

Mervin Field

In 1937, as a high school student in Princeton, New Jersey, Mervin Field first became intrigued with the concept and activity of survey research when he was introduced to the polling pioneer, Dr. George Gallup. That chance occurrence was the start of a lifelong passion for survey research-- an activity which he viewed as one of the greatest social inventions of the 20th Century. After high school he worked for the Gallup Poll and Opinion Research Corporation in various capacities.

During WWII he served in the U.S. Merchant Marine on a variety of ships in the North Atlantic and South Pacific theatres. After the war, Mr. Field like so many people of his generation found California as an inviting place to live and launch a career.

Mr. Field founded Field Research Corporation (FRC) in 1946 and *The Field Poll* in 1947. The Field Poll is a unique continuing public opinion news service, widely recognized as an authoritative source of public opinion utilizing sophisticated survey methodology. Since 1947, *The Field Poll* has published more than 2,400 reports on a wide variety of political, social and public policy issues.

Mr. Field has written, lectured and spoken extensively on many business and public policy issues as well as various aspects of survey methodology. He has directed numerous studies which have been introduced in federal courts and where he has offered expert testimony on a variety of business and governmental practices. He has appeared frequently as an expert witness before US Congress and California State legislative committees as well as federal and state regulatory agencies.

He has received numerous professional citations and awards. Two of these awards were from the American Marketing Association. One was in 1956 for his "Field Index of Advertising Efficiency" and another in 1971 for his "Outstanding Service to the Profession of Marketing Research." In 2001 The New York Market Research Council named Mr. Field to its Hall of Fame.

Mr. Field was recipient of the 1979 American Association for Public Opinion Research (AAPOR) Award for exceptionally distinguished achievement. Mr. Field was awarded an honorary degree of Doctor of Laws by the Board of Trustees of the California State University in 1996.

The *California Journal* in 1999 named Mr. Field one of the 30 men and women who had the greatest influence on California government and politics in the 20th century calling him: "... the lens through which most of the nation viewed California."

Mr. Field has held offices in the American Marketing Association and the American Association for Public Opinion Research. He helped establish the National Council of Published Polls, and is one of the founding directors of the Council of American Survey Research Organizations. He is a past member of the National Advisory Council of the UC Berkeley Institute of Governmental Studies and was a selected to be a Regents' Professor at UC Berkeley.

He retired from full time duties at Field Research Corporation and the *Field Poll* in 2005 but is still an active consultant.