



Australian Broadcasting Corporation
2023 Voice to Parliament Referendum
Report of the Chair,
Referendum Coverage Review Committee

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1. Background

On 30 July 2022, Prime Minister Anthony Albanese announced a proposed question to be put to the Australian people in a referendum to determine whether a Voice to Parliament would be enshrined in the Constitution. A date for the referendum was announced on 30 August 2023. The official campaign period started at that time. The vote occurred on 14 October 2023.

Various committees were formed within the ABC to assist coverage, support staff welfare and monitor the progress of the coverage.

The Referendum Coverage Review Committee (RCRC) was formed in July 2023.

The ABC Referendum Reference Group was formed as a cross-divisional group to provide information and resources. Its main output was a SharePoint site that brought together relevant information and news.

The News division established a Voice Referendum Advisory Group in July 2023. Managers from the Content division later joined the group and the RCRC meetings were combined and jointly chaired by News and Editorial Policies.

2. Coverage and content

The ABC's coverage of the Voice to Parliament referendum was comprehensive and informative. We fulfilled our role as the national public broadcaster: presenting a diversity of perspectives; facilitating a respectful discussion and debate; providing explanation and context; reporting the key stories accurately and fairly; and bringing compelling, original storytelling to our audiences from around the country.

The coverage was high quality and successfully included diverse voices and opinions from all parts of Australia.

The ABC was ever mindful of its responsibility to facilitate a comprehensive but responsible debate in an impartial manner.

Highlights

Pre-campaign coverage

All the major programs and platforms covered the political debates and discussed the issues throughout the lead-up period. Most news programs followed the news cycle, reporting developments and presenting arguments from both sides in packaged content.

7.30 provided analysis by Laura Tingle and a small number of set piece interviews, notably with Noel Pearson (27 July), Peter Dutton (31 July) and Anthony Albanese (17 August).

Q+A: The Voice was one topic among many in its programs through the year. One program, recorded at the Garma Festival (7 August) focussed on the Voice. The panellists were Malarndirri McCarthy, Marcia Langton, Merrki Ganambarr-Stubbs, Ben Abbatangelo and Taylah Gray. Warren Mundine was a late cancellation.

The **Garma Festival** was a key event (4–7 August) in the period. While the referendum was not the sole focus, it was the major issue discussed at the festival and in the coverage. The Indigenous and planning teams knew it was going to predominantly feature Yes perspectives so they tried hard to include other voices. The coverage included eight digital articles, local radio crosses, two 7PM crosses on the Sunday night, Insiders, 7.30, Q+A and live crosses on The Drum and the News channel almost every hour. There were also packages for Audio Current Affairs, NewsRadio, and Hack.

Also, in the lead-up a special series of **One Plus One – The Elders** presented By Dan Bourchier was produced. It was not focussed specifically on the Voice but did explore the experiences of Indigenous elders and in some cases their attitudes to the Voice and their involvement in its development.

‘Everything you need to know about the Voice’ a video explainer by Dana Morse was launched in April.

The **specialist reports** on RN (the Law Report and the Health Report) began covering the referendum prior to the campaign period. The Law Report spoke with people holding grassroots community meetings in remote areas to talk through what questions are coming up. It was a great discussion between a constitutional law lecturer and a tribal elder.

Campaign Period

The Voice Referendum Explained podcast was presented weekly by Carly Williams and Fran Kelly from 18 August to 15 October.

The landing page for the referendum on **News online** was launched when the campaign began.

Hack ran a full program focused on young voters and their impact on the voice on 7 August with Senator Jacinta Nampijinpa Price for No and Dean Parkin for Yes.

Voices of Australia was a four-part series commissioned for the campaign period of the referendum. It broadcast on Sunday nights on main channel at 6.30pm from 17 September with repeats on the News Channel and online companion articles, and segmented TV pieces, as well as social media content. The program was described as “voice adjacent” in that it looked to the history and broader context of the debate, rather than a blow by blow of the campaign. Each episode contained an interview between Dan Bourchier and a guest, which was broadly neutral but teased out the main issues of the week.

7.30 coverage during the campaign consisted mostly of packaged stories from around the country, analysis by Laura Tingle and some feature interviews, including Noel

Pearson on 12 October. Despite repeated requests neither Jacinta Nampijinpa Price nor Warren Mundine appeared on the program.

