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## THE WAY WE ARE

Welcome to the latest edition of the Research Network Newsletter. Inside you will find photographic reminders of our two most recent social events, the Summer Party at Doggett's and the Spring Lunch at Ev, along with advance notice (below) of the Autumn Lunch to be held at Jamies at London Bridge. Our regular column, *The Way We Were*, has undergone something of a transformation this time as Peter Bartram, who has been its compiler throughout its history, feels that he has now exhausted the potential from the copies of the *MRS Newsletter* in his possession. If any readers have a complete set of *MRS Newsletters* and would like to cull a similar collection of snippets, Peter or the editor, Nick Tanner, would be pleased to hear from them.

As most members will know, the death of Tom Punt in June has deprived the Research Network of its webmaster, the Steering Group of one of its wisest members and the *Newsletter* of a much valued advisor and former editor. Barely a month before he died, Tom contributed an article for the current edition. He had been planning some further revisions to it which sadly he never made, so this is a somewhat edited version of his article that we hope reflects his intended changes. He will be deeply missed both on the Steering Group and among the membership more broadly.

This edition also contains some important news on the Oral History project and on the Archive of Market Research initiative that the Network is pleased to support. Along with other articles, both occasional and regular, we hope you will find it an enjoyable read.

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## AUTUMN LUNCH: 20<sup>TH</sup> OCTOBER AT JAMIES

This year's Autumn Lunch will be held at Jamies Bar in London Bridge Street, within a few yards of the station and the Shard. Our last visit to this venue was in Autumn 2013 but we had also held a lunch at the same location in 2010, in its previous guise as the Borough Bar. Jamies (the absence of an apostrophe jars with your editor but it's how the venue styles itself!) offers what it describes as "an unfussy and mainly British menu"



and, unlike many of the establishments we visit in the vicinity of railway stations, is not built into railway arches, so we shall miss the accustomed rumble of trains overhead.

The date for this event is Tuesday 20<sup>th</sup> October. An invitation and booking information will be sent out in due course but if it's not in your diary already, please make a note of it now.

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# THE WAY WE WERE

## Can this be true?

This column has been running for 12 years now, and has been based on a collection of MRS Newsletters covering 75% of the issues from 1969 to 1990. (If anyone has the other 25%—especially for the periods 1974 to 1978 and 1981 to 1982—and would be prepared to undertake a similar exercise for future editions, please let the Editor know).

To avoid repetition of old stories, this time we are trying another tack by asking whether there is any truth in some of the mischievous stories that have circulated around the research industry over the last 50 years. For instance, can it be really true that:

- Missing from the various recent obituaries for **Tony Twyman** was his main claim to everlasting fame: Twyman's Law, which states that the more surprising a finding from any survey is, the more likely it is to be the result of some error in sampling, questionnaire design, analysis or interpretation.
- In its early days, different members of a household sampled for the Target Group Index might have a go at answering parts of its lengthy self-completion questionnaire. As a result, the findings showed that a proportion of rugby players apparently wore ladies' underwear.
- When another survey included the question 'Are you engaged to be married?', twice as many women as men answered 'yes'. Nationwide, this revealed a high level of wishful thinking and likely disappointment.
- At the Grand Hotel in Eastbourne, the Convenors of the MRS Summer School were found in the lobby at 1.00am playing a game of strip poker that had relieved at least one of the participants of all clothing apart from his underpants.
- A leading research supplier of strong religious persuasion claimed in a client sales meeting that one advantage he had over his competitors was that he could reduce his sampling errors by the power of prayer.
- **Bill Schlackman**, bemoaning the defection of key researchers in his company to a competitor, complained bitterly that "the trouble with this business is that your best assets wear shoe leather."
- In the early arguments between NOP and Gallup, **Henry Durant** justified the absence of field checking in Gallup surveys by saying that it didn't matter, as the results came out the same whether you back-checked a sample of interviewers' work or did not. Later, when appearing on a television programme with **Mick Shields**, Chairman of NOP, he was invited to settle their differences over an agreeable lunch together; Henry simply retorted, "Well, he can bring his sandwiches to my office if he wants to."
- Back in 1970, market research can claim to have saved the fledgling career of Jilly Cooper. Harold Evans, Editor of the Sunday Times, was under severe pressure from colleagues to get rid of this eccentric and talkative contributor so that they could concentrate on their more serious journalism.

The results of the research department's weekly survey among readers showed, however, that both men and women in large numbers were finding their way to Jilly's column in the Women's Section and that it was one of the most widely read items in the whole paper. In the face of this evidence, the editor could not contemplate sacking her and this paved the way for her lifetime role of adding to the gaiety of the nation.

The 1985 volume entitled 'Carrick Biographical Series' comprised a full listing of leading researchers and their personal and career details, and this included their stated 'Recreations'. Some of these were not too surprising:

**John Goodyear:** "motoring, opera; wine, food, travel, English 19<sup>th</sup> century watercolours; beautiful women"

**Mary Goodyear:** "Qualitative research" (and nothing else, apparently)

**Paul Harris:** "Jazz music, real ale"

**Janet Weitz:** "Amateur dramatics" (among other activities)

Less likely 'recreations' were:

**Peter Menneer:** "Singing; voluntary service as a Gentleman of the Chapel Royal, Hampton Court Palace"

**Charles Ilsley:** "Retired footballer"

And **Colin McDonald** was a "Commissioned Officer in the Seaforth Highlanders, 1954-56, and an Assistant Keeper of Printed Books at the British Museum, 1956-58"

So there are many lives before and after market research after all. All denials and corrections to the Editor please.



