

# THE RESEARCH NETWORK

## NEWSLETTER

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### THE WAY WE ARE

According to some theorists, it's just an illusion that time speeds up as you get older. That's all very well, but don't American presidential elections come around faster than ever nowadays? Maybe it really is four years since the last set of primaries but it feels more like four months. If we'd really had four AGMs, four Summer Parties and no fewer than eight Spring or Autumn lunches since Barack Obama and Hillary Clinton started slugging it out at the Iowa caucus, surely we'd all have indigestion by now ...

In any event, the Research Network continues to flourish. Membership is remarkably consistent. We had 255 members at the end of 2009 and exactly the same number at Christmas 2010. In 2011, however, we managed a startling net increase of 2 members. The statistics, as ever, conceal slightly more movement beneath the surface: two members died and another ten resigned or simply lapsed during the year, but 14 new members were recruited.

On the subject of recruitment, readers might remember that about a year ago we persuaded Justin Gutmann to join the Steering Group to take on responsibility for Membership and Recruitment. Unfortunately, Justin found he was simply unable to

reconcile the role with his own burgeoning workload and he resigned before the end of the year. We are pleased to announce, however, that your Chairman exercised his considerable arm-twisting powers on another member, with the result that Sue Nosworthy has accepted the role. We look forward to welcoming her at our next Steering Group meeting (which, since it's scheduled for mid-February, may well have taken place by the time you read this).

And going back to the stats, attendance at our events also holds up well. For the Spring Lunch at Tuli last year, 97 members and guests turned out; the figure for the Autumn lunch at Chez Gerard (see below) was 90. Each of these events, therefore, attracted at least one-third of the membership, and in fact about a half of all members attended at least one social event in the year.

We hope you will enjoy this edition of the Newsletter, which contains most of our regular features and a couple of irregular ones besides. Looking at the weather outside, we recommend it be taken with a large hot chocolate or a small whisky—or possibly both. But whatever you choose, we wish you a Happy New Year.

### SPRING LUNCH: 19<sup>TH</sup> APRIL AT EV RESTAURANT

The venue for the Spring lunch this year will be Ev Restaurant in Isabella Street, just around the corner from Southwark tube station and not far from Waterloo station—it's built into the arches below the railway that runs from London Bridge to Waterloo East. It is part of the small restaurant group that also includes Tas (their Borough branch was a Network



lunch venue a year or two ago), so we're back in the territory of Turkish cuisine. According to one review, "ev" is Turkish for "home", though the Network cannot guarantee the accuracy of this translation. Be that as it may, we look forward to welcoming members and their guests—full details will be sent out by e-mail very soon.

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# THE WAY WE WERE

Peter Bartram's selections from MRS Newsletters of yesteryear

The leitmotiv for this edition's selections appears to be poetry—or at the very least, doggerel ...

## 40 years ago (1972):

Long-term 'Industry Lifers' (as David Barr used to call us, as if we were old prison lags) will remember living well at the plush locations in which MRS weekend courses were held in the seventies—the University Arms in Cambridge, the Lygon Arms in Broadway, the Dormy Hotel in Ferndown, Dorset and the Hyde Park and Kensington Palace hotels in London.

At a weekend course at the University Arms on Management Information for Retail Organisations, **Pat Hammond-Turner** examined the findings of an image study carried out on the fashion store Dorothy Perkins and its competitors. The report on the course said that "the degree of interest in his topic was illustrated by the lively discussion which was pursued even when delegates were surrounded by half-a-dozen scantily clad models. But the plea of the convenor (**Martin Simmons**) that they should be allowed to stay for the evening was rejected!"

**Chuck Goodall**, reporting on the MRS Winter School, described how the 63 delegates and 13 lecturers started with "a formal sherry party of complete strangers" and ended with "a raving disco of permanent friends." (A behaviour pattern maintained and exceeded by subsequent Winter Schools).

**Colin Greenhalgh** discussed a Lygon Arms seminar on 'Increasing the Research Contribution' which was jointly chaired by **Liz Nelson** and **Maurice Millward**, with **Eileen Cole** and **Stanley Orwell** among those attending. Stanley's paper prompted a nearby wag to hand the following comment to Colin:

Stan began, short and snappy  
Failed to keep Eileen happy:  
Cole Comfort Farm.  
I suppose it's quite pleasant  
To sit round and natter  
But when will we get  
To the real subject matter?

