

# THE RESEARCH NETWORK NEWSLETTER

Editors Phyllis Vangelder and Tom Punt

Summer 2004

## THE WAY WE ARE NOW

Since its establishment in 2002 the Research Network has grown from strength to strength and currently we have 203 active members. Our previous count was 190 so we continue to grow, albeit more slowly, which is to be expected. The latest figure includes a few losses, some from the sad deaths of members but only a handful from resignations. Of those who have resigned, seven have given permission for their details to be retained on file since we like to keep in touch if we can.

Compared with a year ago (shown in brackets) an even greater percentage of us have an address in London or the South East, 80% (75%). A slightly greater proportion, 33%, are female (30%) A smaller percentage are now current members of the Market Research Society, 72% (79%) but of these more are Full Members or Fellows, 72% (66%). Of those who are MRS members some 60% joined in 1970 or

before and 21% in 1960 or before (not collected). A slightly greater percentage of us, 81%, give an email address for publication (77%).

During this current year we have already held a very successful, though much less formal, lunch meeting at the Singapura restaurant (see below) As a complete contrast our October 2004 Lunch will be at the House of Lords where Lord McIntosh will be our host. *Full details of this are on Page 2.*

Please continue to give us your feedback, including anything you would like to see changed. Contact Gill Wareing the Secretary/Treasurer by email at [gillm.wareing@ntlworld.com](mailto:gillm.wareing@ntlworld.com). We do like to have the CV of all members so if you would like to supply a CV send it to Gill, either by email or at her address on Page 2.

## THE FOURTH RESEARCH NETWORK LUNCH AT THE SINGAPURA, 22 APRIL 2004

Once again the Research Network was able to meet in an equally stylish, but this time more informal, venue. Its fourth lunch was held on 22 April at the Singapura restaurant in Limeburner Lane, EC4. The experiment of an occasional move to the City from the West End was voted a great success.

The room was very conducive to mixing, and meeting old and new friends. More circulation was possible both during opening drinks and after the splendid three-course meal of SE Asian food. We were around 100 strong and many familiar faces were spotted. Photographs of some of these are below.

This time we did not need to seek outside subsidy for the lunch so thanks are due instead to those of you who booked early.

We were pleased to welcome as guests David Barr, Director General, and Sue Trenhaile, Events Organiser, of The Market Research Society. We value our relationships with the MRS even though membership or former membership of the Society is not a condition of membership of the Research Network.

It was good to see such a splendid turnout and once again several former Chairmen, CEOs of major agencies and research directors of national companies were well represented.



Left to right.

1. Ted Hudson, Kit Molloy.
2. Caroline Harben, Peter Hayes, Henry Samuels.
3. Frances Loveless, Gill Wareing, Pam Moy, Daphne Steggals.

## ON OTHER PAGES

PAGE

2 – THE STORY OF YOUR LIFE AND TIMES

2 – NEXT LUNCH MEETING AT THE HOUSE OF LORDS

3 – THE WAY WE WERE

PAGE

3 – LIFE AFTER MARKET RESEARCH

4 – MADELEINES AND METHODOLOGIES

PAGE

5 – THE GROWSER

6 – MEMBERSHIP DIRECTORY  
– MRBA - PRIZE DRAW

7/8 – Not forgotten  
– Steering Group/Next Newsletter

## THE STORY OF YOUR LIFE AND TIMES – AVAILABLE NOW

We are delighted to announce that the only true history of our industry is now being made available to Research Network members.

'The Making of an Industry – A History of the Market Research Society 1946-86' by Ian Blythe is a fascinating 300-page historical record which describes in full detail the events, publications, arguments and people involved in each of the formative years of the market research industry.

Before memory fades, all longstanding market researchers, research companies and academic institutions should have copies on their shelves.

Thanks to the help provided by The Market Research Society with printing and production, the price of this History has been kept very low. On the strength of this, Ian Blythe has generously been able to confirm that all proceeds will be donated to the Market Research Benevolent Association.