## RESEARCH NETWORK WEBSITE

As readers are probably aware, the Research Network website was set up by Tom Punt shortly after the Network was formed and has been managed by him ever since. Unfortunately, largely due to the Network's status (or lack of it) as an unincorporated and entirely 'unofficial' entity, the site was set up as part of Tom's personal account with the web hosting company. When he died in June, the company deleted his account and with it, regrettably, our own website.

Subsequently, diligent work by Jane Bain and Gill Wareing, helped by Tom's family and other Network members including Jane Gwilliam and Ed Ross, has enabled us to retain control of the Network's web address and to recover files containing all the text and (most importantly, perhaps) the large archive of images from past Network events. Since it would in any event take some time to recreate the site from these files, we have decided to take the opportunity to redesign and update the Network's website, whose structure and layout has been largely unchanged in the 14 years since it was first created.

In the meantime, Jane Bain has set up a temporary website which you can find by clicking on this link: <http://www.research-network.org.uk/>. Photos from the recent Summer Party can be found on the Gallery page of this website—please take a look (a selection of these is also shown on subsequent pages of this *Newsletter*). If you have the site stored in your Favourites or as a Bookmark, you may need to delete the existing entry in your web browser and recreate the link before it will work properly.

Over the next couple of months we intend to develop a re-designed site containing all the information previously available on the Network's pages, and to make sure that this cannot happen again. We are hoping to be able to launch the renewed website before the end of the year. If you have any views or suggestions of things that you feel we should include in the new website, please email Gill on [gillm.wareing@ntlworld.com](mailto:gillm.wareing@ntlworld.com) and let her know.

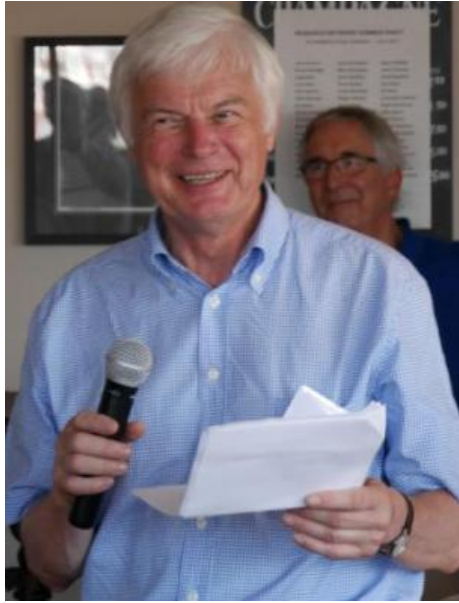
# SPRING LUNCH AT EV

This year's Spring Lunch was held once again at the Turkish restaurant Ev, another railway-arch venue close to Waterloo and Southwark stations. On a spring or summer's day in particular, it's a charming location on a shrub- and tree-lined pedestrianised street that feels a million miles from its actual inner-city location. The gallery below, we hope, will recreate a flavour of the event.



## SUMMER PARTY AT DOGGETT'S

The other social event to have taken place in the last six months is the Summer Party, held once again at Doggett's on the southern approach to Blackfriars Bridge. The sun shone for us again, as it had done a couple of years ago (though not last year, unfortunately); promised improvements in the catering were more than adequately met and members and guests enjoyed a highly successful party. Below are a few reminders of Frank Winter's ultra-fashionable surgical footwear and other highlights:



# ARE YOU ENGAGED?

Tom Punt

*This article was written by Tom shortly before the general election in May 2015, and just a month before his unexpected death. The first paragraph is a salutary reminder of the risks involved in predicting the outcome of British elections! As for the final paragraph, how sad that we are now unable to do as he exhorts.*

I was born in 1930 during the second year of the second Labour minority administration with Ramsay Macdonald as Prime Minister. By the time you read this it is, I suppose, theoretically possible that we shall have another Labour minority administration but substitute Miliband for Macdonald (two unlikely associates!). On the other hand we may have a Conservative minority government or a revised Liberal Democrat-Conservative Coalition. Fascinating! This article, as you may gather, is about my interest in politics rather than the giving or receiving of a ring.

I was politically aware very early on. Though I was only 6 at the time I remember my uncle, my mother's brother, telling me all about the abdication of Edward VIII though I was too young to appreciate his explanation (he would have been in favour of accepting Mrs Simpson as Queen). Three years later I remember listening to Chamberlain's broadcast declaring war on Germany. I was then 9 years old and pretty politically aware though most of my sources were somewhat left-wing since my dad was a keen, if not very active, trade unionist and the first newspaper I ever read was the Daily Herald. The year 1940 was a landmark, since at this age I started at my local Grammar School with a founder's scholarship and began to learn history as a "subject". Although in those days contemporary history was not formally taught, I became very interested in the history of the Labour Party and, later on, in its leading members, especially those such as Herbert Morrison and Ernest Bevin who were members of the wartime coalition. Their political rise from humble beginnings inspired me. I was, therefore, very happy when, five years later, in the election of July 5th 1945, Labour secured a majority of 146 and Clement Attlee began to form his administration.