Q+A's coverage was mostly concentrated in its last six weeks and particularly the last three programs (25 September and 2 and 9 October), which devoted considerable time to the referendum with representatives from both the Yes and No perspectives. The campaign period was challenging as many people declined invitations to join the panel. Prominent No campaigners Warren Mundine and Jacinta Nampijinpa Price and Liberal Senator Kerrynne Liddle were invited most weeks. Warren Mundine was confirmed twice and pulled shortly in the week before the show. Fair Australia, which was handling the official No campaign, would not suggest any other representatives.

Q+A also had a deluge of trolling on social media. Posts had to be carefully moderated and often comments had to be closed off because of their volume and viciousness. The trolling is often a disincentive to people joining the panel because they know they will be inundated on socials.

The Drum made a major contribution to the referendum coverage, with many segments dedicated to elements of the debate in the months leading up to the campaign. During the campaign the issue was often covered several times a week – varying from single segments of 15 or so minutes, to whole or half show discussions.

The Drum had an extensive guest list of Indigenous panellists, some from the official Yes/Uluru Dialogue teams, as well as the official No, as well as many from non-aligned perspectives, bringing their lived experience. The Drum was able to give time to breaking down misinformation as well as bringing in relevant experts to expand on those themes.

In terms of balance of voices, the program found early that a large number of regular non-Indigenous panellists were more readily prepared to identify as 'yes' than 'no' and several constants of the program told producers they would not be available for the period because they didn't want to identify as 'no' publicly.

Specials from state newsrooms commenced from 13 September with the first one from Tasmania. There were two per week until the week of the referendum, focusing on different topics.

RN Breakfast played an influential role in the media coverage of the Voice referendum campaign. It regularly created news and delivered impactful interviews that fed into the overall coverage of the campaign. RN Breakfast interviewed most of the prominent representatives of the No and Yes campaigns, drew news making comments from politicians and provided insights from grassroots community members – both yes and no.

Stand out interviews included: Jacinta Nampijinpa Price, Noel Pearson, Marcia Langton, Tony Abbott and Anthony Albanese.

Powerful grassroots voices included a mother and daughter interviewed by Patricia Karvelas on the ground at Garma. RN Breakfast also spoke to many musicians and

artists during the campaign. One of the highlights was Paul Kelly and Briggs who granted a rare interview late in the campaign.

Each **News Channel** program block is responsible for its own guest selection. Balance is inevitably influenced by news events related to the campaign, for example needing a response to a claim made during a campaign, or an incident or event. The News Channel's producers commented that the Yes campaign notably held more accessible public events, such as Briggs' concert or Pat Farmer's marathon.

Many interviews were neutral or explainer interviews responding to Voice-related news, for example interviews on misinformation and foreign interference, or abuse or poor communication at AEC polling booths. There were many bids that were unsuccessful, guests who cancelled interviews, and segments cancelled or cut short by us to maintain balance or because live events interrupted the bulletin.

Each program had a different experience with interviews. Weekday daytime programs were more affected by needing to respond to news of the day, while the Weekend Breakfast program had the opportunity for longer feature and in-depth analysis interviews. Weekend Breakfast was impacted in their attempts to get high profile No campaigners by having to compete with Insiders. They still managed to do some long in-depth interviews on the no side during the campaign.

Mornings, Midday and Weekend Breakfast blocks on News Channel were particularly affected by press conferences skewing the data toward Yes. Even unrelated press conferences often saw the PM or ministers asked about the Voice and they tended to make the most of it. There are more Government press conferences than Opposition ones, regardless of who is in power. Press conferences make up very large chunks of time compared to interviews or slabs, which are only a few minutes long.

The Evening block's data is quite different as they were considerably less impacted by press conferences, which happen earlier in the day, and had more control over what network content they were able to select from because much of it was filed in time for them.

RN

Radio National's referendum coverage fell to a few programs across its wide slate. Apart from RN Breakfast and Drive, the rest of the coverage was largely analytical and was driven by Late Night Live, Big Ideas, Between the Lines, Saturday Extra and the Law Report.