The 550 delegates attending the MRS Annual Conference in Brighton heard **Chris Danielle** of Unigate present a paper on his problems in selling

cream. This prompted **Dr Ivor McGloughlin** to ask: "Why couldn't Unigate grow their own strawberries?" One delegate later described it as the only question he had heard in the previous two days which had been prompted by lateral thinking.

At a half-day seminar convened by **Richard Roberts-Miller**, **Roger Gane** and **Nigel Spackman** of the Thomson Organisation reported on a survey investigating the causes of the considerable disparity in quotations provided by research companies. The Delegates' Fee: £3 (including tea).

## And 30 years ago (1982):

In a 'Sample of One' article, **John Bound** showed he was one of the first to spot a significant long-term trend by writing: "For some twenty years the influence of researchers in user organisations has grown and the place of external research agencies in research planning has diminished. This trend is now reversing. The marketing executive is now well enough informed about research problem definition to be able to cut out the cumbersome and costly company research department and go to research suppliers direct. The company researcher is left at best a purchasing agent, and at worst redundant."

Val-id wrote to say "It was good to see **George Brzezinski** at Brighton looking so well. He was hosting a most exclusive lunch at which guests were required to write limericks about each other. George got off lightly on account of the difficulty of finishing a limerick starting with 'There was a young man called Brzezinski, whose ...' What rhymes with that?"

## And 25 years ago (1987):

Responding to those querying her husband's suggestion that he might be permitted to attend her focus groups, **Mary Goodyear** asserted that "I wouldn't have **John** in one of my groups, although he has often begged to be admitted on the grounds that he could really stir things up and make people as excited about life as he is." She added that he anyway couldn't attend any such groups at present "as he is currently a horizontal type structure on a beach in Thailand, probably gathering strength for yet another attack of the acid drops."

An exhibition was opened at the Waterman's Arts Centre to commemorate 50 years of Mass-Observation. At the same time, AGB celebrated its

25th anniversary with an exhibition at the Business Design Centre in Islington. And **John Barter** was pictured at a party to celebrate his 25 years at NOP.

One of the winners of the Campbell Keegan Christmas card limerick competition was the Market Research Department of British Airways:

There was a young tiger called Boris  
Who met a recruiter called Doris  
To achieve every quota  
She recruited by rota  
His friends and an aardvark named Horace!

**Rosie Barnes**, the new SDP MP for Greenwich was the key speaker at the MRS Conference. Her credentials for this were not only her prominence as a new MP, but also her experience as a freelance researcher who had joined RBL in 1967 as a graduate trainee. *[According to Wikipedia, Rosie lost her seat to Nick Raynsford in 1992. After leaving politics she became a charity director, serving most recently as Chief Executive of the Cystic Fibrosis Trust, from which she retired in August 2010. She was awarded an OBE for services to health care in 2011.]*

## AUTUMN LUNCH AT CHEZ GÉRARD

Shortly after our Autumn lunch was held at Chez Gérard, close to the Royal Festival Hall, the restaurant chain's parent company went



into liquidation. This was not the first restaurant to be struck by the Curse of the Research Network—Singapura, just off Ludgate Circus, closed down shortly before one lunch. Chez Gérard was more



fortunate, however, in that the parent group sold it (and seven sister-restaurants) to Raymond Blanc's Brasserie Bar Co, thereby ensuring, at least for a while, its continued existence.

But in any case, there was no sign of impending doom at the lunch itself. An unusual (for the Network) combination of large and small tables made the social experience of the lunch itself slightly different from normal, though none the worse for that; and there was plenty of space in which to mingle before and after the meal.

Although somewhat unprepossessing from the outside, the interior was attractively decorated and the high ceiling ensured that the sound of nigh-on 100 researchers engaged in avid conversation never



became overwhelming. Food and drink were enjoyable, as they almost always are on these occasions; Nigel reported at the AGM that the cost of the wine actually came in slightly *under* budget. This is no reflection on its quality—perhaps it is a tribute to the awesome negotiating powers of Jane Bain and Jane Gwilliam, for whom the event must be recorded as another triumph. After all, the only alternative explanation is that Network members were more abstemious than expected... Surely not!

# CHRISTMAS DRINKS WITH A BONUS—AN AGM

A view from the floor by Roger Gane

Network members of more than one year's standing might recall the major re-branding exercise conducted in 2010, when the AGM was relaunched as the Christmas Drinks and AGM—thus, as Nigel Spackman so eloquently and honestly announced, "putting the main emphasis on the part that will interest you all most."

