

A RESEARCHER'S LOT

More Nostalgia - for GEAR-PLUS, Vienna 2016

When your Client's not engaged in / his employment
Of writing out his complex / research brief,
His propensity to query / the statistics
Is legendary and be/yond belief.
The company's expenses / must be hidden
When the Client starts to think that / he's been done;
When you start charging penal/ties for lateness -
A researcher's lot is not a happy one.
Ah!..... When the client starts to think that / he's been done,
A researcher's lot is Not a happy one.

When the field force isn't cheating / on its mileage
Or demanding extra fees if / there's a snag,
Their capacity for fluffing / awkward questions
Means questionnaire design is / quite a drag.
They keep recruiting samples / out of quota
Because interviewing neighbours / is more fun,
And with group discussions full of / bum respondents -
A researcher's lot is not a happy one.
Ah!..... When the client starts to think that / he's been done,
A researcher's lot is Not a happy one.

When the coders put most answers / into 'others'
And our output tables seem so /awfully crude,
It's no wonder that our terminals malfunction/ they malfunction
And our standard deviations / are all skewed.
When there's no time left to play with / your peripherals
And there has to be a new com/puter run,
You'll be tempted then to fiddle / with your software -
A researcher's lot is not a happy one.
Ah!..... When the client starts to think that / he's been done,
A researcher's lot is Not a happy one.

At the GEARplus meeting here in/ old Vienna
And wine, like water, flows in / every vein,
With the ladies lashing into / gin and tonics
While the lads down beer and whiskey/ like a drain
And with relish all that liquor we will guzzle/ we will guzzle
When the GEARplus get-together / has begun,
And when you're lying underneath the table/ 'neath the table
A researcher's lot is not a happy one.
Then .. When the client starts to think that / he's be done,
A researcher's lot MIGHT BE a happy one!!

Peter Menneer
Tony Fahy (verse 4)

with apologies to:

- Gilbert & Sullivan 1880
- Red Braces, UK Market Research Conference 1983