### SOME ANECDOTES FROM OUR HISTORY...

- **Page 9: Tom Harrison, co-founder of Mass-Observation, circa 1937 says he has discovered that "Cannibals are at least as civilised and pleasant as Old Harrovians".**
- **Page 19: "Only 4 of the original 23 founding Members of the MRS were female, though the proportion had risen to 48% by 1986".**

- **Page 72: Advertisement in The Times, 1966: "Women wanted for random sampling".**
- **Page 74: A quote by John Treasure, 1966: "Market research is a tremendous growth industry. The pity is that like so many other growth industries there has not been any real money to be made out of it".**
- **Page 57. In a 1959 survey of attitudes to re-nationalisation of steel, one million interviews were proposed by the client and 248,000 were actually completed.**

To obtain your own copy now, please send your cheque for £12.50 (which includes £2.50 for packaging and posting) made payable to 'The Research Network' to Mrs Gill Wareing, 6 Walkfield Drive, Epsom Downs, Surrey KT18 5UF.

Though we are asking Research Network members to secure their copies now, a limited number will also be on display at the Network lunch on 21 October. Since actual selling is not permitted within the portals of the House of Lords, members may take a copy home from there on the basis of their signature on a promissory note undertaking to pay later.

## BOOK NOW FOR THE NEXT RESEARCH NETWORK LUNCH AT THE HOUSE OF LORDS, 21 OCTOBER 2004



The next Research Network lunch will be a very special occasion. Kindly hosted by Andrew McIntosh, it will be held in the Cholmondeley Room at the House of Lords on Trafalgar Day. Support funding generously provided by a number of his longstanding research friends and colleagues will enable us, as for previous lunches, to keep the ticket price at £20.

Starting at 12.30pm, a welcoming drink will be followed by a buffet-style lunch with accompanying wines. If it is fine and warm we may be able to spill out onto the adjoining Riverside Terrace. On this splendid occasion for mingling with friends and contemporaries we will also be --

- | announcing the winners of the MRBA Grand Draw (see Page 6 ) and
- | distributing a limited number of copies of 'The Making of an Industry – A History of the Market Research Society 1946-86' by Ian Blythe. (See above).

As demand will be strong and places are restricted to 120, this must be a members-only event in which tickets are sold on a first-come first-served basis. This notice will be followed by a general mailing to Network Members, but you are urged to book your place NOW by sending your cheque for £20 payable to the Research Network, to Mrs Gill Wareing, 6 Walkfield Drive, Epsom Downs, Surrey KT18 5UF.

## THE WAY WE WERE

### FROM THE NEWSLETTERS OF 30 YEARS AGO (1974):

- **Lynda Chalker**, (fresh out of Roedean, London and Heidelberg Universities, and then Kodak, Shell and Louis Harris) speaks at the MRS Lunch in October, before going on a decade later to greater things as a government minister (and now the House of Lords).
- **Colin McDonald**, asked to react to disparaging remarks by Quentin Crewe about research on the (re)launch of the *Sun* newspaper, says: "It is perfectly true that people cannot comment sensibly out of their heads about something they have never seen before. It is frustrating for a researcher to find all that he can offer is thrown out of the window because someone has asked a silly question and then misused the answers."
- **MORI** advertises for a Research Executive at a salary of £2-3,000 per year.

### AND 25 YEARS AGO (1979):

- **Jenny Bowen** reports on an MIL survey of the general public, conducted for the MRS, in which 59% say market research is a good thing, 3% say it is a bad thing, and 38% don't know. 73% say they have not been contacted by market researchers before. 20% have been subjected to 'sugging.'
- At a post-mortem meeting on the polls, **Eric Adler** was described as being 'on the offensive,' in asking why the pollsters did polling. **John Clemens** replies that "they are profitable, they are fun, it is good for the polling company to be open to scrutiny, and...it is a public responsibility in a democratic society".
- **The MRS AGM** is attended by 105 Full Members and 29 Associate Members. Following a heated debate about membership categories, proposals for change are not carried.

