



THE WAY WE ARE

Unfortunately, with pandemic-induced uncertainty continuing, we cannot yet include a section in this newsletter on the Research Network social events which we usually enjoy. The only consolation is the hope that we can meet up at The Savile Club for the Autumn Lunch on Thursday 14th October if circumstances allow. The venue is certainly holding the date for us.

At an extra Steering Group meeting held on 14th July, we reluctantly had to decide that a Summer Party at Doggett's Coat and Badge at Blackfriars was not viable this year, but we have maintained a good cooperative relationship with their management and hope to hold a social event there in 2022.

As a substitute for our face-to-face social events, we ran a very popular programme of Network Evening Drinks Talks, each followed by Zoom chats among the attending members and their guests. Synopses of all these talks are included in this newsletter, and the programme resumes on Wednesday 22nd September with Ruth McNeil on the topic 'William Heath Robinson, the Man, his Art and Museum.' Additional speakers are being arranged to follow, but any further volunteers are very welcome. If you are keen to speak on any topic of interest, please contact Adam Phillips.

This newsletter also comprises an article on the AMSR with a brief Oral History Project update and a report on The Tony Cowling Foundation.

We also have a fascinating general interest contribution by Keith Bailey on his adventures travelling on the Isle of Wight, and Nick Tanner tells us about his experiences running a wine import business, once he had slightly drifted away from market research.

Other regular features are supplied by Peter Bartram on the research industry as it was in the past, along with Jane Bain's Nature Diary.

We also include a full tribute to Geoffrey Roughton, who passed away on 23rd January this year.

Please make contact if you would like to contribute a general interest article in future newsletters via editor@research-network.org.uk.

NETWORK SOCIAL EVENT PROGRAMME

As members will know, neither the Spring Lunch nor the Summer Party took place this year but this year's Autumn Lunch at the Savile Club is scheduled for 14th October; this is subject to confirmation but the Savile Club itself is holding the date for us. Please make a note of it and keep your fingers crossed—more information will be available soon. Plans are also being made for a potentially full social event programme in 2022, starting with a Spring Lunch at one of our favourite London venues.

In the short term, we are resuming our NED Talks. The next two such events will be on Wednesday 22 September with Ruth McNeill, 'William Heath Robinson, the Man, his Art and Museum', for which invitations were sent out recently, and on Wednesday 10 November with Danny Wain, 'Shouting in the Evenings'. These are both scheduled for 5.30pm.

If you would like to give a NED Talk on any interesting topic, please make contact with Adam Phillips.

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THE WAY WE WERE

Compiled by Peter Bartram

Our lives in research over the last 50+ years are being showcased in two recently published books. Though they are very different in style and content, they are both likely to be of interest to Research Network Members.

POSTWAR DEVELOPMENTS IN MARKET RESEARCH

Published as an e-book in support of the Archive of Market and Social Research (AMSR) and now available in printed form, this book is sponsored by Opinium. It was produced and edited by a team on the AMSR marketing committee and contains 12 definitive essays by leading experts covering every technical area from qual to quant, and developments in advertising, media, FMCG, panels, telephone, opinion polling, government, geodemographics and data fusion.

If you are looking to know how the research (now 'insight') industry grew to its prominent position in our national life, this is the book to read and keep. A limited number of copies is now available and can be ordered for £6.50 plus an optional donation to the AMSR via www.amsr.org.uk.

Some quotes from the book:

Qualitative: "...The success of the advertising industry in this era is in part down to the insight and understanding that qualitative research brought to bear."

Media: "... The internet arrived, creating a media environment that was unrecognisable compared with the past.... Media research had to adapt."

Panels: "By basing direct negotiations on objectively collected evidence, the market research industry has been able to insert itself very directly into the centre of commercial activity."

Telephone: "In those early days there was considerable scepticism in some quarters about using the phone for research.... (but) by the close of the 20th century, telephone research was accounting for the majority of UK interview volumes."

Opinion Polling: "Overall, despite its critics, polling remains in rude health It has remained as accurate (or inaccurate) as ever. Since 1946 it has maintained, despite upsets, around a 2% average error, and often much better."

Government: "Many continuous and repeated government surveys, whether conducted by the Office for National Statistics or contracted out to the private sector, carry the National Statistics imprimatur.... Government surveys now routinely carry questions on matters such as ethnicity, sexual orientation and disability."

THE LIFE IN RESEARCH

In contrast, this book is a light-hearted, non-technical take on the amusing interpersonal situations which occur in the life in research. Having collected and edited stories sent in by more than 40 contributors, I managed to get it published on 12th April and it is now available via Amazon, with proceeds being donated to the AMSR.

Reactions to the book have been very favourable, with more than a dozen reviews having been received from some distinguished readers including:

Professor Paddy Barwise from the London Business School: "I read it from cover to cover with much enjoyment."

Ben Page, CEO of Ipsos MORI: "A great read and very accessible --- I will order some for our graduates!"

Phil Barnard, Former CEO of Research International: "What a splendid read. Greatly enjoyed the book."

John Samuels, former CEO of BMRB: "It is a triumph! Very amusing and a delightful read that can be picked up at odd times. Something that in the past we would have thought as a good book to keep in the loo!"

On the strength of such comments, I am being asked to consider publishing a follow-up volume, and if you have more stories worth sharing please send them to peter.bartram1@btinternet.com.

MONTHLY NED TALKS

Graham Woodham

Our programme of NED ('Network Evening Drinks') Talks was launched in Summer 2020 as a way of maintaining some contact and social activity whilst physical gatherings were impossible. Here we provide a synopsis of those that have taken place so far this year.

Musicology as a Socio-Cultural Journey—a Personal Timeline by Neil McPhee (January 2021)

A Personalised Desert Island Discs—from a socio-cultural, musicology perspective!

My belief, and 45 years in market research, prove to me that we are essentially tribal, social and cultural beings. We belong, and we need to belong. This belonging is a product and a reflection of our personal and cultural past, our current situation and our future hopes, aspirations and beliefs. These dimensions are inevitably reflected in our musical tastes and as we know, music is endemic to all known cultures, as far back as we can tell.

In putting together my own personal Desert Island Discs, I wanted not only to select tracks which meant something to me, but also reflected the values and character of my tribes. I was born in Scotland, of Scottish parents/grandparents and absorbed the music and values that this background brings, and although being brought up in England in the 1950s, it was definitely in a "Scottish bubble".

The 1950s were clearly a time of cultural and societal change: post-WWII dislocation, a new generation of teenagers, often employed and wanting to exercise their spending power and seeking to be different to their parents. Recorded music was dominated by grown-up-friendly songsters, musical broadcast tastes controlled by the BBC Dance Music Policy Committee and by record company producers and executives. New musical tastes from the USA (e.g. Rock'n'Roll) were abhorrent to many, as this quote from the Daily Mail in September 1956 shows:

"Rock n Roll is deplorable. It is tribal. And it's from America. It follows rag-time, blues, Dixie jazz, hot cha-cha and boogie-woogie which surely originated in the jungle."