Both Late Night Live and Between the Lines sought a diversity of perspectives. LNL heard from the progressive 'No' and undecideds and relied largely on Laura Tingle's Canberra update to keep listeners up to date. Between the Lines also featured a debate between the Yes and No side with Greg Sheridan and Shireen Morris. Host Tom Switzer interviewed Geoffrey Blainey who referred to the Voice and provided a conservative history of relations between Indigenous Australia and white Australia and Peta Credlin on why the support for the Voice had declined.

RN largely looked for ways to provide context or clarity on referendums, the constitution, global versions of a Voice or in the case of Law Report, what questions people were asking in communities.

On the election day, Saturday Extra featured live crosses to two sites to check in with the mood and interviewed Kos Samaras about how the campaign had gone. Sunday Extra interviewed two Indigenous speakers - one who voted No, the other Yes, on what they thought should happen next.

Analysis and News Online

The digital coverage on News Online focussed on covering the news, presenting explainers and providing analysis by our experienced political and Indigenous reporters: Bridget Brennan, David Speers, Brett Worthington, Linton Besser, Laura Tingle, Dana Morse and Annabel Crabb.

Casey Briggs was prominent, particularly on News Digital and Insiders with his analysis of the campaigns and the polls.

3. Audience Performance

Audiences responded well to ABC coverage both during the campaign period and on the day of voting.

There were 243 digital articles about the Voice referendum, accumulating 30.4m page views and 98.4m engaged minutes from when the date was announced on 30 August.

ABC's broadcast TV coverage of Australia Votes: The Voice Referendum reached 3.0 million viewers in the combined 5-city metro and regional markets across ABC TV and ABC News Channel.

On ABC iView, ABC News Channel had 451k live streams on Saturday 14 October, up +406.7% on the 2023 year to date Saturday average.

On ABC listen app, ABC NewsRadio had 85,000 live streams on Saturday 14 October, up +93.2% on the 2023 year to date Saturday average.

Audiences engaged with ABC News on social and third-party platforms, with ABC News' Instagram account accumulating 1.0m video views across the referendum weekend.

For further details see *Appendix B*.

4. Content Monitoring

There were two data sets that measured aspects of coverage of the referendum – externally commissioned Isentia analysis and an internally managed tracker. Both measured the amount of time given to different perspectives in broadcast but used different methodologies to measure digital and social content.

Isentia (external contract) began monitoring on 30 August. The intention was to provide an analysis of share of voice across the main programs and platforms, including TV and Radio news and current affairs, RN, Local Radio, News Online and social media. Its purpose was to provide an accurate overview of the output of the main programs and platforms.

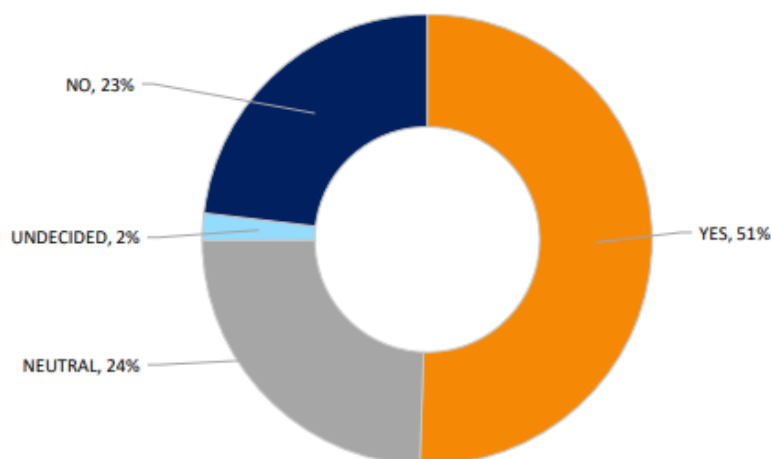
The internal **Tracker** covered a wider range of content over a longer period of time. Testing began in late May, but it wasn't until July that staff had been fully trained on its use and programs had established systems to update it. Its purpose was not to give an overview but to assist individual program teams and managers keep track of whether they were providing a fair diversity of perspectives in the programs and platforms under their control. Because there is a lot of multi-use of content, there was inevitably double-counting and the overall combined data is less precise than Isentia. None the less, it was a valuable tool allowing managers to see a granular picture of their output in a timely manner.

Despite the sampling differences, the two systems gave roughly similar results.