Members hurried into TNS-RI's offices for the meeting, many with furrowed brows. A number went straight to first row and assumed glaring postures (assuming postures can actually glare). A passing Jane pointed out that this AGM was for the Research Network not News International, and the mood lightened, whilst wine and mince pie consumption immediately spiked.



In due course our esteemed chairman, Nigel Spackman, brought the meeting to order. 2010's minutes were agreed by acclaim and things seemed to be going swimmingly until we were served up a frankly pathetic series of explanations on why it was taking so long for the Steering Group to reduce the RN's enormous surpluses. Personally I was somewhat confused since one of the items in the accounts was for the '25<sup>th</sup> (sic) anniversary lunch' but I suppose I may have dozed off for a few years!

Inevitably, when we got to the meat (with vegetarian option) of the agenda—next year's lunches—unanimity was hard to establish. One member questioned whether next year's Summer Party venue, Doggett's Coat & Badge at Blackfriars, was actually more 'Central London' than the Auriol at Hammersmith. The chairman went puce and I feared

the worst. However a number of burly 'stewards' rapidly surrounded the offender and the moment passed. Peter Bartram, a distinguished past chairman (obsequious, moi?), was worried that the Savile Club might not be able to accommodate all those wishing to attend the 10<sup>th</sup> Anniversary Lunch, and offered to book the Albert Hall instead.

All then proceeded relatively smoothly until we reached the item on the RN's oral

history. There was concern about the sample size (currently 7) but Frank Winter assured the meeting that this would be increased to 12 and all was well. Thankfully nobody asked where we would obtain universe targets for weighting and grossing up. Somebody *did* ask whether the interviews would be available as text, inevitably provoking frankly childish mirth. (The answer was 'no'). After the meeting I wondered if the interviews could be set to music—so that we could have a *choral* history too...

By this time all glasses were distinctly empty, so the chairman sensibly brought the meeting to a close and there was a stampede towards the wine, mince pies and—now—cheese and biscuits. Most enjoyable!

## WHO ARE WE NOW?

Tom Punt

In 2003, the first full year of the Network's existence, Phyllis Vangelder and I edited, produced and to a large extent wrote the first number of this *Newsletter*. One of my contributions was a profile of the 116 members we had acquired by December 2002. I repeated this profile article in 2009, based on 223 confirmed members at roughly mid-year. As we approach our tenth anniversary I thought it might be useful to repeat the exercise again; this time it is based on the 255 members

(including associates) listed in the 2011 Directory of Members.

### Age Group

We didn't ask for your date of birth back in 2002. In 2009 168 out of 223 members revealed their DOB but in 2011 232 out of 255 members gave this information. 2011 members are compared with 2009 members in the following table.



<b>Age next birthday</b>	<b>2009 N=168 %</b>	<b>2011 N=232 %</b>	<b>Difference %</b>
Under 60	13	11	-2
60-64	26	16	-10
65-69	23	34	+11
70-74	12	9	-3
75-79	20	13	-7
80 or over	6	16	+10

Apart from the longevity of loyal members (our two oldest members will be 88 and 89 this year) the table reveals that about half of us (alas not me!) are aged between 60 and 69—the modal age in 2011 was 65. Obviously we have relatively few members who first join when they are much over 70 and, of course, the older members tend to be the original and, by definition, loyal members. Of our newest members, the youngest two are 49 and 52 this year thus proving that you are (almost) never too young to join the Network.

Network Chairman Nigel Spackman comments: “I’m delighted to see that I am as average as can be. If I average the mean, mode and median of the age distribution I get to 67.5—my precise age! I’m sure a statistician would say I shouldn’t do that, but too bad.”

### Gender

In 2003 women members were 32% of the total, in 2009 38% and in 2011 26%. These are surprising variations; we hope they do not reflect reluctance of women to join us or to continue their membership.

### Area of Residence

<b>Region</b>	<b>%</b>
Greater London	40.3
South East	39.6
South West	6.5
East Midlands	2.3
West Midlands	0.8
North West	1.5
North East/Yorks. and Humberside	0.8
Wales	0.8
Scotland	1.5
<b>Total UK</b>	<b>94.1</b>
Outside UK	5.8

For 2011 I have tried to analyse the addresses by the old standard regions and for this reason I do not make comparisons for other regions between 2009 and 2011.

It continues to be the case, unsurprisingly, that the majority of members live in Greater London or the South East of the UK—74% in 2009 and an even greater percentage, 80% in 2011. The South West continues to be the favourite “retirement” region.

