



NT marketing research manager Mark Textor.

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Textor puts personality into numbers

The man behind the Territory's first market research and polling organisation believes in ensuring respondents are kept interested in the research process.

It was this belief that led Mr Mark Textor to add the name of whacky ABC weatherman and radio breakfast announcer Monte Dwyer to one of the first polls his company conducted for the CLP.

As it turned out, Monte achieved a higher approval rating than the politicians listed in the poll.

Mr Textor, 23, who runs Northern Territory Market Research, says most pollsters have a boring approach to the numbers game.

He said this dry style frequently led to people simply switching off.

"With the longer interviews you run the danger of boredom.

"So depending on what the questions

are, you can stick in a personality to lift people's response rates."

Mr Textor, a qualified economist who among other things specialises in statistics, decided to open NT Market Research because of the what he saw as a reliance by Territory companies on southern-based marketing and research organisations.

"I thought, wait a minute, I can do what these big boys are doing."

Mr Textor said because his company was Territory-based and used what he described as "the leading edge" of American technology, NT Marketing Research offered a faster turnaround time than southern organisations.

"Ultimately the test of my credibility is the trueness of my data.

"I tell it like it is.

"If it's bad news it's bad news, if it's good news it's good news."