One of the key musical drivers in the 50s was British interest in the Trad Jazz so much loved by the Daily Mail. As most of the players were simple amateur enthusiasts, playing a 2-hour set in one go was physically hard on the mouths of brass players. There developed a custom for the rhythm section to perform a breakout set, allowing the rest of the band to have a rest. An offshoot of trad jazz tunes and American folk, blues and work tunes, this became known as Skiffle (a term used in the USA to describe 'rent parties') and out of this came the King of Skiffle, Lonnie Donegan, and he is my first disc, with **(Disc 1) Cumberland Gap**, from 1957.

He democratised music and made playing (guitar, banjo, tea-chest bass etc) available to anyone! Without him, and 30,000-50,000 UK skiffle groups, the 1960s and after would have looked very different! Each of these had their origins in skiffle groups.

My own preferred tribes in the 1960s and indeed afterwards, were essentially in the folk, blues and jazz arenas, learning the guitar in 1962 and playing in public first in 1964. My desert island discs from the 1960s were therefore:

Disc 2. Death Letter Blues by Son House

Disc 3. Angie by Bert Jansch

Disc 4. Clifton in the Rain by Al Stewart

Disc 5. Sgt Pepper's Lonely Hearts Club Band by the Beatles.

These tracks take us from the rural, Delta/Country Blues of the 1920s, through the developing folk scene in the UK in the mid 1960s, onwards to the peak of Beatle power and Counter Culture influence in the late 1960s. Track 3 was a finger-twister of an instrumental, the goal of most acoustic guitar players, while Track 4 by Al Stewart, was about the Troubadour folk club in Clifton, Bristol, which from 1966-1971 was the dominant folk venue outside London.

For me, where the 1960s were very important, the 1970–80s were a musical desert for me, with no personally or tribally significant tracks to include, so into the 1990s and the 2000s my discs include:

Disc 6. Show of Hands/Arrogance Ignorance & Greed (2009)

Disc 7. Jeff Beck/Nessun Dorma (2010)

Disc 8. Zulu/Mavela Wedding Welcome (2018)

Show of Hands are a leading acoustic/roots group which I first encountered in 1991 while I was playing in an amateur band ('Final Straw') in a folk club near Bristol, as their support act. They left a big impression and I have followed them ever since. The selected track is about the Financial Crash of 2008, qualifying both as a personal and tribal interest song.

So too with Jeff Beck and Nessun Dorma. My son and I went to see him at the O2 Arena in 2010 and his performance was "show-stopping". It qualifies therefore for my island set by virtue of being outstanding music and also personally important since this recording had my son and me in the audience!

The Zulu Wedding Welcome reflects my daughter's wedding in South Africa (the personal element) and is a true reflection of the importance of song/dance in the African Culture. I have visited SA on several occasions and have witnessed first-hand the built-in importance of music. The Zulu people seem to have an instinctive understanding of rhythm and harmony.

So, these were my personal and tribal selections. It would have been easy to choose a parallel selection: indeed, the hardest part was leaving tracks out! What the process of putting this presentation together has definitely done, is to reinforce my membership of my original tribes, societies and cultures.

I hope the years have broadened my perspectives, added to my experiences and given me greater wisdom (though I remain uncertain on this point), but in essence my values and beliefs are the same ones I had back in the 1960s. My musical tastes were formed then and while I could produce a '2000-2020s set', they would be a reflection of the same values.

Music is, for me, a key portal through which I interface with my surroundings and people. My problem is that there is too much great music I could listen to, and so little time to do so.

Next time you like a piece of music, maybe ask yourself what it says about you and your values and tribal associations. DRILL music anyone?

A Village on Exmoor by Phil Barnard (February 2021)



Like many English villages, Brompton Regis is of Saxon origin. It was the home of Gytha, King Harold's mother, at the time of the Norman Conquest. In succeeding centuries, the gentry and church exercised the power, while most locals were involved in hill farming and ancillary trades, with the enclosures and industrial revolution being the biggest changes.

This Somerset village lies in the south-eastern corner of Exmoor National Park, which is set in the Brendon Hills bordering the Bristol Channel. Brompton Regis itself has a population of about 200 with a further 200 or so in the outlying farms and hamlets. Employment is mainly in the low paid farming and tourism sectors, with the district council not surprisingly among the poorest in England.

The 'poverty' extends to our having no gas, public transport or mobile phone coverage. Power cuts and broadband problems provide other challenges. However, there is an upside! We live in a beautiful National Park and have both a pub and village shop, which is unusual for such a small community. There is also none of the 'grockle' mentality found further west in parts of Cornwall. Less than 5% of properties are second homes and most of those who have them eventually settle in Brompton Regis permanently.

There is a kind of locals/incomers symbiosis in which the village traditions and atmosphere are significantly supported and maintained by the incomers' money and volunteerism. Initiatives that have led to Brompton Regis's current robust condition have often involved complex grant funding and planning procedures which incoming business people, often retired, have the experience and 'nous' to navigate better than those who have lived and worked in the area for most of their lives.

There is a range of clubs and events that, taken together, involve most residents and help bond the community: lunch club, Young Farmers, 'Men's club' (snooker, skittles and pub quizzes), reading group, short mat bowls, craft group, Morrismen—and a volunteer car scheme that helps many to reach medical and other

appointments. Each year, the Brompton Regis Show & Gymkhana brings the community together for a day of traditional pursuits including horse riding, a dog show, produce competitions and local stalls.

There is however, change afoot. What featured as a dying village in a 1950s BBC programme is now home to several tech-driven enterprises: a cell & gene therapy consultancy, an animal tag business now successfully diversified into microchipping, a trout farm for stocking fishing lakes (and producing a lovely terrine!), an alpaca farm enterprise that both grows the animals and is a leader in their woollen designs.

What is also encouraging is the greater degree of aspiration and entrepreneurship demonstrated by local youngsters, most of whom did not progress beyond secondary schooling. One group set up a window cleaning business, expanded into carpet and oven cleaning, and then power-hosing pathways/patios as they responded to customers' needs. Contract hedging, heavy-lifting gardening and animal husbandry form the basis of another youngster's business.

Perhaps the greatest village success in recent times has been the creation of a community shop. The traditional Brompton Regis Post Office & Stores ceased to be viable in 2008 when the post office closed its section. Together with the landlady of The George Inn, a group of us set up a replacement in the pub's skittle alley, moving the mobile shelving away in the evenings.

In 2012, we transferred to the Men's Club snooker room, part of the village hall, with the snooker table being relocated for use in a member's barn! No longer under the trading umbrella of the pub, the Brompton Regis Village Shop had to be established as an 'Industrial & Provident Society for the Benefit of the Community' (now mercifully renamed 'Community Benefit Society!'), a charity-like form of enterprise set up during Harold Wilson's premiership.

