Henshall (Relations with other MR bodies), Sue Nosworthy (New Members), Adam Philips (Future Directions), Tom Punt (Webmaster), Nick Tanner (*Newsletter* Editor), Gill Wareing (Secretary-Treasurer) and Frank Winter (Data Protection and other regulatory matters). Their names, addresses, phone and email details are in the Members List. Please feel free to contact any member of the Steering Group on matters relevant to the areas they cover.