---

## LIFE AFTER MARKET RESEARCH

### THE JOBBING GARDENER PART 2 by John Bound

For the last issue I offered some comments on life in and after research. After writing these I went off to Australia and New Zealand in November 2003 and attended the Australia and New Zealand Marketing Academy Conference in Adelaide where Gerald Goodhardt and I had been asked to do a paper on Andrew Ehrenberg's contribution to research. As I mentioned before, the Conference theme was Ehrenberg and Bass. Gerald, having worked with Andrew for very many years, was able to add some reminiscences to make an effective presentation.

I have since, though, also been to two sad occasions. The first was the funeral of Eileen Cole, whom many will remember as Chairman of Research International. Held in a little Hampshire country church in gleams of spring sunshine, it recalled to me the time when we both sat on The Market Research Society Council, and obstinately wanted tea at a five o'clock meeting rather than the gin and whisky on offer. Now I think about it, it was I, not Eileen, who actually had to go out to the kitchen to make the tea. No doubt the Council nowadays is more austere.

The second was the memorial Service for John Treasure in St. Bride's. It is a handsome City church; the music from the organ and choir was fine, and the addresses well done, one by Liz Nelson. John Treasure I recall from the time the MRS decided to hold the Conference in Torquay to which we travelled by special train with lunch served on board. The public address system in the Winter Gardens was hopeless and after several speakers had struggled hopelessly to make themselves heard, John Treasure took the platform. He waved the microphone aside, came to the front of the stage, projected his voice, and spoke clearly and lucidly without. He received an ovation.

To end with may I say I am really rather pleased with myself. Readers who sail will smile – no matter. I was invited to sail in the Round the Island Race. About 1000 boats race round the Isle of Wight taking all day. I thought it would be a pleasant day out with a picnic, and the children, with racing not taken all that seriously. Far from it. Our skipper was experienced, keen, and drove the boat and the young and competent members of the crew hard. We crossed the line at 7.20 a.m. There was some wind and sea, and in the end the wind dropped and the rain came down. The lifeboat was standing by close to the Needles lighthouse. Somebody always cuts the corner too fine and hits the ledge. I had always thought that the big sailing jackets with high collars and life jackets were an affectation. Happily I was lent gear for which I was very grateful. I was able to enjoy a bacon sandwich and survive.

The skipper gave me the tankard awarded to every boat. I said modestly that I had done nothing, being only a passenger, and he consoled me by saying that passengers to shift the weight around were very useful.

## MADELEINES AND METHODOLOGIES – THE PARFITT-COLLINS MODEL

**John Parfitt died on 22 March 2004 (see obituary on page 7).**

**To celebrate the 50<sup>th</sup> Anniversary of The Market Research Society in 1997 *The Journal of the Market Research Society* published two special issues entitled ‘Milestones in market research’. Where the authors were still contactable the editors asked them to write a foreword, setting out their feelings about their papers in an historical and current context.**

**In memory of John we include a short overview of the paper he wrote with B J K Collins, when they were both at Attwood Statistics, which was presented to the MRS Conference in 1967, together with John’s foreword in 1996, which were published in this special issue.**

### The Use of Consumer Panels for Brand Share Prediction

#### John’s foreword 1996:

The original Brand Share Prediction paper was presented at the 1967 MRS Conference. Apart from one or two questions at the end of the paper on minor detail, it produced no discussion. Indeed it could be said to have landed like a lead balloon.

Fortunately for us at Attwood Statistics the interest in the paper was among our clients who were mostly not at the MRS Conference. The paper was in effect a discussion of the wider prediction possibilities drawn from a dozen or so case histories, each of which was, for its clients, a novel answer to a universal marketing problem. The brand is doing alright now, but how is it going to end up? (or variants of this).

It was not until the paper was presented in the States and then was published (in May 1968) in the *Journal of Marketing Research* that I experienced open (and interesting) discussion about its strengths and weaknesses. These first excursions into the American scene I found refreshing. There seemed to be so much more willingness to ignore the secretiveness and sensitive competitor boundaries that held back discussion on this side of the Atlantic at that time, and academics there were much more on a commercial wavelength.

At any rate the Parfitt-Collins paper made much more progress in the USA, particularly as computer analysis advanced. Several years later at a marketing seminar in the States I was puzzled by several references to a ‘P & C’ in discussion. I received rather strange looks when I asked what it was, until somebody said with disbelief, ‘your model, of course’.