### Membership of the MRS

In our first year of operation 81% of Network members were also members of the MRS. The calculation was not made for 2009 but in 2011 far fewer (58%) were MRS members. This may have more lessons for the MRS than for us as a Network—some Network members who were Full Members may not be aware of their right to retain their membership status but to pay a “retired” reduced MRS membership fee, or it could be that nowadays, even some of those who still receive an income from consultancy choose not to maintain their MRS membership. We can only speculate but in more detail the position in 2011 was as follows:

<b>MRS Membership Category</b>	<b>%</b>
Fellow	24
Full member	30
Associate	2
Affiliate/Honorary	2
<b>Sub-Total MRS Members</b>	<b>58</b>
NON MEMBER MRS	42

It is also interesting to note what a large proportion of our members are Fellows of the Society.

The calculation has been made by comparing all 255 members’ names with the (current) list of members available to MRS members on their website. It might be simpler in future to ask for MRS membership on re-registration as a Network member if this would not be a burden.

If anyone has questions about the data in this article please email me or, better still, leave a note on the Network website using the “YOUR FEEDBACK” section on [www.research-network.org.uk](http://www.research-network.org.uk).

## THE WAY THEY WERE

### Peter Bartram's photo archive

**P**eter Bartram's trawl through the archives for our column *The Way We Were* (see page 3) has also exposed some interesting photos. The Rogues' Gallery below features pictures from 1973—which can you identify? Answers at the foot of page 7 opposite.



(a)



(b)



(c)



(d)



(e)



(f)



(g)



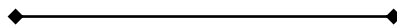
(h)



(i)



(j)



## FIFTY YEARS OF MARKET RESEARCH – MY FIRST YEAR

### Ivor McGloughlin recalls 1961

**M**y move from Operational Research in manufacturing—at the British Aluminium company and then Gillette—was startling: from the greenery of Gerrards Cross and the dreary suburbs of Brentford to the centre of London was a big change. I had joined Attwood Statistics Limited as a development statistician and got involved with both the collection of data from a panel of households and the analysis and presentation of these data to clients. The panel had been established in 1948 and growing pains were being experienced with the doubling of the sample size from 2,000 to 4,000 households. The increase in sample size enabled validation to be performed, and this validation showed that the reporting level for the original 2,000-household panel was similar to the reporting level for the additional 2,000-household panel. Comparisons were made across 60 categories

and the differences were significant in only three of them. One of these categories was canned peas and we had a difficult time in Sheffield explaining to the Research Manager at Batchelor's why his category was one of the three outside the 95% confidence limits.

The company had embarked on an ambitious project of moving from 21 column punched cards to 40 column cards. Reports got later and later. The client service team had to resort to combining four weekly report data to get longer period data for special reports. An important client noticed that when reports were late no-one was asking where the reports were, so that client eventually cancelled its subscription.

I was assigned a project of determining whether the

movement of a category from the front page of the diary to a later page in the diary would have an effect on reporting levels. I never could find people free to begin this experiment for a long time. Cyril Breslauer, the production manager, was over-involved with John Obree in solving day to day problems .

Michael Bird was also working at Attwood at the time and was engaged in seminal work exploring the relationship between readership/TV viewing and purchasing behaviour, using media and viewing diaries sent out with the purchasing diary. The panel diaries for 1961 (and subsequent years) also yielded the first ever accumulation and frequency of readership across national newspapers and magazines. Tony Lunn was working in the Survey Division and developed attitude scales for administering to the consumer panel members using the Guttman technique. Norman Webb was chief statistician of TAM (Television Audience Measurement) and we found to our pleasure that we would do well in applying the birthday problem in small groups as our birthdays were on the same date.

Lunchtime was a convivial event for the client service team (perhaps to get away from persistent clients)—pubs serving good beer were just around the corner and were visited most days. When test matches were on, one of the client service people would host a viewing session at his apartment before going to the pub. When a client was in, lunch at Overton's in Victoria (lamentably now gone) was always enjoyed, washed down with suitable refreshment with not much worry about the afternoon.

A production office was located off Park Lane in Woods Mews and was known as the 'figure factory'—this is where the panel diaries were edited by hand and the entries tabulated and tabled. Next door to the Woods Mews office lived the eminent bridge player, Terence Reese, whom we saw occasionally.