In 1948 I was admitted to Christ's College, Cambridge to study history. I spent my Cambridge years a convinced socialist and quickly joined the Cambridge University Labour Club (CULC). The leading lights in this club at the time were two upper middle class aspirants – a lawyer, Greville Janner, and an economist, John Vaizey (the latter later joined the Conservative Party). During this time I met my first Prime Minister – Clement Attlee – when he spoke at the Cambridge Union, a rather shy and unimpressive man I thought at the time and doubtless he thought the same of me. Later on I came to admire him very much although he retained his "sheep in sheep's clothing" personality. As an aside, much later on I briefly met two other Prime Ministers – Harold Wilson during his time as President of MRS, and Ted Heath at a celebratory party after the June 1970 election, having been invited by the polling organisation which predicted his victory.

In late 1950 I became the college representative in the CULC, taking over from a former fireman who, like many other trade unionists, had previously studied at Ruskin College Oxford. I remember my embarrassment when my then tutor's wife (a Mrs Steel) introduced me at a cocktail party as our "tame college communist": I was never attracted by the Communist Party and had, early on, rejected overtures from the university's Socialist Society.

Subsequently, in my early working days in Lintas, I joined a local branch of the Labour Party. These days were, however, fairly fallow so far as active politics were concerned though one significant event was when, with a friend, I visited Yugoslavia in 1958 as a guest of the Yugoslav trade unions. I felt powerless when our guide on a visit to Ljubljana asked how I could help him to get out of the country. Contact with senior trade union officials had already convinced me how dreadful it must be to be confined in a communist regime but at the time only confirmed my stance as a democratic socialist.

Later on in my career, I had a boss (Max Adler) who was far to the left of me, acting as he did as an important guru for the Workers' League of Great Britain (sometimes described as a Trotsky-ite party). Max was a clever and very well-meaning man, born in Austria and a talented linguist and statistician but unfortunately, by then, not in good health. He had been forced to flee from the Germans in 1939 and was later joined by his wife Janka and his young son Eric whom many of you will know as a Network member. Max

used to write a regular newsletter for the Workers' League and, because he had a (probably misplaced) regard for my writing ability and knowledge of my left-wing opinions, he did occasionally ask me to read the draft of this newsletter and correct his English where necessary. A much undervalued man, though perhaps misplaced in market research.

From about 1970 I ceased my Labour Party membership but I continued to vote Labour until 1997 when, for the first time in my life, I voted Conservative. I was, of course, very interested in Tony Blair's victory and admired his political "nous" and consummate political ambition. On the other hand, I suspected he had no clear understanding of the fire of those to his left, notably Tony Benn, whom I much admired. Again and again I suspected that Blair had no clear political ideas of his own beyond whatever stance might be necessary to secure two more Labour Party victories. Very early on I think I suspected that Blair would have been equally at home in the Conservative Party if they would have accepted him.

I continue to have a keen interest in politics though I am not a member of any political party – largely because I am getting too old to play a part in local politics. In recent years I have rarely discussed politics with fellow market researchers but it seems that many Network members are unwilling to express party preferences. There have been the odd exceptions. When, for a time, I worked alongside the then pollsters for the Labour Party I saw that they were (and as far as I know still are) Labour Party loyalists. In general those researchers who have revealed to me an interest in politics have been sympathetic to the Labour Party. We have had our political luminaries – for Labour the late Andrew and Naomi McIntosh, who were friends of mine and, in Andrew's case, achieved ministerial office. Maybe the Conservative supporters are less inclined to reveal their opinions: on the whole right-wing political chat seems fairly rare though an erstwhile Conservative pollster, Lynda Chalker, was ennobled and achieved ministerial office.

My general conclusion is, though, that this set of ex market researchers is about as disengaged from party politics as are 18-25 year olds. If I am wrong, let me know.

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## HOW TO BECOME A MARKET RESEARCHER

**John Downham describes BMRB's Class of '48**

**W**hen, largely by chance, I joined BMRB from university in August 1948 my knowledge of market research was absolutely minimal. One term of basic statistics, membership of a Mass-Observation panel for perhaps a year, and reading of a few fringe academic papers and sociological studies. At that time there were no research courses of any kind in the UK. BMRB itself did not yet have any internal training system—after all, I was their first trainee. Where to begin?

The answer was not quite what I had been anticipating. I was not at first allocated an office of any kind and Day 1 was mainly spent in being introduced to people around the company. During the afternoon Tom Cauter, my Managing Director, said that as a pro bono publico exercise BMRB was analysing a survey carried out by the Boy Scouts Association: he asked if I possibly stop on after hours (unpaid overtime!) to help with this. Not the kind of request a new recruit could sensibly refuse. As it turned out, the evening's stint consisted of grappling with Powers-Samas punchcard machines under the guidance of a rather attractive research assistant. By the end of Day 1 I was therefore already a somewhat battle-scarred counter-sorter operator—but also convinced that a career in market research had certain unexpected side-benefits.

On Day 2 I was given a desk in a corner of the Charting Department. The latter consisted of a group of half a dozen girls only just into their 20s, if that. As a new male member of staff in an organisation with only four or five other men among over 100 women I was both a novelty and clearly an object of great interest. Despite the fact that food rationing was still in full force, I was therefore thoroughly spoilt with regular offerings of cake, biscuits and even chocolate. In that first week I did, however, learn about the ways in which BMRB used graphs—mainly simple line or bar charts to be reproduced on messy Gestetner machines. Since such work

involved care but not undue concentration, this allowed the girls plenty of opportunity for at times illuminating conversation (seemingly unconstrained by my presence).