I often wonder whether Barry Collins, my joint author, ever learnt of the widespread use of the P & C Model. He married very soon after the 1967 Conference into a South-East Asian trading family and disappeared from marketing research. I have never been able to answer the question ‘What happened to Collins?’

### A Short Account of The Model

The model is a method of predicting the market share for newly-launched brands and the future equilibrium share of established brands after major promotional activity. The method is dependent on the continuous purchasing data obtainable from consumer panels and was developed from numerous case histories from the Attwood Consumer Panel to illustrate the use of the technique and its refinements.

The basic method was first described by Baum and Dennis in a paper called ‘The estimation of the expected brand share of a new product’ presented at the 1961 ESOMAR Congress. At that time it was considered as an analysis to be used only in studying newly launched brands. The Parfitt-Collins paper extended this to the study of existing brands.

The raw data of the analysis are the continuous purchasing records of individual households. From these data three basic components are selected:

- The cumulative growth in the number of new buyers of the brand or product being studied;
- How often these new buyers buy the brand or product again after their first recorded purchase. These repeat purchases of the studied brand are expressed as a proportion of the total purchases in the product field by these buyers – the repeat-purchasing rate;
- The rate of total product field purchasing of the particular buyers compared with the average of all buyers in the product field i.e. are they usually heavy, light or average buyers (by volume) in the product field. This is expressed as a buying level index.

The analyses in the article show a close relationship between predicted and observed shares and it is argued that prediction can be made long before the stabilisation of share.

The full article, containing many numerical examples, is in *The Journal of the Market Research Society*, Volume 38, Number 4, October 1996.

## THE GROWSER

This series provides an opportunity for you to write, anonymously if you wish, about anything, vaguely connected with our collective experience perhaps, about which you have strong feelings. This month our resident Mr Growser writes as follows. If you would like to be the next Mr or Ms Growser please send us your contributions for the next issue.

'Modern' marketing we are led to believe, will be much more concerned with the precise targeting of specific groups of consumers than with the blunderbuss approach. It will also abandon the market-place lures of the past and take account of the new consumer self-awareness. Well, as they say, you could have fooled me!

Quite a lot of ancient market-place gimmicks are around in abundance and we must assume that they work with some people, for instance:

- 'Only £199.99' (£200, but sounds cheaper)
- 'Sale must end Bank Holiday' (Any Bank holiday!)
- 'Three for the price of two' (One-third quantity discount)
- 'Buy one, get one free' (Try two for half-price, for a while)
- 'Nothing to pay for a year' (You'll only realise what the interest is next year)

and many more examples, which I am sure, the reader can supply.

So we must further conclude that either consumers are not so self-aware as we thought they were or that, although they realise the real meaning, they are indulging in the same kind of conscious self-deception that leads some people to spend £15 a week on the National Lottery even though they know that their chances of winning the jackpot are still 14 million to one, only infinitesimally higher than if they had spent £1.

I tend to believe in the latter explanation; and yes, I have fallen for some of these approaches myself. But isn't it about time that such practices ceased – well maybe not the National Lottery because we all know, don't we, that the money raised goes to some very good causes, however you define good causes. I'm not suggesting banning anything by law but encouraging manufacturers and retailers to anticipate such growing consumer awareness as there is by taking advantage of it and coming clean sometimes by saying things such as 'This is really a very good product but it's been slow to catch on, so try it half-price to see if you like it.' And of course by being obliged not only to state the APR on credit but to make this plain by printing it in large letters and pointing out that, quite legitimately, delaying payment costs money which must be passed on to the buyer. Such disarming frankness just might work and even provide amusing publicity along the lines of classic DDB campaigns of the past such as the ones for *Avis* ('We try harder. When you're not the biggest you have to') or *Orbachs*, a previously unfashionable fashion store, ('Liberal trade-in...bring your wife and a few dollars and we'll give you a new woman'). Such splendid self-mockery!