The Christmas season of 1961 began dramatically when four Attwood Group directors resigned and were asked to leave the keys to their Bentleys and other expensive company cars on their desks. At the Market Research Society Christmas lunch, Dick

Desbrow joked that Messrs Audley, Brown, Gapper and Madden had to be let go because the TAM comparison survey had been so expensive. The week following the exodus, a meeting was held at Quaglino's where the flamboyant Bedford Attwood (wearing his morning-picked rose as usual) explained to the staff what had happened. John Austin then rallied the troops, expressing continued loyalty to Attwoods and its owner.

Attwood Statistics Ltd (ASL), and specifically Keith Dennis, had worked with Norman Squirrell of Procter and Gamble in the late 1950s examining the launch of Signal toothpaste. Norman had discovered that by looking at repeat purchases after trial, an early forecast could be made of the ultimate brand share of the new entrant. Keith Dennis gave a joint paper with Joachim Baum of the ASL Germany office on Brand Share Prediction at the 1961 ESOMAR conference in San Remo.

The first commercial sales of this technique were made after I arrived at ASL with a test of four new brands of cereal introduced in the London area by General Mills; we also measured the success of cereals introduced by Quaker, working with John Bound. Shortly after, brand shares were forecast of new brands of fluoride toothpaste introduced by Levers and by Colgate. This forecasting was before the advent of computers and was achieved by entering purchase patterns by hand on to large sheets of paper.

An early study was carried out on cereal data looking at the launch of Puffkins. Legend has it that Dick Gapper told the MD of Weetabix on a golf course that the brand was failing—Dick had seen that the buying pattern was made up largely of trial purchases and not many repeat purchases. The MD did not believe this at the time but a few weeks later called Dick to say orders were drying up and how did he know that the brand was failing?

Life went on at Attwood until I moved in 1977 to Taylor Nelson and Associates, to Canada in 1979 and then in 1983 to the United States, where I am working now with frequent interruptions to give bridge lessons and run duplicate bridge games on cruise ships.



**Answers to *The Way They Were* (p.6):** (a) Alan Morris; (b) Gerald Goodhardt; (c) Janet Weitz; (d) Marie Alexander; (e) Mervyn Flack; (f) Nigel Spackman; (g) Penny (Tipton) Mesure; (h) Peter Bartram; (i) Roger Gane; (j) Sally Ford-Hutchinson

# NATURE DIARY - AUTUMN/WINTER 2011

Jane Bain

**T**hese extracts from my *Daily Pictures Diary of life on and near the River Thames at Hammersmith* begin at the start of the long summer holiday.

**August:** Suddenly, as if on some signal, London has emptied of people. On the tow path there is barely a soul about. The usual dog walkers by the reservoir have vanished and I sit undisturbed in the lazy afternoon sunshine watching bees and butterflies foraging in the flowers which ring the water's edge and listening to the steady murmur of the waterfowl going about their business.



A moorhen chick struts across the lily pads on large spindly feet, flapping its vestigial wings. Their parents are still feeding them but they are also now starting to find food for themselves.



Every summer, house martins return to their old nesting places under the eaves of the houses in Chiswick Mall. By August, the youngsters are quite large and demanding and there is a constant stream of birds flying back and forth with insects to keep them satisfied.



**September:** There is an old heron which likes to fish near Chiswick Pier. At high tide he usually rests on the driftwood barge moored in mid-stream but today a PLA boat working there has disturbed him. Instead, he is perched on the uppermost rail of the walkway leading down to the pier, waiting for enough beach to be exposed for him to fly down and get back to work.



A large crowd of juvenile swans have collected on this stretch of the river. These teenagers are much like their human equivalents, 'hanging out' in a group and getting to know each other before choosing a mate and settling down together.





**October:** Walking along Chiswick Mall I notice a kestrel perched on a roof-top parapet looking intently at something below. As I watch, it dives off the parapet, snatches a mouse from a neighbouring garden and soars off across the roof tops with its prize clutched in its claws.



An exceptionally warm autumn and although there are still plenty of flowers about for the bees and other insects to feed on, I notice that spiky clusters of ivy flowers are a particular delicacy at this time of year.



**November:** Flocks of little black headed gulls spend the winter on the river. They are natural acrobats and it is always a delight to watch them hovering and turning in mid air to catch scraps of bread thrown for them.



House sparrows, which all but disappeared from London 20 years ago, seem to be making a comeback. There are particular bushes beside the river where they like to gather. They have become quite secretive and usually keep tucked well out of sight, their presence given away only by their loud chattering.



**December:** The leaves are off the trees and the smaller birds can be seen easily again. In the summer the tiny long tailed tits can be hard to spot, but now I often catch sight of flocks of them flitting through the bushes by the tow path.