Over 130 members/shareholders (£10 one-off investment, no dividend!) signed up and we attracted more than £70K in grant funding from the Lottery and local sources to replace mobile- with permanent-shelving and acquire appliances and other equipment. The shop has a part-time paid manager and a team of around a dozen elderly volunteers.

In addition to the usual village shop provision of groceries, newspapers etc., we run a Food Bank, prescription collection, 'Welcome Pack' for new arrivals and produce the Brompton Regis village calendar. A quantitative postal survey (virtually a census!) guided our stocking policy and other operational decisions.

During the pandemic, most of our volunteers have had to shield but a small cadre of 50-60 year-olds managed to keep the show on the road. We started taking phone/email orders and making home deliveries. With pub, church and village hall closed, the shop reinforced its role as the community (socially distanced) meeting place. Sales doubled to around £100K p.a. in 2020 with an unprecedented profit of £5K. We are hoping that much of this growth will continue into the 'new normal' as villagers stick with buying more locally.

The delights of the National Park, its UN designation as Europe's first Dark Sky Zone and proximity to the national Wine Pub of the Year (Dulverton's 'Woods') are icing on the cake for our small community.

Historically, most people lived in villages because they had to. Now, at least in this corner of Somerset, they largely do so because they want to.

The Dark and the Lighter Sides of Advertising by Sheila Byfield (March 2021)

"The only people who care about advertising are the people who work in advertising" (George Parker, Confessions of a MadMan)

Sheila introduced the topic by testing our recollection of ads from over half a century ago. Many of the audience could still remember slogans from the 1950s (although that may be a reflection of the average age of our Network members!). In contrast, data shows that the majority of people nowadays try to avoid advertising as much as they can, and that it isn't anywhere nearly as memorable.

She then went on to show advertising from the past century in categories covering beauty, smoking, food and drink, miracle products and advertising aimed at women.

The beauty category included contraptions to reduce a double chin or correct a misshapen nose, as well as face creams that 'won't grow hair on the face' or were 'absolutely non-poisonous'. Products aimed at men included



a Gillette ad from the 1890s that showed a smiling baby happily brandishing a razor in his fist and several others that featured scary looking men who claimed to be able to cure baldness.

The 1940s saw a growth in the number of products to help lose weight. One advertisement that appealed to the humour of the audience was for 'Bile Beans' which helped you to lose weight while sleeping. One advantage may be that if they repeated on you, then they would taste the same! Interestingly, for every product to help with losing weight in the 1940s, there was another to help you to pile on a few pounds. It's something that we see rarely today, but back then being underweight was considered to be as much of a problem as being on the heavier side.



MEN WOULDN'T LOOK AT ME WHEN I WAS SKINNY

but...

Since I Gained 10 Pounds This New, Easy Way I Have All the Dates I Want

NOW there's no need to be "skinny" and friendless, even if you never could gain an ounce before. Here's a new, easy treatment that is giving thousands attractive flesh—in just a few weeks!

Doctors for years have prescribed yeast to build up health. But now, with this new yeast discovery in little tablets, you can get far greater tonic results—regain health, and also put on pounds of firm flesh, enticing curves—and in a far shorter time.

Not only are thousands quickly gaining beauty-bringing pounds, but also clear skin, freedom from indigestion and constipation, new pep.

Concentrated 7 times

This amazing new product, Ironized Yeast, is made from specially cultured brewer's ale yeast imported from Europe—the richest yeast known—which by a new process is concentrated 7 times—made 7 times more powerful.

But that is not all! This super-rich yeast is ironized with a special kind of iron which strengthens the blood, adds energy.

Day after day, as you take Ironized Yeast tablets, watch fat start developing, skinny limbs round out attractively. Skin clears to beauty, new health comes—you're an entirely new person.

Results guaranteed

No matter how skinny and weak you may be, or how long you have been that way, this marvelous new Ironized Yeast should build you up in a few short weeks as it has thousands. If you are not delighted with the results of the very first package, your money will be instantly refunded.

Special FREE offer!

To start you building up your health right away, we make this absolutely FREE offer. Purchase a package of Ironized Yeast tablets at once, cut out the seal on the box and mail it to us with a clipping of this paragraph. We will send you a fascinating new book on health, "New Facts About Your Body," by a well-known authority. Remember, results are guaranteed with the very first package—or money refunded. At all drug stores, Ironized Yeast Co., Inc., Dept. 258, Atlanta, Ga.

Patented by pharmaceutical world

The once lucrative tobacco category also provided both amusement and amazement as to just how much things have changed. Long before the dangers of smoking were discovered, cigarettes were marketed as being cool, fashionable and strangest of all, good for your health. Doctors were frequently employed to endorse brands. One ad for Craven even featured credentials from The Lancet. On the whole though, doctors favoured Camels while dentists plugged Viceroy's because they would 'never stain the teeth'. Joys cigarettes, on the other hand, claimed to be safe for ladies and children to smoke while offering immediate relief from asthma, wheezing and winter coughs.

If tobacco manufacturers didn't fancy using the medical profession to endorse their fags, they could always rely on celebrities to lend a hand. Fred Astaire had tried the 30-day mildness test and hadn't suffered one case of throat irritation, which he put down to smoking Camels. Fred Perry, on the other hand, had taken a trip to Havana and discovered the delights of New White Owl cigars. It seems strange nowadays that a sports personality and a dancer would recommend smoking products, but the Freds seemed to have no qualms about it.

One of the strangest ads in this category was for Tipalet which had the headline 'Blow in her face and she'll follow you anywhere', accompanied by a picture of a man doing just that to a girl who didn't seem to care at all about it. Weird.

An ad from 1914 in the food category described sausages as Food Power with the message that 'Food Power will help win the war'. Certainly eating sausages sounds like a better alternative to all that fighting.

SevenUp once featured young babies in advertising with the suggestion that it could be mixed with milk to encourage the consumption of dairy products. Cellophane also featured babies in their ads but had them wrapped up in the product, which looked as if it would lead to suffocation.

In the 1890's, when domestic electricity was an exciting novelty, you never had to look further than your nearest plug socket for beautiful hair, bursts of extra energy and cures for a whole host of ailments, internal diseases and disorders. The 'Miracle Cures' category included an electric hairbrush and a variety of contraptions that pushed an electric current through the body with miraculous results.

The final group of ads aimed at women was, if anything, even more shocking than the smoking category. Ads from Lux pointed out that it is difficult to 'catch a man' after the age of 25 due to 'undie odour', a husband was seen spanking his wife because she hadn't checked the freshness of his coffee, while a chap in a Kellogg's cereal ad observed that his wife thrived on cooking, cleaning and dusting. He paid her the compliment that the harder she works, the cuter she looks. There was also a wide range of Christmas gift suggestions for the little woman at home, ranging from a set of knives to a vacuum cleaner and an irresistible kitchen sink.

Sheila concluded with a point of view on the advertising industry today. She believes that the business was once vibrant, exciting, challenging and fun but is now too focused on data, process and algorithms. She made a plea for more insight, critical thinking and creativity to encourage engagement and greater advertising effectiveness.