As for precise targeting I cannot believe it! I am in my mid-70s and have two credit cards and several store cards – the latter mostly dating from those far-off days when some stores didn't take credit cards and if you offered a cheque you were asked your grandmother's maiden name. I pay off all these in full when I get the bill – I am interested in credit but only the short-term kind that you don't pay for, or perhaps more accurately don't pay very much for. Yet that doesn't stop nearly every post bringing me exhortations to transfer my non-existent balances to new cards. The only publicity that seems to be targeted is that offering me secured loans on the collateral value of my house, presumably because I have given my date of birth at some time to someone who has sold it on or, less likely perhaps, that the advertisers have made use of Census small area statistics. And I don't want to re-mortgage either, thank you, at least at present and I hope never.

Or take the wider sphere of advertising. It still seems to use the scatter-gun approach on many occasions, assuming for instance that all readers of the broadsheet Sundays are in the market for £ 100,000 cars or 'designer making over' a loft on the South Bank. Well this reader isn't and neither are most of my neighbours who read the same newspapers.

Just starting to appear are some more subtle approaches, for instance email advertising aimed at customers of a store or a website. Such advertising always contains an option to opt out of future mailings and I, for one, am much more inclined to read what the advertiser has to say if this is the case. One famous online store even anticipates your interest in new books and CDs by analysing your past purchases. Many television advertisements now offer the digital viewer the chance of requesting further information by pressing a button. I welcome such innovations especially if I am able to control them. But the tons of leaflets in both paid-for and free newspapers offering me walk-in baths, bargain beds, stair-lifts and, groan, household gadget and garden catalogues, still anger me beyond all reason.

This is a plea for more innovation in everyday marketing, more real use of consumer targeting, which print and visual media and the Internet can now offer to the really clever marketing man or woman. The present situation is as if the inventor of the telephone had still employed a man with a cleft-stick to deliver his own messages.

## ANCIENT WISDOM

We must always have old memories and young hopes – Arsène Houssaye

## THE MEMBERSHIP CONTACT DIRECTORY

Each Research Network member should by now have received by post and, where it is possible, email, a copy of the Membership Contact Directory listing permitted telephone numbers and email and postal addresses of all 203 Network Members.

This confidential document is for members to use as a means of keeping in touch with each other, and if you have not received your posted copy please contact Gill Wareing on tel:01737-379261.

## THE MRBA GRAND PRIZE DRAW

Enclosed with the Directory, each member should also have received two books of tickets for the MRBA Draw, whose winners will be announced at the Research Network Lunch at the House of Lords on 21<sup>st</sup> October. As you may recall the MRBA was extremely supportive in setting up the Research Network and here is a chance to help the industry's own charity.

Please do this by returning your ticket money and stubs as soon as possible to Linda Henshall, the Promoter, at 3 Simplemarsh Road, Addlestone, Surrey KT15 1QN. If you would like to have a fresh supply of tickets, telephone her on 01932-841036.

---

### IN MEMORIAM DR JOHN TREASURE CBE 1924-2004

A Memorial Service for John Treasure was held at St Bride's Church off Fleet Street on 12 May. It was a particularly fitting venue. The church has a long association both with the advertising industry and with the Worshipful Company of Marketors of which John was Master in 2000.

As happens so often at memorial services, most of us became aware that we knew only a part of John. There were tributes to him from Denis Lanigan, of JWT, from Liz Nelson talking about his life in market research, from David Talbot of the Royal Mid-Surrey Golf Club, who focused on his golf prowess, and, most movingly, from his son Julian Treasure who spoke of John as a man and friend.

Liz Nelson suggested that John Treasure could qualify, not only as Mr Advertising during his influential time in the 60s and 70s, but as Mr Market Research during the same period. As Managing Director of the British Market Research Bureau and President of The Market Research Society, he gave huge support to the integration of consumer research and advertising. Later, as Dean of The City University Business School he paved the way for an MRS Chair of The City University.

"Who else in the whole of the marketing arena", asked Liz, "has moved from academia to commerce, back to academia and back to commerce? He excelled every time".

The service was organised with great sensitivity by Julian Treasure. The music, beginning fittingly with Vaughan Williams' Prelude on Welsh Hymns was lovely with an eclectic programme that included traditional hymns, Amazing Grace and Fauré's Requiem. The choir, particularly the soprano, was outstanding.