December ends with very mild weather and the parakeets, always early nesters, have already started looking for likely—and even rather unlikely—places to raise their young.



## AGM: THE BUSINESS END

Minutes of the AGM have already been circulated and Roger Gane's record of proceedings on page 4 of this Newsletter makes further comment almost superfluous; nonetheless, the following is offered as a brief summary of the business transacted.

### Membership and finances

Nigel Spackman noted that membership levels were holding up well (see *The Way We Are* on page 1) and that our finances were healthy. Indeed, on the financial front, our agreed aim is to have cash reserves of about 50% of annual turnover. At the beginning of 2011, we were holding over £2,000 in excess of that, so even after tucking a little more away in the back pocket to cover more expensive lunches, especially this autumn, we were still able to make an additional donation of £1,000 to MRBA, on top of our regular contribution. The effect of this was to produce a small deficit for the year; nevertheless, this had been anticipated in planning, and the Steering Group saw no need to raise membership fees, which remain at the same level (£25) as they have been since the Network was formed nearly ten years ago.

### Events in 2012

Aside from the Spring Lunch, previewed on the front

page, plans for 2012 include not only the long-anticipated 10th-anniversary lunch at the Savile Club in the autumn, but also a new venue for the Summer Party—Doggett's Coat & Badge. This modern pub, on the south-western corner of Blackfriars Bridge, will be far more central than the Rowing Club at Hammersmith which we have used in the past; other advantages include price and the availability of a lift. More information will be coming, later in the Spring.

### Oral History project

Frank Winter reported on progress in the Oral History project which was described in some detail in the previous *Newsletter*. Seven interviews with research luminaries, all of them Network members have been conducted so far by Lawrence Bailey, who conceived, designed and is managing the project with Network support. A further five interviews are envisaged at present, including possibly one via video link with Bill Schlackman in the US. Once technical issues of storage and editing have been resolved, it is intended that all of the interviews should be available to Network members and to others conducting bona fide research on the history of the industry.

The meeting concluded with a vote of thanks to the Chairman, proposed by Gerald Goodhardt.



## MRBA AUCTION

A key event in the MRBA's yearly fund-raising calendar, the annual online auction, will take place again in March. Last year, this event raised over £6,000 for the Association. If you have an item, a service or a skill that you would be prepared to donate for this year's auction, please contact Linda Henshall at [linda.henshall@newfieldwork.co.uk](mailto:linda.henshall@newfieldwork.co.uk) or get in touch with the MRBA using the details shown on the right. And look out for e-mails in the near future with information on the items on offer and how to bid for them.

The Market Research Benevolent Association



0845 652 0303  
[www.mrba.org.uk](http://www.mrba.org.uk)

## BILL DAVIES 1933-2011

Several Network members will recall Bill Davies, who died at home in Mexico on Christmas morning after a long battle with cancer. He worked at various times in London, Paris and Hong Kong, before retiring to Mexico.

**Carrick James writes:** I first knew Bill Davies in the 1970's when he was Market Research Director, Europe and Africa, for Vick International, based in Paris. I cannot recall the research work we did together, but do remember staying in his luxurious flat in central Paris. We became firm friends.

Later in the 70s, after a spell with Abbott Laboratories, he settled back in London, and for short spell worked with Carrick James Market Research in my attic office in Oxford Street. He was joy to work with, combining a pragmatic and insightful knowledge of research and how it can help management, with a cheerful attitude to life in what were happy times.

His lateral thinking was great. How do you test out different courier services? You send bricks to different places across the world, and check the speed and efficiency of the operation.

In 1977, Bill moved to Hong Kong, where he worked in research and general management for Hutchison Whampoa and then for Sing Tao, a Chinese conglomerate, and for research companies.

Bill was a great follower of the Wales rugby team and his visits to Britain tended to coincide with internationals. He was a wonderful gatherer together of people he had known, both from Britain and friends from Hong Kong now living in London.

While in Hong Kong he met his second wife to be, Menly. Bill retired from research and moved in 1990 to Merida, on the Yucatan peninsula in Mexico. There he taught for a number of years until 1996. He enjoyed the weather in Mexico, and meeting friends from Wales and Ireland, looked after by Menly's delicious Chinese cooking.

To the static Londoner, Bill seemed to live a wonderfully peripatetic life, moving between Mexico, Hong Kong for Chinese New Year and the HK Rugby Sevens, London, his beloved West Wales and his daughter in Australia.