The second week could hardly have been more different. If being in Charting was rather like camping inside a lively aviary, my next move was more like sitting alongside a noisy factory assembly line—in a corner of the Comp Department. From the cheerful chatter of chartists to the cacophonous clatter of comptometers. Not surprisingly, the supervisor Kitty was very deaf but she and I found we shared the same birthday—so more cakes. Most of the Department's work consisted of totalling, percentaging and averaging masses of figures arriving from Tabulation—nothing to strain my limited statistical competence although I did start to harbour doubts about research's apparent over-dependence on arithmetic averages. Here I learned that BMRB's strict policy was that there was to be no percentaging on bases of less than 50, while percentages on a base of 50-100 must always be in brackets.

In Week 3, another sharp change. I was transferred into a room with the hushed ambience of the Reform Club Library. This was the Retail Audit Tabulation section, where data from shop invoice and stock forms were transcribed in absolute silence into massive ledgers prior to processing by the Comps. This section was staffed by more motherly middle-aged ladies (plainer cake). Here I first discovered, inter alia, that scrutiny of the hand-written ledger records for individual shops could provide more useful insights into what was actually happening in the retail trade than could the more impressive but tardier reports routinely produced by BMRB's much larger competitor Nielsen.

The adjacent room was occupied by the main part of the Tabulation Department, processing interview questionnaires. The Department was controlled by Connie, a rather formidable but basically kindly matron. Connie tended to terrify later BMRB research trainees if they had designed a questionnaire with some logical flaw in it, were late or imprecise in their request for tabulation of a job, or otherwise did not conform to her exacting standards of accuracy and precision. However I soon discovered that her great passion in life was tennis, so it was usually possible to defuse a potentially difficult meeting by opening with some snippet of current tennis news. Connie was also responsible for the section of punchcard operators feeding the Powers-Samas installation—again with a meticulous set of validation procedures to check the accuracy of their work. Apart from learning the vital importance of precise questionnaire wording and layout, and of thinking through the likely analyses of the findings before finalising the survey design, one of the most valuable outcomes of this attachment was undoubtedly my discovery of the five-barred-gate counting system.

The final part of my indoctrination was with Field. This gave me immense respect for the sheer stamina and practical knowledge of experienced interviewers and also an awareness of the problems of designing (and achieving in the field) appropriate samples of the relevant population for any given survey. They were a tough but very pleasant set of women who did not suffer incompetence quietly. An interesting sociological insight was that the Field Manager liked where possible to hire interviewers from Scotland or Australia because they had class-neutral accents acceptable in a wide variety of face-to-face situations. I learnt more about sound questionnaire design from accompanying and talking to fieldworkers than from anyone else, with the partial exception of Tabs. Later my debriefing sessions with the interviewers working on a pilot survey were absolutely invaluable in correcting possible flaws in a project.

Alongside these coalface activities my initial training consisted mainly of reading existing BMRB reports, articles in the Public Opinion Quarterly and occasional papers and reports published by the Government Social Survey and other organisations, such as media surveys. Report writing rules, only later developed and written up in a series of BMRB Manuals, were largely in the hands of Freddie Edwards, BMRB's No 2. Write clearly and precisely; avoid jargon; be accurate grammatically; briefly explain how the survey was carried out but full details to go in an Appendix; focus on answering the key objectives of the survey and avoid merely repeating in words what should be easily visible in the tables and graphs; distinguish carefully between what the survey findings show and what conclusions might be drawn from them (shades of C P Scott)... Freddie was a firm taskmaster and could apparently spot at a quick glance the one suspect figure in a bank of tables or a clumsily split infinitive on Page 15 of a draft report, but the discipline was well worth it.



From there on it was largely a question of accumulating experience, partly by trial and error. Fortunately many of the first post-war marketing problems we were presented with called for fairly straightforward habits and attitudes surveys. More complex statistical methods, modelling and other now-familiar tools did not come into wider use until the 1950s or later, while 'motivation research' as such was still virtually unknown (although we did understand that simply asking "Why?" was not the best way to gain valid insights). The learning curve was thankfully less steep, more incremental, than it now needs to be.

After my weeks of initial indoctrination I was finally given a permanent desk in a room shared with BMRB's statistician, Frank Brickman. I was then ready to be launched on my first actual job. Unromantically this was a survey into boot polishes for the Cherry Blossom Company (which despite my growing confidence involved a somewhat chastening learning experience that I have referred to elsewhere).

When I contemplate the hundreds of books and courses, thousands of papers and vast ramifications of technology that have accumulated over the years since then, I sometimes wonder how we coped without such help. Many or most of today's new entrants will already have learnt a great deal about research methodology and will have no shortage of sophisticated training opportunities. But the relatively simple down-to-earth training of the time did drive home the key principles of research, above all the dangers of GIGO: 'garbage in, garbage out'. Rule 1 of research is still that to build an impressive superstructure of apparently scientific findings upon faulty data foundations is a waste of time and money—or worse. We forget this at our peril.

Starting out as a research trainee in the late 1940s was in many ways a jump into the unknown, both unpredictable and exciting—and different. LP Hartley couldn't have expressed it better: "The past is a foreign country, they do things differently there."