After the service, the congregation were invited to tea at the Cutlers' Hall. Friends and colleagues, representing John's local community in Richmond and his world of advertising, market research and sport, joined his family in remembering him with warmth and affection.

John would have enjoyed his memorial service had he been there. According to his wife Valerie, he was.

### ANCIENT WISDOM

It is never too late to be what you might have been – George Eliot

## Not forgotten

**We mourn the recent passing of the following people who contributed so much to the market research industry.**

### ***MIABARTONOVA.***

Mia Bartonova died on 23 April 2004 after three frustrating years of a limited ability to speak and express herself due to severe aphasia caused by a stroke before her 50<sup>th</sup> birthday.

Mia's vast knowledge of research, especially in Eastern Europe, and general life experience made her a fascinating person with whom to work. Mia taught people to stand up for what they believed in. She loved to debate the best ways of adapting research to local conditions and heated disagreements late into the night were commonplace – but everything always ended with a laugh and a joke.

All her friends and colleagues at NOP and, most recently, at Research International and everyone who came in to her orbit will miss her sorely. Mia really enjoyed her birthday party on the 15<sup>th</sup> April, which was attended by a wide range of friends; she left the next day for Amsterdam to holiday with some of them and died there unexpectedly eight days later. Generous as always, according to her wishes, her vital organs were donated to help others.

### ***EILEEN COLE CBE***

Eileen Cole died, after a long illness, in the early hours of 31 March 2004 shortly before her 80<sup>th</sup> birthday. Her funeral was held in early April. She was an early 'group leader' in the Unilever Marketing Research Division, recruited by Harry Munt who founded the Division then housed in Unilever House. Eileen quickly came to the fore in the 1950s as one of the most forceful and single-minded people in the growing industry. First as Operations Director and then in 1966 as the first Managing Director she grew the Division as a commercial organisation. She was one of the first women to challenge the male domination of top places in the business of market research, and perhaps more significantly in Unilever.

She became the first Group Chairman of Research International in 1973 when it became a separate company but still within the Unilever group. She was, perhaps, quite unusual in that she only worked for one research company during the whole of her working life although she herself guided the many changes it underwent before being sold by Unilever as a successful and profitable company in its own right. Her commercial acumen was the key to this sale.

Many members of the Research Network remember Eileen as a colleague, a supplier or as an enthusiastic advocate for the industry. She became Chairman of The Market Research Society in 1977 when another formidable personality, Sir Harold Wilson, was President. Although she was never tolerant of what she saw as incompetence she was an inspiration to generations of researchers who she recruited or promoted in MRD and later in Research International. She had iron determination and an incisive business mind, tragically clouded during recent years. If this had not been so we are sure she would have continued as a strong voice in the industry even after her retirement in 1985.

Like many other market researchers of her generation, many of whom are present Research Network members, Eileen was educated at Cambridge where she graduated with a degree in Economics in 1948 and shortly afterwards joined Unilever.

Her undoubted pre-eminence amongst market research company CEOs was balanced by more private passions – for her beloved Hampshire countryside and country pursuits, her cats, her garden and what the RI obituary calls her 'succession of Jaguar cars'. She will be fondly remembered by all her knew her well and a source of continuing inspiration to all who want to advance the future of the market research business.

### ***JOHN PARFITT CBE***

John Parfitt died on 22 March 2004 after suffering a heart attack. He began his career, alongside Eileen Cole, with Unilever Market Research Division. He then went on, with Alan Smith, to found an 'ad hoc' survey research division in Attwood Statistics, which, until then, had been mainly in the business of consumer panels. Afterwards, following the breakaway from Attwood by Audley, Gapper and Brown, he became the Managing Director of a reconstituted Mass Observation, which under his guidance became a successful company once again.