Non-Verbal Communication—The Subtleties of Social interactions by Graham Woodham (April 2021)

From a wide range of aspects of non-verbal communication, Graham selected a subset of those from social rather than business interactions for the NED Talk. These were gaze behaviour, eye contact, smiling,

greetings, conversational exchanges and posture, followed by lying, leakage cues and finally, the distortions on NVC from Zoom interactions.

The fascinating aspect of NVC is that we instinctively respond to non-spoken messages every day of our lives, but it's worth becoming more attuned to it, as NVC signals are often contradictory and may be hard to 'read', especially with strangers. Men have to try especially hard because women can pick up non-verbal signals better as part of 'female intuition', which does actually exist according to academic research. And arguably, more 'meaning' comes from non-verbal cues and voice tone than from the actual words used in conversation.



Gaze behaviour and eye contact are vital for smooth social interactions, signalling whose turn it is to speak and giving a lot away about the kind of relationship between the people talking. Humans are much better at this than other primates with social skills, because our coloured irises, pupils and whites of our eyes show where we are looking more accurately.

Smiling is a complex expression, comprising genuine enjoyment or other more polite or encouraging smiles under conscious control. Many more muscles, primarily around the eyes, are involved in real happy smiles. Babies actually learn to recognise smiles when only weeks old.

When we greet each other, this too involves many smiling and eye contact variations, according to our relationship with the other person. After recognising someone, we make instinctive polite or enthusiastic facial expressions, with 'head nod and body cross' gestures as we walk towards each other.

When we are in a conversation, our posture also gives so much away about our feelings and attitudes towards the other person. When standing, we tend to angle our bodies and point our feet towards the speaker and our 'postural echo' mirrors the other person when we feel empathy and rapport.

The stances towards others who we are talking to also adjust in small groups, so you can tell by looking who is most and least welcome. In confined spaces, especially lifts, we change our postures when our (culturally influenced) personal space makes us angle our heads differently because we can't stand far enough apart to feel comfortable.

So what about lying? This has been a popular subject for social psychologists because it is so complex. Obviously, 'white lies' are positive and 'social liars' are more popular people than blunt truth tellers. 90% of lies give away deception signals, but experiments have shown that there is only a 6% above chance frequency of spotting them, especially (but not only) among strangers.

Lying cues include gaze aversion, rapid blinking, fidgeting, covering the mouth, touching the nose or an ear, adopting a straight face, rubbing the eyes or scratching the neck. So there are many signals to look for beyond the notorious 26 nose touches seen on film when Bill Clinton denied his affair with Monica Lewinsky.

Also, people speak differently when they are economical with the truth—being long winded but giving little detail, slowing down, using less personal phraseology, emphatic disclaimers or creating distance from the event by using the past tense.

Graham concluded that our social skills are improved by becoming more attuned to NVC and being more observant instead of relying on instinct. This isn't scary or manipulative in any way. It's worth trying to be smiley, natural and warm but not too expansive, especially for us reserved Brits. We should avoid crossed arms, keep our hands below chin level, attend well to others without staring and avoid invading people's personal space. It is good to keep up our postural echo and respond to any negative signals of impatience or resistance.

Lastly, we should all be sensitive to the limitations on reading NVC during Zoom interactions. We lose so many body language and postural signals because we only see people from the shoulders upwards. The limitations of laptop cameras blur micro-expressions and we tend to become less spontaneous and immediately responsive, even with people we know well.

We can become over-aware of how we look because we are on-screen, but some of us can behave badly—looking at our phones or displaying lack of interest...very naughty behaviour...

Happy people-watching, everyone!

Through the Looking-Glass Darkly—What the Hell is Wrong with America?

by **Simon Chadwick (May 2021)**



Simon opened his presentation with a tour around a typical North Carolina upper middle-class neighbourhood—multicultural, mutually supportive and peaceful. But, as he pointed out, there is one thing that these neighbours will never talk about together—politics. Because the political (not to mention religious) beliefs of these neighbours differ radically, reflecting a fact of modern American life—that America has not been this divided since the Civil War.

Just in the last year, cities have witnessed armed incursions into public buildings, threats against the life of elected individuals, the explosion of Black Lives Matter into the consciousness of American society, and the insurrection of January 6th. Numerous politicians appeared on TV just after that disastrous day to intone that “this is not who we are”. But in fact, it is. Only 160 years ago, America was torn apart by a war that claimed more lives than all the wars that it fought before or since—combined. In the decades since then, America has witnessed countless violent upheavals, from the Tulsa Massacre to the carnage of the 1960s.

But why is this division and upheaval visiting America in the 21st century? Why now? Simon summarised the reasons into four buckets: Dysfunction, which has led to Fear, and Ideology that has bled into Idolatry.

In order to understand how these factors feed into today’s division, Simon laid out two lenses through which to view current events: Maslow’s Hierarchy of Needs and the juxtaposition of authoritarianism versus libertarianism.

The relevance of Maslow to our understanding of American politics today lies in its two foundational layers: physiological needs and safety needs. Where both are concerned, modern America has fallen far short of what citizens of developed countries—especially the wealthiest country in the world—would expect.

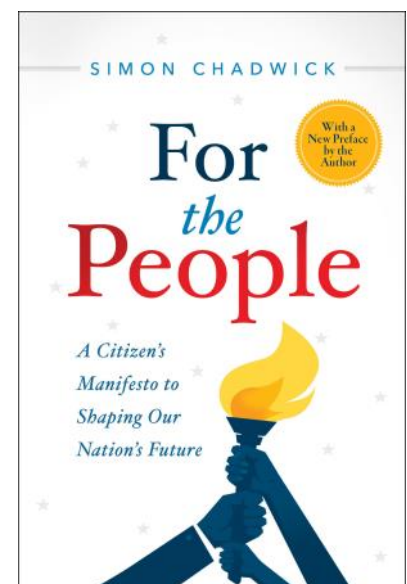
Physiologically, modern America suffers from a lack of affordable housing in major conurbations, chronic homelessness and lack of care for the mentally ill. Nearly a quarter of Americans experienced food insecurity in 2020 and 19 million people live in food deserts—places where there is nowhere to buy fresh food within ten miles. 30 million people lack access to safe drinking water.

In terms of safety, over 30,000 people are killed by guns every year—a statistic that most Europeans find incomprehensible. Over 1,000 people are killed by police each year, with those who are black, young and male most at risk. Huge disparities exist in the distribution of wealth, racially and geographically. Over the last decade, the upper income bracket has increased its share of wealth almost exclusively at the expense of the middle class, a fact that was exacerbated by the pandemic. And in the areas where you would expect the richest country on the planet to outperform—health and education—the nation radically underperforms its peers in Europe and Asia.

All of which has led to both fear and resentment across the nation, affecting different parts of the population. The rise of Black Lives Matter gives voice to minorities who suffer the legacy of systemic racism in a country founded on slavery, while the erstwhile white middle class born of good factory jobs in the Mid-West, seeing its communities crumble as those same factories were offshored, resorted to opioids and bitter resentment as government failed to acknowledge their plight or to support them.