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## **THE ARCHIVE OF MARKET AND SOCIAL RESEARCH**

**Adam Phillips**

**M**any Network Members will have already heard about this newly-formed archive project, not least via the e-mail forwarded from Tony Cowling by Gill Wareing on 7th August. Affiliated to the Market Research Society, it is an initiative created by a Management Committee led by key custodians of our collective animus including Liz Nelson, Geoffrey Roughton and John Downham, with the very serious intention of creating the most complete and authoritative source of all significant project files, papers, journals and other materials relevant to the growth and development of the UK research industry over the last 70+ years.

Every other comparable profession ensures that its history is recorded and accessible to anyone interested. The MRS began such an attempt in the 1970s by creating its own library for the benefit of its Members, but in the 1990s this was destroyed in a fire, and no such attempt has been made in the years since then. As memories fade, there is a serious risk of documents being destroyed and records being erased so that much relevant material could be lost in the next few years. To avoid that happening, the Management Committee is asking researchers with a sense of our profession's history to tell them about possible archive material they hold or know of and, in addition, to say which records and material they think should be searched out and archived. A website is being prepared that will make it possible to enter this information. At present, there is no requirement to send anything.

The question of how to store and manage our archive material is being addressed through discussions with existing academic and professional archives. It is intended to form a partnership with one of them in the near future that will make it possible to, draw on their expertise and resources. The Management Committee will also be seeking additional financial support from individuals and organisations who would like to ensure the success of this venture in future years.

There will be a general meeting to discuss the plans in more detail in the near future. Gill Wareing will send Network members the date, time and venue as soon as they are known.

# NATURE DIARY

## Extracts from Jane Bain's Nature Diary: January – June 2015

*The winter proves to be comparatively mild, with only a few frosty days and no really hard snow and ice. The wildlife by the river gets into gear for the coming spring quite early and by mid-January the first herons are already firmly ensconced in their large, untidy nests in the plane tree by the reservoir.*

**January:** One of the bitterns spending the winter at the London Wetland Centre has taken to frequenting a reed bed tantalisingly close to one of the hides, although it rarely emerges into the open. I am thrilled when I manage to catch several clear glimpses of it as it cranes its neck to scan the sky for danger. On this occasion it has caught sight of planes passing low overhead on their final approach to Heathrow airport.



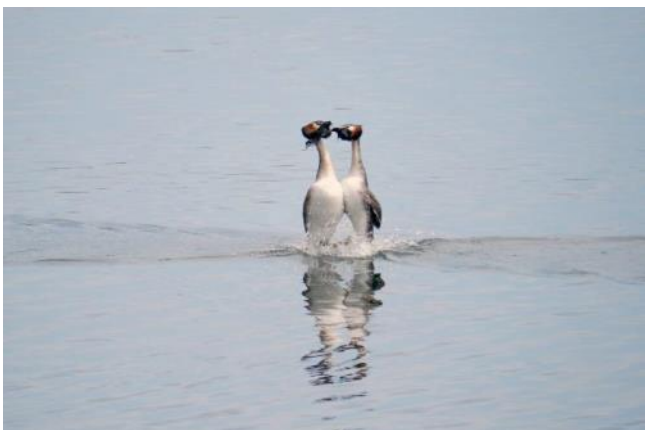
**February:** While I am peering into the reeds opposite the hide one day looking for the bittern, I become aware that a female reed bunting is feeding on a clump of reeds right in front of me just outside the window. The tiny bird spends several minutes there, swinging backwards and forwards as the reeds sway in the wind, stripping seeds out of the fronds with her strong beak.

A cold snap at the beginning of the month is short lived and soon the weather turns sunny and mild. Newly awakened bees find nectar in the Mahonia blossoms in the secluded Quaker Memorial Garden, only steps - but an entire world away - from the busy A4 on the other side of the wall.



**March:** A pair of great crested grebes has arrived on the reservoir and are in full courtship mode. Their ritual begins with a lot of head shaking, then both birds dive and re-surface with weed which they present to each other, paddling their feet to stand upright in the water for a few moments in an elaborate 'penguin dance'.

The nesting season is now well under way. On one of my walks I notice a pair of long tailed tits flying in and out of a clump of brambles. I tiptoe forward as close as I dare and peer into the tangle of branches to find that they are in the process of building an exquisite nest. This stretchy structure is made of feathers, moss and lichen, all held together with spider's web and it is fascinating following the construction process. The finished nest has a domed roof and will expand to fit the chicks inside as they grow.



**April:** The tawny owl has returned to her usual tree, but we have doubts as to whether she is actually nesting as a pair of jackdaws seem to be using the same hole. Curiously, the hole turns out to be the entrance to an avian 'semi', rather than a single property. There is only one owlet this year, which fledges on April Fool's Day and we find it clinging to a small tree, being watched by a large flock of noisy parakeets.



While getting lunch one day I notice a blackbird repeatedly alighting on a fig tree branch outside the window with food in her beak, then flying towards the cellar steps. On investigation, I find she has a baby hiding at the bottom of the steps, cheeping to be fed.



**May:** A heron often fishes from a sandbank under Hammersmith Bridge and I stand on the walkway and watch it below me. It lunges into the water and spears a passing fish, getting its wings quite wet in the process. Having swallowed its prey, it cleans its beak on a log then shakes violently to dry its wings.



A pair of Canada geese with no fewer than nineteen goslings come swimming upstream towards me one morning. I have never seen such a large family before and, clearly, the bemused great crested grebe which surfaces just beside the brood is equally astonished.