For what seemed many years, Bill suffered from cancer, which eventually overtook him at the age of 78. Despite pain, his irrepressible cheerfulness and sense of humour persisted, and he and the wonderful Menly managed to visit London frequently. His last e-mail to us in November concluded: "...and I dream of your wonderful company in the past."

Those who know him miss *his* wonderful company and the world is an emptier place without him.

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## JANET KATZ 1955-2012

**Nick Tanner writes:** Janet Katz, who died in the first week of the new year, will have been known to several Network members, although she herself was not a member. Born in the Bronx, she graduated from Harvard and joined RBL as a trainee in 1977. She moved from RBL to Lipton's, another Unilever company, and then to Unilever Head Office in Blackfriars. Her career subsequently took her to Brussels and then back to England, where she joined RSGB (subsequently NFO and ultimately TNS).

Judith Passingham, CEO for Northern Europe at TNS, describes her as "a long standing and highly respected member of the UK management team [who] played a significant role in the merger between TNS and NFO and in driving key account development, with a particular focus on Nestle."

Judith also writes that "Janet was an individual with massively sharp intellect and a terrific and highly enjoyable wit. She was also a fabulous and first rate Market Researcher, widely respected both within our business and the industry." As a fellow-trainee from RBL days, I would add that she was a person of huge integrity and strong principles, in both her business and personal life; and a warm and loyal friend to many.

Janet had undergone a stem cell transplant which appeared to have been successful and her Christmas cards were full of hope for a recovery but she succumbed to an infection that her weakened system could not handle. She will be sadly missed by her many friends in the research world and, of course, by her husband Rich and daughters.

## SHEILA KEMP 1926-2011

Sheila Kemp, who will be remembered by many Network members as owner/manager of RAS, died on Boxing Day. **Ivor Stocker writes:**

Sheila Spittle, better known in the market research world as Sheila Kemp, sadly passed away on Dec 26 2011.

Sheila was always meant to be at the top—starting with being Head Girl at Old Oak Senior School. Sheila began her market research career working for Sales Research Services. When she had 'learnt the ropes', Sheila launched her own fieldwork company, Research and Auditing Services (RAS).



The company flourished and became a full-service research company based in Acton. Her many friends and colleagues knew her as the Duchess of Acton; it is rumoured that she was given the alternative title Duchess of Northburgh Street!

Sheila was very generous with both her time and her money, and raised thousands of pounds for many charities, including the MRBA. She will be sadly missed by her family, friends and colleagues in the UK, Spain and Andorra.

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## SIR ROGER JOWELL 1942-2011

**This is an edited version of an obituary that was published by *The Guardian*:**

Thanks to Roger Jowell, co-founder of NatCen (the National Centre for Social Research), who has died of a heart attack aged 69, we are potentially a deeply self-knowing society. His studies of British attitudes, over time and in comparison with other European countries, amassed a trove of social knowledge. High standards in fieldwork and intellectual precision in the methods of finding out what we think—Jowell's hallmarks—have given the UK an international reputation for the quality of this field of sociological inquiry.

Born in Cape Town, and educated at Cape Town University, Jowell belonged to the diaspora of liberal-minded young South Africans who, in the later 1950s and 1960s, settled in Britain—in Jowell's case, having been warned that it would be dangerous to return to his home in apartheid South Africa, where he had been a student political activist.

His cast of mind suited social inquiry. Finding out what people wanted was a sort of progressive political act—an early influence on him was Mark Abrams, who had intrigued and tormented Labour in the 60s with studies asking whether the party would ever win again.

With Gerald Hoinville, in 1969, Jowell set up Social and Community Planning Research (SCPR) as a

charity undertaking social inquiry. SCPR flourished and grew, in part thanks to his burning interest in designing and carrying out surveys that accurately reflected people's views and beliefs, and elucidating the distinction between the two. That interest led him into studying voting, and 17 years (from 1983) of co-directing British Election Studies, the regular series of surveys of attitudes towards politics and parties tested against actual voting.

Jowell was an encourager, and many able social researchers gained experience at SCPR/NatCen, pushed by a scientist with a sharp intellectual edge, charmed by a humorous colleague who never entirely lost his South African accent. He was concerned with the moral welfare of all kinds of social inquiry. He did not lose touch with those asking questions on behalf of companies wanting to sell things and the MRS awarded him its Gold Medal. He helped establish the Social Research Association and write a code of ethics for the International Statistical Institute.