In the absence of government involvement, many of those left behind sought answers elsewhere—often on the Internet. Enter the conspiracy theorists, most especially Q-Anon, a murky conspiracy dark web organisation that went mainstream in about 2017. According to this group, the Democrats were fronting and financed by a cabal of satanic, child-abusing cannibals led by Hillary Clinton. To them, Donald Trump was the saviour brought by God to rid the world of this cabal. Today, over 20% of Americans believe some or all of what Q-Anon says, including nearly a quarter of white Evangelical Christians.

And this is where authoritarianism comes in. A would-be dictator’s mantra is always the same: “Everything is terrible. It’s all the fault of [enter your favourite “other” population]. Only I can fix it. And then everything will be wonderful”. Trump used this mantra again and again in his campaign. Today, 32% of the U.S. electorate still believe in this mantra, to the point that no fact or evidence to the contrary is to be entertained. These people would prefer an “alternative facts” authoritarian, macho leader over any democratic solution—even to the point of believing that the election was stolen from him.



Put that together with their resentment at being overlooked and disregarded, along with the Q-Anon theories, and you have the makings of idolatry—which made itself clear at a national Republican conference fronted by a gold statue of Trump.

So, how do we get out of this state of affairs? How do we rebuild America so that it grows back stronger, fairer and more equitable? For some of the answers, Simon pointed us to his book, *For the People: A Citizen's Manifesto to Shaping Our Nation's Future*. During the Q&A session, Simon expressed optimism that the U.S. would grow back, even if the path were to be uneven.

GET TO KNOW THE TONY COWLING FOUNDATION

Penny Bricki

When everyone you speak to thinks it's a great idea, you know it is the right thing to do; that is how the Tony Cowling Foundation saw the light of day. However, to capture his vision, to preserve his legacy and to perpetuate Tony's values is no simple task.

Of course, setting up a foundation in honour of an individual is a practical challenge in itself, but perhaps less obviously, it requires moral responsibility. Within the TCF team we take this aspect to heart as we are acutely aware that the Foundation will represent people for whom Tony Cowling was a special influence.

Tony counted members of the Research Network amongst his friends, enjoying many social events with like-minded people from the industry he loved. Through the vehicle of the Foundation, we hope to build on this blend of professional and personal friendship and we warmly invite all members of the Research Network to register your interest in the Foundation via our website. This will enable us to keep you informed about our plans, the progress and initiatives of the Foundation and how we expect to evolve over the next few years.



The TCF strives to maintain these guidelines and as a Community Interest Company (CIC), it ensures that the outcome of our efforts reinforce these principles, and benefit not only the market research community but the general public through sharing of research findings.

Tony's personal values underpinned his remarkable achievements of building one of the largest research companies in the world, and it is these values and entrepreneurship that the TCF seeks to foster in future generations of researchers. Tony juxtaposed his consistent respect for evidence-based integrity with the intuition and competitiveness of a successful businessman. The TCF will endeavour to perpetuate this fusion in the projects we support and in future industry trailblazers.

The TCF has established a partnership with the University of Cambridge, Judge Business School, (CJBS) which is a prestigious institution, attracting multi-cultural, international academics and disruptive thinkers.

Throughout his tenure, Tony placed education high up among his priorities, ensuring that opportunities to develop skills and knowledge were made accessible to promising researchers. To support this, Tony established a company-wide, international training platform (TNS University/Tony Cowling Academy of Excellence) which ran for over 15 years, establishing a common standard in over 50 countries. The TCF partnership with CJBS continues this theme and is one of the foundation's commitments to supporting future torchbearers and pushing the boundaries within the industry.

By aligning with appropriate PhD research projects, the TCF is delighted to be funding The Tony Cowling Research Fund and has allocated an initial fund of £30,000 for awards in the upcoming academic year. Founder members of the TCF and our advisory committee will work with the successful students to ensure the research supports Tony's rigour and commitment to the future of the market research industry.

Fundraising

The TCF is well on the way to achieving our initial fundraising target of £250,000. This magnificent result has been possible due to the generosity and support of the Cowling family and many of Tony's personal colleagues and friends. Within the Foundation, we are now shifting our focus to an extended fundraising strategy that will enable us to ensure that the tribute to this remarkable man translates into a sustainable, long-term initiative so that Tony's legacy will be preserved for years to come. We will publish more about these plans on the TCF website soon.

The Tony Cowling Foundation is designed to be agile. We would be extremely happy to hear your views, receive your suggestions and any offers of help. We look forward to continuing an ongoing collaboration with all Research Network members. Please register on the website and become an active contributor to the TCF: <https://tonycowlingfoundation.org/info>

NATURE DIARY

Extracts from Jane Bain's Nature Diary: January–June 2020

Covid infection rates have soared, Christmas was abruptly cancelled and we are back in lockdown again. Having no wish to acquire a puppy, I continue to walk my camera for exercise.

January: The month starts off mild with some sunny days. In the avian world, thoughts turn to nesting. A redundant pipe hole in the side of a building might turn out to be a prime bit of parakeet real estate.



An Egyptian goose stands on a tall pile at Hope Pier calling for her mate. This would be a tiny space to land on even without a satellite dish in the way and inevitably he misses his footing. Both fly off honking noisily.



February: Winter kicks in at the end of January and we are now in the grip of ice and snow. A green woodpecker searches for ants in the snow covered grass in Chiswick Cemetery. This cold continues well into the month, but then comes a change.



Crocuses which pushed their heads up through the snow now bloom in spring sunshine and the end of February is almost summery. I come across two brimstone butterflies which have emerged from their winter hibernation (the earliest I have ever seen brimstones).



March: Spring is now getting under way in earnest. Fruit trees and bushes are coming into bloom and there is a bustle of activity as smaller birds stake out and defend their territories. In our local park, a robin is hard at work gathering moss for its nest.



Carder bees feed on the violets which carpet a secluded corner of the cemetery. You can smell the heady scent of the flowers from some distance away (a useful check on my sense of taste and smell in these Covid times).



April: Very often you hear birds before you see them. A song high in a tree above my head reveals a male chaffinch, resplendent in his bright spring plumage.



Tiny urgent cheeping gives away the location of my first baby robin of the year, hiding under new cow parsley fronds, calling to its parents to come and feed it.



May: The month is mostly unseasonably wet and cold. Three baby long-tailed tits pause for a quick huddle and warmth as they follow their parents in search of food.



Despite the dismal weather the natural world can still bring new treats—like this tiny small copper butterfly, the first I have ever seen.



June: Walking past Chiswick Pier, I notice a female mandarin duck steering seven new ducklings to shelter. Mandarin ducks occasionally visit the river, but I have never known them to breed here before. Another first.

The end of the month is warm at last. A tern waits with a large fish, calling for his mate to present it to her. She does not appear and just as I wonder whether the fish will cook in the hot sun, he decides to swallow it himself.