**June:** Walking by the reservoir I come across a couple staring intently at something on the ground. It is a magnificent male stag beetle, slowly making its way across the path. We admire it for a while then, not wanting it to get trampled by a dog-walker or jogger, scoop it up with a leaf and gently place it in a bush.

A pair of Egyptian geese with their seven newly hatched goslings take up residence near Dove Pier and immediately become local celebrities. They are wonderful parents, carefully steering the tiny balls of mottled fluff to safety at the slightest hint of danger. We follow their progress closely over the coming days and weeks. Five of the tiny goslings survive and at the end of the month are still doing well and growing fast.



## MICHAEL BROWN

*Michael Brown's death in February of this year came as the previous edition of the Newsletter went to press.*

**Dawn Mitchell writes:**

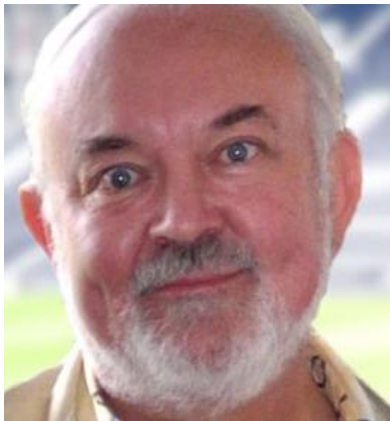
**M**ichael has had an enormous influence on the development of print media research through his role in the Worldwide Readership Symposia (now PDRF) over thirty years, and through the two books he published documenting the (sometimes contradictory) survey findings from different countries.

My early dealings with him were when he was the Technical Consultant to the NRS and we, Research Services Ltd, were the research contractor. At first he seemed critical of every process—questionnaire design, sampling, fieldwork and analysis. Gradually we learnt that what had appeared to be hostility was in fact a wish to understand and participate in ensuring that the NRS never compromised on quality. I came to appreciate that he shared my commitment to maintaining standards and integrity in a rapidly changing world.

In recent years I've enjoyed visiting Michael and Diana in Llanidloes in mid-Wales, her family town. There we shared pub lunches and reminisced about our Welsh childhoods, cats and much else. When Michael suffered a stroke, he lost the ability to count, to work a keyboard etc: a very cruel fate for a statistician. However, with devoted care by Diana and good physiotherapy, he regained a remarkable amount of control.



## DAVID DAWKINS 1955-2015



*David Dawkins, who died in March, was not a member of the Network but will have been known to a number of members through his work at Demotab, AGB and his own company, Probit Research. The following is an edited version of an obituary written by his widow and published originally in the Guardian.*

**D**avid Dawkins, who has died aged 59 of liver and kidney failure, was a talented statistician who worked in market research. He was born in Fulham, south-west London, and was the only one of his siblings to go to university. With a scholarship to go to Westminster school, he opted instead for St Clement Danes grammar school, from where he went to read economics at Selwyn College, Cambridge. He achieved a distinction in his master's in social statistics from Southampton University and was nominated for a fellowship of the Royal Statistical Society in 1979.

He pioneered the use of the statistical technique of log linear analysis in sociology and, with his brother-in-law Roger Penn, applied it to the historical analysis of the role of intermarriage in class mobility. First published in the journal *Sociology* in 1983, their work was republished in 2013 as one of 80 seminal articles in social statistics in the Sage Benchmarks in Social Research Methods series.

David began work in market research with Demotab and then joined AGB. In 1984 he formed his own company, Probit Research, which provided statistical analysis and computer programming. He translated the ideas from Jean Paul Benzecri's 1976 book *L'analyse des Données* into Correspondence Analysis, his first major software product. David became a leading independent expert on conjoint analysis, and the use of simulated test market modelling to determine the viability of new products.

His work was in many ways path-breaking. For instance, his research for Nokia led them to develop their highly successful 3310 mobile phone. His knowledge of statistics and applications was phenomenal, and he had an amazing ability to simplify maths and translate information to non-statisticians. He was highly skilled in chess and cryptic crosswords.

A lifelong Fulham fan, David went to both their FA cup final against West Ham in 1975 and the Uefa Europa League final against Atlético Madrid in Hamburg in 2010. He was well known for his genial character, and his love of the absurd and ridiculous, as well as his zany sense of humour.

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## LARRY GOLD 1935-2015

*Larry Gold, who lived in the USA, was an associate member of the Network. He died in March 2015; the following is an edited version of an obituary that first appeared on the MRWeb website.*

Laurence (Larry) Gold, the former publisher of the American market research industry journal Inside Research, has died at the age of 80 after a battle with cancer.



Gold spent more than 40 years working in the market research sector - several years at Metromedia, MRCA Information Services, and Nielsen, and then fourteen at the ARF (the Advertising Research Foundation). Here he initially served as Research Director and was latterly Membership Consulting Director, in charge of planning and administering the association's member relations and acquisition programmes. During his time with the organization, Gold was one of the first to apply marketing mix models to estimate the effects of TV advertising on sales, in addition to designing sales promotion analysis and planning systems.

In 1994, he left to take up the role of Editor and publisher at the monthly industry publication Inside Research, which had been founded in 1990 by researcher and journalist Jack Honomichl to report on industry events, company business activities, personnel changes and financial news. Cambiar Partner and Network member Simon Chadwick says both Jack and Larry were among the most gifted and innovative researchers of their time. "Larry knew more about research than he ever let on and this was one of his strengths as a journalist. If you read his conference reports (particularly those related to media measurement—which were almost always scathing) you could sense that he knew a lot more than he was letting on to. He deeply understood methodologies, businesses, the market and the client side."

