

Transcript

Station: **6PR** Date: **21/09/2005**
 Program: **DRIVE** Time: **04:38 PM**
 Compere: **HOWARD SATTLER** Summary ID: **P00019300966**

Item: **SATTLER TALKS ABOUT THE TERM 'POMS' USED TO DESCRIBE PEOPLE FROM ENGLAND. A RECENT POLL HAS BEEN DONE OF AUSTRALIANS, WHICH SHOWS THAT WE LIKE THE ENGLISH MORE THAN WE LIKE PEOPLE FROM ANY OTHER COUNTRY.**

INTERVIEWEE: MARK TEXTOR, MANAGING DIRECTOR, CROSBY TEXTOR

Demographics:	Male 16+	Female 16+	All people	ABs	GBs
	10000	8000	18000	5000	9000

COMPERE HOWARD SATTLER: Now, for quite some considerable time now I've been trying to convince people of English descent that we actually like you, and my use of the term of the terminology 'p-o-m-s', which seems to get me into trouble every time I say it, is a term of affection. I can back this up now with a huge poll that's been done by Crosby Textor – it's called the Crosby Textor Mood of the Nation poll, and it's come down with the fact that we like the English more than we like people from any other country on the planet.

Joining me now is Mark Textor. He's the joint managing director of Crosby Textor – that should be no surprise, 'cause his name's on the business. G'day, Mark, how're you going?

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ABs = Managers, administrators, professions. GBs = Grocery buyers.

Metro TV demographics are supplied by OzTAM, Radio and Non-Metro TV demographics are supplied by ACNielsen

(*) – Indicates unknown spelling or phonetic spelling.



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MARK TEXTOR: I'm well, I'm well, how are you?

COMPERE: Okay. Now, in the story I've got here it uses the terminology 'poms,' and I get into horrible trouble from some people when I use that. But I've been trying to tell them it's a term of affection.

TEXTOR: It is, I think. We often jest with our best friends, and...

COMPERE: They're our best friends.

TEXTOR: In the poll – and it's beyond that, I think – in the poll we conducted, which was a poll of 500 scientifically sampled across the nation, not only did we run - and you'd probably seen these sorts of polls before, where they run a kind of beauty contest or a popularity contest – it was a bit beyond that.

We broke it down into key considerations, like can be relied upon, shares our values, is an important trading partner, are likeable as a people, are in tune with events outside their own country, are honest and trustworthy, and is fighting corruption. And we included that, because there was a couple of other less developed nations in there, where people's primary consideration is, when giving donations and so forth, is are they fighting corruption? Less attributable to the United Kingdom, other places like that, but still relevant when you're comparing countries against one another.

COMPERE: So they came out on top, the English, right?

TEXTOR: Yes. And not only on top, but consistently rated well across all the key issues that people tend to think about when judging other countries, when you, when – and we measured agreements with certain statements. So, I'm going to read you out a number of statements...

COMPERE: Go on.

TEXTOR: ...people have used to describe a certain country. I want you to tell me whether you agree or disagree with that. And when you have a look at the agreement for United Kingdom on those key issues, can be relied upon, 80% of people in Australia think that the English and the United Kingdom can be relied upon. 87% think that they share our values. And, of course, we inherited their system of government, so that's consistent with that.

Are an important trading partner, while they didn't rate as well as nations like the United States, they're still up there at 77%. Are likeable as a people – now, this is a truly remarkable result given the cricket – but that's 85%. It was only beaten by the New Zealanders at 90%, who we also have a...

COMPERE: Because we beat the New Zealanders at cricket.

TEXTOR: Yeah, well, exactly. Are in tune with events outside their own country, so this is a measure of, you



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know, do they have a balanced set of views? Do they look beyond themselves? And they're, 84% agreed that they're in tune with events outside their own country.

COMPERE:

I tell you what, I bet the Americans are not on, didn't poll too well in that regard.

TEXTOR:

Well, they didn't do too bad, they still, still a half said that they are in tune with events outside their country. Which, given the rap they get, isn't too bad a result. The Americans did very well in terms of shared values at 71%, and are likeable at 76%. So even this myth that, you know, we somehow are all anti-American, you know, some of these numbers break down that myth as well.

COMPERE:

So, the English are most liked, who came in second and third?

TEXTOR:

New Zealand, in terms of, well, I said that there's various measures, but are likeable as a people, that straight question, the Kiwis came out on top. But when you average out those questions the New Zealanders came second. Can be relied upon, 81%, shares our values, 88%, are an important trading partner, 79%, likeable, 90%, are in tune with events outside their own countries, less than the British, they're at 75%. Honest and trustworthy, 79%, and fights corruption at 56%.

- COMPERE: All right. Now, what's the bad news? Who are the countries that we like the least? Who are the peoples that we like least?
- TEXTOR: Well, at the moment it would appear that we've got some room to foster a better relationship with our northern neighbours...
- COMPERE: Indonesia?
- TEXTOR: Indonesia. Although, given our cultural differences, even though it was barely a majority, I mean, it's okay that they rated 47% as likeable as a people, and some consideration of them being important to trade at 47%. But when you have a look at the nation rather than the people, can be relied upon, 7%, shares our values, 7%. Are in tune with events outside their country, 15%. Are honest and trustworthy, and I think people are thinking of the nation here, rather than - and the system of government and the way the provinces work with the central government...
- COMPERE: Corruption. You're talking about corruption, yeah.
- TEXTOR: And fighting corruption at just 22%.
- COMPERE: There you go. All right. Now, there was one country that was worse than Indonesia in this poll, right?

TEXTOR: Oh, that was Saudi Arabia, and...

COMPERE: Really?

TEXTOR: ...no surprises there, I guess. They didn't rate as well as Indonesia. What really sunk them is 'is likeable as a people' at 22%, important trading partner, you know, they rated 49% there, so there was some consideration of the wealth of the country there, I guess. But can be relied upon, 7%, shares our values, 5%. Honest and trustworthy, just 7%. And 'is fighting corruption,' just 12%.

COMPERE: Now, we're all about doing deals with China at the moment. Did they rate highly?

TEXTOR: They – people, Australians are pretty sophisticated, as you know, in relation to discriminating against different [indistinct]. So, we're comfortable about trading about China, and that's indicated partially by, 83% think that China's an important trading partner. We like the Chinese, 61% say they're likeable as a people. But when you measure elements like can be relied upon, that's just 18%. Shares our values, just 12%, which is one of the lower scores there. And when we get to issues like honesty and trustworthiness, and I think people are thinking of the system of government there, and I think this is an unfamiliarity...

COMPERE: Yeah, we don't know what's going on there, yeah.



TEXTOR: ...20%. And fighting corruption, just 21%.

COMPERE: Fascinating stuff, Mark. Thanks for joining us today.

TEXTOR: That was a pleasure.

COMPERE: Good. Mark Textor, joint managing director of Crosby Textor. Mood of the Nation poll they conducted, and there you go.

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