Young herons visit the river to explore and learn how to find food for themselves. I see this one in a number of odd places, including perched on the hand rail of the walkway onto the Hope Pier houseboat moorings.

A LETTER FROM THE AMSR

Phyllis Vangelder

A recent Melvyn Bragg 'In our Time' discussion focussed on the work of Charles Booth at the end of the 19th Century. How many of us realise he was a pioneer in survey methodology—his iconic work on poverty in the East End of London laid the foundations of much of our basic approaches to market and social research methods. Before Booth, there had been small-scale social surveys which attempted to address social problems in a more rigorous way than that presented by journalists and novelists. But Booth's work was larger-scale, developing into the 17-volume ground-breaking work *Life and Labour in the East End*. (Sadly, we do not have copies of this in our Archive. If anyone has any copies which we could borrow to scan, we promise we should take great care of them. However, digitised versions do exist—at the LSE Digitised Archive and the Wellcome Library).

Booth believed that the way to understand the problems of the world around us was to collect objective statistical data, via sampling of suitable respondents and interviewing them. When these social surveys were published, they not only shocked the British public but changed public opinion on the causes of poverty. There is ample evidence in the Archive to show that opinion surveys do in fact change people's perceptions and often behaviour.

Although the 1881 Census provided basic demographic data, Booth's interviews between 1886 and 1903 with, for instance, the poor, teachers and doctors, provided the rigorous data which underpins his work. He interviewed School Board Inspectors, who had rich material about the people in the East End before designing his questionnaires.

As someone versed in the Procter and Gamble approach to classification (which differed from the more familiar market research socio-economic breakdowns), I was fascinated to hear about Booth's segmentations. In the '50s, as many of you may know, P & G had its own dedicated market research department, with full-time trained interviewers. They were taught to classify respondents visually—ABs tended to have fitted carpets!

The Booth classifications were: A—occasional labourers (about 1% of the population surveyed); B—casual poor, leading a hand-to-mouth existence; C-D—working poor, just about managing; E-F—the bulk of the population, reasonably stable (specifically about half the population); G—middle class; H—the wealthiest group (about 1% of the population).

Booth's mapping of the streets of London was certainly the first example of what we know as 'geodemographics'. He was able to quantify the different levels of poverty and he published detailed street maps of his survey areas in London, in which streets were colour-coded by their types. The teams of interviewers focussed on households, as Booth believed this was the sensible unit for analysis.

Listening to this programme confirms our belief that the work of the past is always relevant for the future. Booth's scientific, objective approach to social problems remains the mindset of social and market researchers.

Cultural Change

Our work with Modern British Historians has revealed the value of contextual history and the importance they place on the changes in culture and consumer behaviour that the material in the Archive reveals. Quantitative data such as TGI gives us the facts of change, qualitative data such as the huge Peter Cooper Collection reveal the subtleties and complexities of these changes. Following our successful publication, *Post-War Developments In Market Research*, a second book in the Series 'Showcasing the Archive', is in preparation: *How We've Changed: Cultural Trends from Post-War to Present Day and Beyond*. It will look at trends in shopping, travel, food, culture etc, as well as current issues such as diversity and green issues.

The Archive looks at the past to help define the present and the future, but we are fully aware that to be sustainable and relevant to the researchers of today, it must collect current research. A project is underway to investigate how agencies collect and archive their data. This will define our Modern Collection and complement our Heritage Collections. (These are defined merely by what we have and what we can persuade people to give to us).

Technology

We are an industry that has grown by accretion. And we have harnessed very many disciplines—psychology, statistics, economics, neuroscience, ethnography etc, and of course, technology. The value of Zoom during Covid has been immense; the new publication was produced entirely online: cataloguing, contact with historians, regular social meetings.

But face-to-face meetings are very different. Three of us recently held an Editorial Workshop over a working

lunch in my house. I was greeted by one member, 'How lovely to meet you' and I realised that though we had seen each other over a myriad of meetings, we had never in fact met face-to-face. This was reinforced several days later when we met again at a Zoom meeting and she appeared with a towel round her head, as she had just washed her hair. She was comfortable doing this because we had connected face-to-face.

So while we value technology, we recognise its positives and negatives. The wonderful Network NED meetings cannot be faulted, but how wonderful it will be to meet again at a convivial lunch!

AND A NEWS POSTSCRIPT ON THE ORAL HISTORY PROJECT...

The transfer of the Oral History Project archive from the MRS to AMSR is in progress and a link will go live soon. Meanwhile, the most recent interview audio files from Adam Phillips and Phyllis Vangelder will be edited for the Archive in due course, with more interviews continuing in the near future.

BUSMAN'S HOLIDAY?

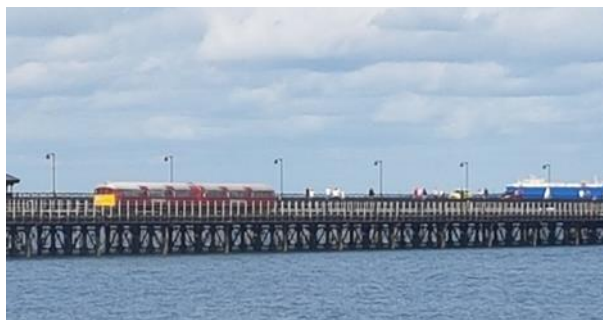
Keith Bailey

Back in 2020 when lockdown forced us to postpone a May holiday until September, we were hoping that we were on the way back to 'normality'—little did we know.... We did get on a ferry but no passports were needed as our destination was the Isle of Wight. Although cajoled into joining the Network, I am still in gainful employment with Transport Focus, the watchdog for users of Britain's trains, buses, trams, motorways and major 'A' roads. And while it was not necessarily my intention when we set out, the trip turned into a bit of a busman's holiday with a lot of train-related activity.

We started out on our own four wheels, albeit those wheels belonging to our motorhome—our 'home' for our visit. As we passed Winchester I was reminded of a previous holiday on the Island with my parents—on that occasion our transport had just three wheels, being my dad's motorcycle and sidecar. And we broke down with a slipping clutch on the old Winchester by-pass (long before the M3 was built). Dad managed to make some adjustments and coaxed the bike down to Southampton, but spent all of the voyage still tinkering with the bike down on the car deck—and we still had to be pushed up the unloading ramp by several burly mariners...

Face covering and social distancing rules applied on the ferry—although I managed to nurse a cup of tea for most of the journey and used that as an excuse to take the mask off—and the paucity of passengers made compliance with social distancing quite straightforward. Compliance with the signs inviting drivers to help "minimise noise pollution" and turn their car alarms off was another matter—throughout the crossing we could hear a symphony from the massed vehicles. Perhaps the signs should avoid vague terms like 'noise pollution' and be blunt about stopping the din... I don't know what the dogs thought of the alarms—it had been an ongoing debate since we booked the ferry as to whether it was safer to leave the dogs in the 'van' or to take them on deck, and how we would rescue them if the ship sank...but it didn't. The dogs, in the motorhome, survived the din and I could enjoy my tea without trying to keep them calm, quiet and not being a nuisance to others.