In addition to publishing industry news, the pair produced the Honomichl Report, to provide analysis and ranking of the top 50 revenue-generating US and top 25 global MR firms. Following Jack's death in 2013, the report—which was once described by financial magazine Barron's as "the bible of the market research industry"—was re-named the AMA Gold Report according to Jack's wishes and as a homage to Larry, with whom he had co-produced the report for the previous two decades.

During his lifetime, Gold was a frequent contributor to ESOMAR's World Research, and his papers were published in the Journal of Advertising Research, Marketing Research, and Marketing Review. He spoke frequently at ARF, AMA, and ESOMAR conferences, and he was a former Task Force Chair on the American Marketing Association's Marketing Research Council, a member of ESOMAR, and a full member of The Market Research Society (MRS).

Last year, Gold discontinued operations at Inside Research after twenty-four years in business—the journal's final edition was published in September. He is survived by his wife Susan (whom he met when she was a client and he was a supplier) and his son by a previous marriage.

## TOM PUNT 1930-2015



*The following obituary is compiled from a number of sources. The first paragraph draws heavily on an autobiographical paragraph written by Tom himself, originally as part of the article that appears earlier in this Newsletter. We are grateful for personal reflections from Liz Nelson and Phyllis Vangelder.*

**T**om Punt was born in Keighley, Yorkshire. At the age of 10 he won a scholarship to Keighley Grammar School. He took his Higher School Certificate (equivalent to today's A-levels) when he was 17, as a result of which he was awarded a State Scholarship to read English at Manchester University. He had, however, been taught history for a brief period by Asa (now Lord) Briggs, an old boy of the school and then in transit between Bletchley Park and Worcester College, Oxford. Tom's headmaster pointed out that he had performed almost as well in history as he had in English and persuaded him to sit the Cambridge scholarship exam in history, as a result of which Christ's College offered him an Open Scholarship. In Tom's words, "September 1948 then saw me as one of a handful of grammar school boys at Christ's under the pupillage of J.H. Plumb. I read History, including a module entitled History of Political Thought. My other interests were very much in 19th and 20th century history. My special subject in Part 2 was entitled *The Diplomatic Prelude to The First World War.*" He graduated with a 1st Class Honours degree in 1951.

Tom left Yorkshire shortly afterwards (in his oral history interview with Lawrence Bailey, he described Keighley as "a diabolical place!") and came to London, where he joined Lintas as a research officer. Five years later he moved to Mass Observation, working with Len England and Mollie Tarrant. Then in 1960 he moved to the client side, joining Hoover, working under Max Adler.

In 1966 he became research director at Doyle Dane Bernbach and in 1973 moved back into research agency life with Taylor Nelson, of which he soon became a director. From here he moved in 1976 to become a director at MIL Research; following its merger with NOP, he became Joint Divisional Director of NOP Social & Political, where he remained until retiring in 1993.

After retirement Tom worked as a freelance researcher, finally stopping work altogether in 2000 at the age of 70. He maintained contact with his many friends in the research industry, however, and was a founder member of the Research Network. He set up the Network's website and, together with Phyllis Vangelder, co-edited this *Newsletter* until February 2009. An enthusiastic blogger on research and political matters, he continued to serve on the Network Steering Group as webmaster until his death; as recently as April of this year, he delivered the welcome speech to the Spring Lunch when the Chairman was unavoidably absent—the photograph at the top of this article reflects his enjoyment of that experience. He will be deeply missed on the Steering Group and by the Network membership more broadly, not only for his advice but also for the sheer warmth of his personality.

**Liz Nelson writes:** I remember Tom with wonderful warm feelings. He was undoubtedly the easiest person to work with that I have ever known. I don't think I can remember Tom giving a negative comment about anyone. He listened carefully to clients' briefing and prepared superb research proposals. His writing ability was a huge strength and he used that later on in his retirement.

Tom seemed to love working at Taylor Nelson 30 years ago and he then went on to work with many other market research companies including MIL. His workmates say the same thing. "He was a good man". His kindness was shown with Rudi Goldsmith. He went to tea at the Landmark Hotel with Rudi Goldsmith when the latter was seriously ill. And when he himself was not well, Tom visited Rudi in Rickmansworth just before Rudi died. He was kind, he was thoughtful and he was a great listener. He outlined the aims of the Archive of Market and Social Research just a few weeks before he died.

Deeply religious with a great knowledge of both art and classical music, he was proud of his Cambridge degree (same college as Martin Sorrell, if I remember correctly) and the work that he has done for the Market Research Society.

**Phyllis Vangelder writes:** Tom was a delight to work with. We hardly knew each other before we found ourselves jointly editing the *Network Newsletter*. We then became firm friends, using editorial meetings as an excuse to meet for lunch and often having days out at the Tate. When Nick took over, we continued to have 'editorial consultancy' meetings not because they were needed, but because the three of us enjoyed them so much! Tom loved his involvement with the Network and contributed greatly to its success—not only through the Newsletter, but running the website, analysing membership and most importantly giving wise and reasoned views. Thank you, Tom.