Giving up his creation, renamed NatCen, was not easy, but Jowell moved on to become a professor at City University, London, where, from 2003, he directed the European Social Survey, a multinational project sponsored by the European commission. Here, he helped solve the dense problems of comparison, ensuring the equivalence of survey questions asked in different languages and cultural contexts, as well as negotiating indefatigably with the European commission and herding legions of



collaborators. The survey is about to acquire a prized status as European "research infrastructure".

Jowell's experience of politics and numbers was put to use when he became deputy chair of the newly formed UK Statistics Authority in 2008, stiffening the sinews of those who believe evidence and data as our best approximation to truth should out, however uncomfortable or inconvenient for holders of power.

Jowell's CBE in 2001 and his knighthood in 2008, for services to social science, occasioned pleasure among sociologists, who still sometimes feel neglected when it comes to honorary and symbolic recognition in the wider culture.

### **Martin Collins adds this personal memoir:**

When Roger first settled in London in the mid-60s, he joined my research group at RSL, but not for long. Very soon he put in a 'transfer request' and moved to Gerald Hoinville's group in exchange for another researcher. At that time, Gerald was leading our breakthrough into public sector research. This was what Roger wanted and marked the start of a close relationship with Gerald that lasted for 20 years.

Together, they broke away to establish SCPR, not as a commercial research agency but as a registered charity—an early indication of their strategic vision, increasing their acceptance by the public sector and giving access to research grants. Charitable status was not SCPR's only innovative feature. As the organisation grew, it adopted a whole new language: an interviewer panel, not a "field force"; respondents, not "informants"; sponsors, not "clients"; and so on. It cultivated an ethos of belief in methodological purity and turned away all commercial research.

Several senior market researchers were attracted by these features—Barry Hedges, Jean Morton-Williams, Colin Airey. But not me. When I left RSL it was to join Andrew Ehrenberg and Gerald Goodhardt, at Aske Research. But we remained friends and eventually in late 1974 came the offer I could not refuse.

Again, Gerald and Roger had shown their strategic vision. They had built strong relationships with Graham Kalton (then at Southampton) and with the team of survey methodologists at the Survey Research Center at the University of Michigan, led by

famous names like Leslie Kish and Charlie Cannell. And they had lined up ESRC support for something like SRC in the UK—a methodology unit attached to what was by then a major survey supplier. I was to help raise our profile in the international research community, contribute to survey design and analysis but not manage surveys; I was even allowed to go on working with Andrew on Fridays. Not many agencies, I think, would have allowed such freedom to a senior researcher. And none, I'm sure, would have had done so in 1975, when public sector research was cut back and inflation was rampant.

Up to this point, it is almost impossible for even a close observer to identify Roger's unique input. "Roger and Gerald" or "Gerald and Roger" were effectively collective nouns. But a move into Northampton Square, an association with City University, and the establishment of the Survey Methods Centre in 1980, seem to mark the start of a break-up, with Gerald mainly involved in methodology and teaching developments, and Roger mainly in survey development and management. By 1984, the relationship had broken down and Gerald left Roger as sole Director of their joint creation.

Different people will remember Roger for different contributions to social research. My own choice (in addition, of course, to his courage in sticking to his principles) would be his contribution to the creation of the Social Research Association; his development of an educative framework of ethical standards (as opposed to an inflexible Code of Conduct) adopted by both the SRA and the International Statistical Institute (but not, sadly, the MRS); in particular, his support for the doctrine of 'informed consent', recognising as a norm the respondent's right to know who would use the information they provided, and for what purposes.

Then there is the Social Attitudes Survey, with its core variables for measuring change and the unique opportunity it offered to outside academics to define their own question sets and write up their own results; and the internationalisation of the UK model. And there is his enthusiastic acceptance of qualitative research, telephone interviewing and other alternatives to traditional face-to-face surveys. On an entirely personal level, I will remember too his unflinching tolerance of my eccentric doubts about the importance of survey 'purity'.

## **STEERING GROUP**

**T**he Research Network is directed by a Steering Group consisting at present of Nigel Spackman (Chairman), Jane Bain & Jane Gwilliam (Events Organisers), Sue Nosworthy (Membership & Recruitment), Linda Henshall (Relations with other MR bodies), Tom Punt (Webmaster and *Newsletter* Editorial Advisor), Nick Tanner (Editor *Newsletter*), Gill Wareing (Secretary-Treasurer) and Frank Winter (Data Protection and other regulatory matters). Their names, addresses, phone and e-mail 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.