We found our caravan park—with its promise of being able to spot red squirrels—and I was pleased to hear the unmistakable trill of an Underground train whistle (which fortunately, was not loud enough to disturb our sleep). Island Line, running from Ryde Pier Head to Shanklin, is an anomaly in many respects and was one of my reasons for wanting to visit the Island. Most obviously, Island Line uses ex-London Underground trains—and they run out over the sea on the pier at Ryde to connect with the fast ferry to the mainland.



The units in use at the time, ex-Bakerloo Line, date from 1938—making them the oldest trains on the national network. They are the second generation of Underground stock to be used on the Island and were on their last legs. Five sets were shipped to the Island, but ultimately the timetable only actually needed two. Over the years three of the units had gradually been cannibalised for spare parts to keep the others running—and it had become quite common for the service to be reduced to hourly with a single unit (and on occasion, bus replacement when both were out of action).

The reason for using ex-Underground trains is the low headroom in a tunnel at Ryde station which makes it impossible to use anything any taller. This came about when the line was 'modernised' in 1967, being converted to electric third rail operation so that the steam trains could be withdrawn. To overcome drainage issues in the tunnel, the track was raised and second-hand Underground trains, which are small enough to fit through the tunnel's restricted headroom, were brought over—possibly a sensible economy at the time, but a



move which has locked the Island into ex-Underground stock ever since. On our journey, we found the out of service units littering the yard at Ryde St John's Road station, looking very unsightly, having been the victim of many graffiti attacks. However, they have since reached the end of the line—a couple are to be preserved but the others have been sent for scrap.

The line closed in January this year for work to be undertaken on the track and stations, in preparation for the latest stock—yet more London Underground cast-offs converted to use the Island's third rail system rather than London Underground's four rail system (photo © SWR—note the absence of any third rail!). Although re-opening was originally planned for May, at the time of writing

during that month, no firm date has been given—they're having software issues with the 'new' trains...

The work now being undertaken sees the reinstatement of a passing loop at Brading station –roughly half-way along the line—which will allow the timetable to provide a half-hourly service that will connect with a half-hourly ferry service. Currently, assuming both units are available, trains pass each other in a loop at Sandown but as this is nearer the southern end of the line, it results in an uneven service pattern with 40 and then 20 minutes between trains.

It is to be hoped that the work will also improve the ride quality—not good on the Underground at the best of times—but a real cause for complaint on the Island due to the condition of the track. One assumes that work is also to be done to the footbridge at Brading to bring it back into use to access the second platform—when we visited, it appeared that social distancing was being taken to somewhat extreme lengths.



I was impressed at the number of passengers travelling (facial coverings seemingly being regarded as optional however)—I counted 40-50 on several trains. But there was some difficulty in buying a ticket post-lockdown—there had been no ticket machine where we boarded and the guard was in the other carriage, secured behind yellow and black hazard tape that reserved a third of that carriage for his exclusive use. On approaching him on arrival in Ryde, my request to buy a ticket was met with a terse "we're not allowed to sell them". On probing as to where we might get tickets, I was told "Shanklin or online". Opening up a little further, he confided that it was "all over Facebook" that you could travel for free...

We covered a lot of the Island in our travels and often found ourselves obliged to take advantage of the 'except for access' caveat for a good number of 6' 6" width restrictions to visit the spots we wanted to get to as the motorhome exceeds that—although I am completely in the dark as to whether 6' 6" includes wing mirrors or not—a shame, as it makes all the difference. We saw 'squirrel' road signs everywhere, but we were starting to think they were a myth as we hadn't seen even a squashed one. Then on the final morning as I headed down to the 'facilities' at the caravan park, I was met by a pair of them chasing one another, coming the opposite way along the path. The wife was not impressed at my good fortune, but a little later sitting in the sun with a cup of tea, I became aware of a commotion in the tree-tops and could see the pair chasing around. I called her ladyship out and she emerged just in time to see one of them dash off across the grass beside our 'van'. The dogs went wild when they caught its scent a little later. Seeing the squirrels conjured up memories of the Tufty Club (I imagine most Network members will recall his efforts to educate children in road safety...).

There was a second railway line that I wanted to visit—although after his frighteningly bumpy experience on Island Line, one of the dogs wasn't so sure! I recommend a visit to the Isle of Wight Steam Railway to anyone visiting the Island. It uses the steam locomotives originally built for the Island and the carriages have been magnificently restored and are all non-corridor. To comply with social distancing, every party had its own compartment so I was able to enjoy the trip without worrying too much about supervising the dogs. Although shamefully, we failed to keep one of the dogs off the smartly upholstered seats, at least the 'scaredy-dog' was able to quiver (and drool) on the floor.

Memories of previous holidays, the relative lack of tourist traffic because of Covid, the rare red squirrels, the old Underground trains and the steam railway, all contributed to a sense that we had stepped back 20 or 30 years. The Island lacks superstores and other trappings of modern life, but it did provide a trip down memory lane—and a chance to forget the tribulations of the pandemic.

WINE-HUNTING

Nick Tanner

It was Summer 2000. I was on holiday in southern France with a school and university friend and his family. We had just visited a vineyard in the Cahors region and bought ourselves a few bottles to take home, when Michael said: "I think we should set up a business doing this." Michael was a freelance TV producer and had noticed that there were few such producers aged over 50. As he approached his half-century, this was a matter of increasing concern to him.

I was still at Parker Tanner, but we had just sold the business to a New York agency and although I was happy with that relationship, I was somewhat falling out of love with the MR industry—it was becoming an industrial process, I felt, rather than the craft industry that I'd joined and enjoyed. A couple of years later, our New York parent was in turn bought out and I started planning my escape.

Thus it was that in the summer of 2003 we set up our own business choosing and importing wine from France. I had taken on the role of house-husband and chief carer to the children; frankly, I wasn't as good as it as I had been at market research, but it was a lot less stressful. Michael continued to work in TV but believed he could run both careers simultaneously.



Our first concept was that we should seek out excellent but reasonably priced wines from the lesser-known regions of France. For our first buying trip, therefore, we hired a Transit and headed off to the Charentais area, to Côtes de Blaye and Entre-Deux-Mers (both parts of the Bordeaux region), then to Cahors, scene of the original conception of the business, and Provence, returning via the Rhône. We did some research in advance, made appointments where we could but in some cases just turned up on spec, and learnt how to retain our powers of discrimination (and ability to drive safely) by judicious use of the spittoon or the cellar floor, depending on the example set by the wine-maker. On that first expedition we bought a dozen cases of each of six wines.



Back home again, we drew up a witty (we hoped) but informative wine list, printed it out on good quality paper using my trusty inkjet printer, and distributed it to everyone in our address books and a few others besides. Before Christmas, we held tasting events in Michael's home and in mine. With a minimum order of 12 bottles, sales were encouraging; but given that those attending were friends and acquaintances and we'd charged nothing for the tasting, a sense of obligation probably helped.