John was educated at the London School of Economics and was, as many graduates of his day, a member of the Labour Party and, in the early 1950s, was elected as the, then, youngest borough councillor in the country. Although his political opinions changed considerably in later life he retained an acute, if somewhat sardonic, interest in the political scene. Later, although many would say unfortunately, he left 'active politics' behind. A supporter of 'green' issues long before these became fashionable his interests led him to join the Youth Hostels Association and he held office, in the first instance, in the London Region of the YHA, later being elected onto the National Executive. He became Vice Chairman in 1963 and Chairman in 1969 and remained in that office for 12 years. Later he was elected President of the International Youth Hostel Federation and served in that office from 1988 to 1994. It was mainly for his services to the Youth Hostelling Movement that John was awarded his CBE.

However, at one time John was very involved in Market Research Society affairs and served as Chairman in 1970/71 when the rest of the Council list reads like a roll-call of the senior researchers of the time (Andrew McIntosh, Eileen Cole, Bryan Bates, Ann Burdus, Martin Simmons, Gerald Goodhardt, Gerald de Groot and John Bound, among others). At the International YHA he introduced the first strategic marketing plan and as the YHA said 'In his retirement he lost none of his formidable intellectual powers and sharp wit'. The same was true of John in all his activities right up to the moment of his premature death.

John's wider interests combined with his research abilities made a great impression on all who met him and if he approved of you he was a friend for life. He had a great personal following as a market researcher and continued as a consultant after he retired, attracting business from many of his old clients and his original employer Unilever. Earlier in this Newsletter we reproduce his own account of the Parfitt-Collins model, that many of his clients found a useful way of analysing panel data.

### **WIM DE JONGE**

Wim de Jonge, a Founder Member of Gallup International, died in March 2004, aged 86. His involvement with the group was for his entire life – even in his 80s, he and his wife were frequent visitors to Gallup International's Annual Conference.

Together with Jan Stapel he started the Dutch research agency NIPO. In 1945 he was one of the founding members of ESOMAR. He was also a founder member of the Dutch Market Research Society and a past President of WAPOR.

Wim de Jonge was as one of the pioneers of the research industry. Being a true visionary his primary interest was always how techniques could be used as tools to help research. Wim was a great statistician and was one of the first market researchers who used a computer to analyse data. He also had a particular interest in public opinion research and has many publications to his name.

He always stressed the necessity for good piloting and simple questions. In an interview he gave to Phyllis Vangelder on the occasion of ESOMAR's 50<sup>th</sup> Anniversary Congress, he commented "Specific, short straightforward questions do the job as they do in daily conversation. Indirect questions ask for indirect answers". His classic paper 'Astronauts in Osgood's universe' in *European Research* deals with this.

He went on to say "I believe market research is a profession not a business. Nowadays it is seen as a business. In 1948 the researchers were idealists".

**THE RESEARCH NETWORK is organised by a Steering Group. Its members and their special responsibilities are: Peter Bartram (Chairman), George Brzezinski (New Membership Solicitation), Jane Gwilliam (Events Co-ordinator), Linda Henshall (MRS Liaison, membership contact), Tom Punt, Phyllis Vangelder (Joint Editors Newsletter), Frank Winter (Data Protection, External relations) and Gill Wareing (Hon. Secretary/Treasurer) All members of the Steering Group are available to hear your views. Contact details are given in the preface to the Members Contact Directory which has recently been sent to you.**

**THIS NEWSLETTER is published twice a year. The next issue will be produced in February 2005. It is available by email as a PDF file or a Word document, or in printed form. PDF (Portable Document Format) is easiest since it takes less time to send and download. The Newsletter is also available on the Internet and can be printed from there. The address is <http://members.aol.com/resnews/CurrentNews>. CONTRIBUTIONS AND LETTERS ARE INVITED FOR COMING ISSUES OF THE NEWSLETTER. IF YOU HAVE ANY OPINIONS OR REMINISCENCES OR ANY NEWS ON 'LIFE AFTER MARKET RESEARCH' PLEASE SEND THESE TO PHYLLIS VANGELDER 17 Kenelm Close Harrow HA1 3TE or email her at [p.vangelder@btinternet.com](mailto:p.vangelder@btinternet.com)**

**READERSHIP RESEARCH if you are accessing this on the web, either as an html document or as a pdf file, please send an email with the subject "Readership Research" to [resnews@aol.com](mailto:resnews@aol.com) so we can gauge access in this way.**