

**Statement Kos Samaras, Director of Strategy and Analytics, Redbridge:**

1. Why is the NO campaign succeeding over YES?

The NO campaign is succeeding because the YES campaign has not effectively communicated to the broader electorate. That lack of communication, especially to parts of this country where consumption of news is at best minimal, has created a vacuum that the NO camp has filled. At the beginning of the year, the Voice proposition was almost above politics. Since then, the NO campaign has been able to turn the entire referendum into a Red v Blue team contest. Once they achieved that, those mentioned parts of the country began to look at the entire proposition with the same skepticism they do with other political campaigns.

2. What is needed for the YES campaign to turn around the national polling which shows the YES vote in decline?

The YES campaign will do well in the inner urban parts of our large cities and poorly in regional Australia. Therefore, it needs to offset low levels of support in regional Australia by increasing its support in the outer suburbs of our large cities. If it equally does poorly here, the result will be very poor. Hence, this referendum will be won or lost in the outer suburbs.

3. Who do you believe is running a smarter campaign and why?

Both are talking to their base, both are failing to connect to the broader public who are not engaged with this campaign at all.

4. In regards to the clip of Marcia Langton using the terms 'racist' and 'stupid' that's been getting a good run in parts of the media, how damaging is this likely to be for the YES campaign and why?

The voters whom the Yes campaign and dare I say, even the No campaign are not reaching will more than likely not have seen this clip or paid attention to any media coverage. Overall, this just contributes to the sense that its all about politics, and its one side accusing another side of all sorts of things. Therefore, it contributes to the overall public's want to tune out.