And so it started. Gradually we expanded the list; we quickly discovered that well-known regions sold better than the more obscure ones, so we started to focus more on Bordeaux, the Rhône, the Loire and (a year or two later) Beaujolais and Alsace; but even then, we tried to find good value alternatives to the better-known names. In the southern Rhône, for example, we explored Vacqueyras and emerged triumphant with some delicious alternatives to the more expensive Gigondas and Châteauneuf-du-Pâpe. In the Loire, on the other hand, this policy proved less successful; we traipsed around Reuilly for days and found nothing that even came close to the wines from the nearby appellations of Sancerre and Pouilly-Fumé.

Although successful tasting events provided a real sense of satisfaction (similar to that which comes after delivering a good research presentation, I found), the real pleasure in the business came from meeting the wine producers. If there is a more contented profession, I have yet to meet it. They were almost unfailingly welcoming, and were cheerful even in the face of a poor harvest. The drought of 2003 brought all sorts of problems but it didn't seem to knock their spirit. On one occasion we visited a producer in Burgundy. He showed us his list, from which we picked three appropriately-priced wines that we asked to taste. We tried each in turn, after which he poured us a glass of his most classy wine, which appeared on the list at a price of over €20 a bottle. We hastily explained that this was well out of our range; he simply smiled and said "But messieurs, I am not asking you to buy my wine—just to taste it." A delightful and generous man.

And the least enjoyable aspect? Undoubtedly that was having to deal with HM Customs. We followed their 'occasional importer' procedures as well as we possibly could but those procedures assumed that we knew in advance exactly what wines (names and quantities) we'd be bringing back. In truth we had no idea, since our choices would depend on what we found while we were out there. So we'd be obliged to pre-book a specific quantity of specific wines, and then phone them from the dockside at Calais and amend it to reflect what we'd actually picked up. They never gave us the slightest sense that they were interested even in understanding

what we were up to, still less in trying to help us to do it legally. On one occasion we were stopped at Dover and they inspected the load, which was entirely in order; but we were still penalised a few days later for following the advice of the Dover customs officers rather than the earlier instructions of the office in Liverpool with whom we'd been dealing.

The business ran for seven or eight years. For most of that time it sort of broke even, if you didn't look too carefully at the amount of time you were spending on it, but eventually we were caught out by a combination of an economic recession and a sharp fall in the value of the pound. When we eventually closed it down, I have to admit it was with a mixture of regret and relief—regret for the vineyard visits that we'd miss, and relief that I'd never again have to deal with HMRC in Liverpool.



GEOFFREY ROUGHTON 1929–2021



Geoffrey Roughton died in January of this year, just as the last edition of the *Newsletter* was being finalised. He was a longstanding member of the Research Network and attended several of our functions. He was also a distinguished founding gold patron of the Archive of Market and Social Research (AMSR) and made an immense contribution to its success, both as a founder and an untiring volunteer.

His [obituary in ResearchLive](#) notes that Geoffrey's career in market research began in 1955 with Television Audience Measurement Ltd, which started the first metered TV audience measurement service in Europe. He went on to found MAS Research Ltd in 1957 (later absorbed into TNS). He was MAS's director in charge of The Londoner, the first major survey in Britain (and Europe) to be analysed on a computer. After selling MAS, he joined Alan Hendrickson in Pulse Train Ltd in 1986. He went on to become chairman and chief executive of Pulse Train Ltd in 1998 before being joined by Pat Molloy and later merging Pulse Train with Confrimit AS in 2007. His third career was as chief executive of X-MR.

John Kelly writes:

Geoffrey was mercurial, perhaps indicated by his degrees in Engineering and English Literature from Cambridge and his fellowship of the Royal Statistical Society, but he was also an astute businessman, entrepreneur and perhaps above all, an innovator. Marketing Advisory Services (MAS), the company he had co-founded in the mid-50s, was among the first, or indeed was the first, to have its own computer (an IBM 1130).

His business interests covered a variety of activities including printing, insurance, MR support services, and he was always interested and happy to help new enterprises to establish and thrive, often providing seed capital, and he was ever ready to offer advice and wise counsel.

What I admired about him most was his humanity, which was exemplified by his caring nature. However, that is not to say that he didn't know how to enjoy himself: he was a bon vivant and the life and soul of the party.

Geoffrey, throughout his life, supported charities and good causes—not surprising, given the example his mother had set by housing refugees from the outset of the war in 1939. His involvement continued until late in life. In 2015 (at 85) he received the inspiration award of the British Heart Foundation (BHF) in recognition of his outstanding efforts to fight heart disease on their behalf.

He was very active in and on behalf of the MR industry. He was one of the founders of the Archive of Market and Social Research which now has a wealth of accessible digitised materials. The Archive will be a tribute to his memory, and to the other founders, as it grows in stature and importance.

After he left MAS, I encountered Geoffrey at regular events both in the UK and elsewhere, which was always a joy. I last saw him on the occasion of his 90th birthday party, which I had the privilege and pleasure to attend. He vowed to have a party every succeeding year, but Covid intervened in 2020. I am sure all who knew Geoffrey will raise a glass to him in August 2021.

The world is a sadder place when it loses an exemplary human being—and that was what Geoffrey certainly was.

Roger Moore writes:

I have been very fortunate in my career to work for some truly inspirational people and Geoffrey was most certainly at the top of the list.

I worked in the accounts department at MAS and Geoffrey moved me to run the retail audit operation, which was good training in working for an agency and dealing with clients. I am eternally grateful to Geoffrey for his example on how to deal with clients when things go wrong—a flash of the legendary charm and a good lunch always worked wonders!

So, 1964 to 2021; that is 57 years of knowing Geoffrey as a boss, friend and guru. I feel privileged and improved from knowing him that long and enjoyable time.

ALAN WALTERS

Although Alan was not a member of the Research Network, many of us knew, liked and admired him. He was a very popular research industry success story.

He was co-founder of Pegram Walters Associates and SubstanceQI. He died on 4th April 2021 at the age of 69. Alan was a member of the MRS Council and Director of the MRS from April 1997 until March 2001.

A full obituary by Pat Dowding was included in ResearchLive on 27th April 2021 and can be found [here](#).

STEERING GROUP

The Research Network is directed by a Steering Group consisting at present of Adam Phillips (Chairman), Jane Bain (Website Editor and Events Co-organiser), Jane Gwilliam (Events Co-organiser), Linda Henshall (External Liaison), Nick Tanner (Website News Editor), Gill Wareing (Secretary-Treasurer), Frank Winter (Oral History and Data Protection) and Graham Woodham (*Newsletter* editor). Their names, addresses, phone and email details are in the Research Network Membership Directory. Please feel free to contact any member of the Steering Group on matters relevant to the areas they cover.

The Membership Coordinator role is currently vacant: any member who would like to take this on is encouraged to contact Adam Phillips or another member of the Steering Group.