## JAY WILSON 1936-2015



*William "Jay" Wilson was not a Network member but was an important figure in the US research industry and will be known to many members. The following is compiled from the work of two long-standing colleagues and close friends of his: Simon Chadwick, who wrote an obituary first published in the Green Book blog, and Ed Keller, who delivered an address at his funeral.*

Some will remember Jay as the Chairman of Roper Starch Worldwide, a company that rose to become the 15th largest in the world before its sale to NOP World and the subsequent absorption of that company into GfK. Others will remember him as a highly effective and passionate Chair of both CASRO and CMOR.

Jay was early to enter the industry, working as a coding assistant in Audits and Surveys as a summer job in the 1950s while still at high school. After graduating from Yale he came to Europe to take a position with Reader's Digest. While living in Wimbledon, he decided he would love to do a post-graduate degree at the University of Cambridge. He attacked this initiative with gusto, writing to all the colleges at Cambridge, unaware that some were for women only. In later years, he would delight in showing friends his rejection letters from these establishments. But he graduated with a Masters in Historical Studies from Corpus Christi College. He was also to study at the University of Vienna.

In 1948, Jay's father, Budd, had founded International Research Associates (INRA) and had grown this into the first truly global group of market research companies. Returning from Europe in 1967, Jay joined International Research Associates (INRA), founded by his father, as an Executive Vice-President. On his father's death a year later, Jay assumed joint leadership of the company. He subsequently moved to become CEO of the venerable advertising research firm, Daniel Starch and Staff and in 1974 acquired INRA and merged the two companies. Acquisition of the Roper Organisation in the early 1980s followed and in 1993 the company became Roper Starch Worldwide.

Although in many ways a great and innovative researcher, Jay was always highly self-deprecating about his abilities in the field. He was, he would say, a businessman in the world of market research; indeed, long before selling was an acceptable part of life in commercial MR companies, Wilson had a sign on his desk that read, "Nothing happens until someone sells something." He had a businessman's knack for spotting how to make money out of research. He instinctively knew that if you could turn a research methodology into a syndicated product, you would make much more money than if it were something purchased on an ad hoc basis. But, if you could add consulting to that syndication, then you would have gravy on top. In the 1970's, there were two hubs for really high quality market research—the U.S. and the major markets of Western Europe (the U.K., Germany, France, Italy and Spain). Jay knew from his earliest days in INRA that, as the global economy expanded, so too would the need for good market research. For him, therefore, INRA was more than an institution, it was a mission. He would travel the world, meeting with market researchers in Latin America, Eastern Europe, Russia and Asia-Pacific. All along the way, his passion was not only to export Western methodologies and techniques but also to learn and understand the challenges facing researchers in each part of the world that he visited. Jay was especially proud that Roper Starch was the first western firm to conduct commercial market and opinion research in the former Soviet Union, back in 1989. He also led Roper Starch's entree into China in the early 1990s. In doing so he not only helped his firm and its clients, but in point-of-fact, he helped to launch the market research industries in these two countries.

That love of nurturing talent also extended to American educational establishments and to investment in promising new enterprises. This not confined just to Market Research and consulting—Jay was also involved in companies specializing in new types of safety car seat, data security, digital advertising and helium dirigibles. He exhibited childlike excitement at all of these, spurred on by the creativity of their ideas but also with a shrewd eye on their potential for a return on investment. And along with his desire to push talent and innovation, however, Jay was adamant about the need for the Market Research industry to improve itself and, importantly, protect itself from government regulation. For over 20 years, he served on a myriad of industry boards, starting as the US National Representative for ESOMAR in 1982 and going on to become Chair of CASRO in 1994 and co-Chair of CMOR in 1995. He was relentless in challenging sacred cows and in pushing his more conservative colleagues in the industry to understand and confront both change and challenge.

Jay had a motto that hung on the wall in his office: "Have Fun. Do a Good Job. Make Money. They're all important." That's a credo that he believed in with all his heart and soul. He sought to bring this balanced view to everything he did, and thousands of people around the world are where they are today in great measure because of Jay Wilson. We have lost a giant, a character and a friend.

# ORAL HISTORY PROJECT

**A**nd finally...a brief note on the Oral History project. Through sterling efforts on the part of Lawrence Bailey and Frank Winter, the number of interviews available to listen to on the Market Research Society website is increasing all the time. They can be found at <https://www.mrs.org.uk/campaign/video/oralhistory>. Apart from being a valuable research resource, they make fascinating listening for anyone interested in anecdotes and discussion of the early days of market research. The MRS website will require you to create a web account but having completed this process once, you will only need a user name and password to access the recordings whenever you wish.

Interviews currently available at the site are with:

- Gerald de Groot
- Gerald Goodhardt
- John Downham
- Marie Alexander
- Valerie Farbridge
- Martin Simmons.

Four more interviews have now been edited and at least three of these should be added very shortly, whilst another eight have been conducted and are now in the editing pipeline.

As announced recently, Lawrence has now decided to take a very well earned rest from interviewing and has passed on the baton for future interviews to Neil McPhee, who is already busy making appointments for a new batch of subjects. We are enormously grateful to Lawrence both for conceiving the project in the first place and for all the work he has put into making it a reality. Without him, much of the knowledge residing in these interviews would never have seen the light of day. Thank you Lawrence, and good luck Neil!

## STEERING GROUP

**T**he Research Network is directed by a Steering Group consisting at present of Adam Phillips (Chairman), Jane Bain, Jane Gwilliam (Events Organisers), Linda Henshall (Relations with other MR bodies), Sue Nosworthy (New Members), 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.