5. Results

ISENTIA

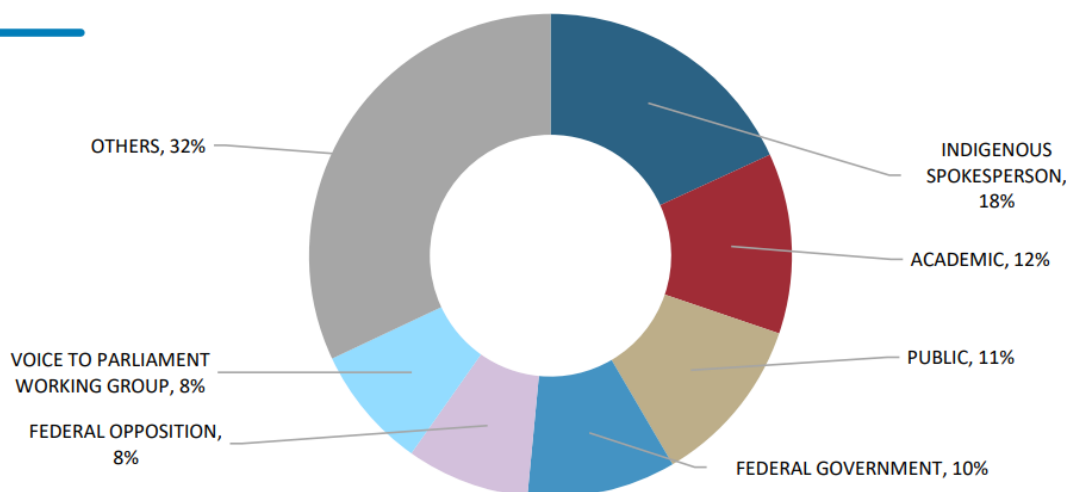
Combined Share of Voice – Cumulative Four Positions



	RADIO		TELEVISION		ONLINE NEWS		TOTAL
	HRS:MIN: SEC	%	HRS:MIN: SEC	%	WORDS	%	%
YES	29:45:24	47.1%	15:02:56	59.2%	19,620	50.0%	50.5%
NEUTRAL	19:09:07	30.3%	2:43:03	10.7%	8,665	22.1%	24.4%
UNDECIDED	1:03:24	1.7%	0:28:55	1.9%	1,417	3.6%	1.9%
NO	13:11:59	20.9%	7:09:32	28.2%	9,527	24.3%	23.1%
TOTAL	63:09:54	100.0%	25:24:26	100.0%	39,229	100.0%	100.0%

- The leading position in coverage of the Voice to Parliament cumulatively was in favour of the Voice.
- Of the coverage that expressed a position on the Voice, 51% was in support and 23% was against.
- Only 2% of coverage cited spokespeople who were undecided, while 24% were neutral.
- Cumulatively, Indigenous spokespeople were the most prominent group, followed by academics and the general public.
- Prime Minister Anthony Albanese was the leading individual spokesperson cumulatively. No campaigner Warren Mundine the leading cumulative no voice overall.

Spokespeople Group Share of Voice – Cumulative



NATIONAL TV PROGRAMS	Total duration	Yes	Neutral	Undecided	No	Total
7:30	1:00:51	52.8%	8.1%	2.1%	37.0%	100.0%
ABC NATIONAL NEWS	0:22:17	56.5%	9.9%	1.8%	31.8%	100.0%
ABC NEWS AT NOON	0:36:56	67.0%	19.6%	1.6%	11.9%	100.0%
ABC NEWS TONIGHT	0:23:56	58.7%	8.8%	2.1%	30.4%	100.0%
ABC EVENING NEWS	1:10:37	42.0%	21.0%	1.1%	35.9%	100.0%
ABC NIGHTLY NEWS	0:21:24	60.2%	5.5%	2.6%	31.7%	100.0%
INSIDERS	0:55:03	56.5%	13.0%	0.0%	30.5%	100.0%
Q&A	1:33:12	54.7%	6.7%	5.8%	32.7%	100.0%
THE DRUM	3:18:11	56.9%	7.8%	2.3%	33.0%	100.0%
FOUR CORNERS	0:08:51	53.3%	0.0%	6.0%	40.7%	100.0%
ABC.NET.AU	Words					
Total	39,229	50.0%	22.1%	3.6%	24.3%	100.0%
NATIONAL AUDIO PROGRAMS						
AM	0:39:29	47.4%	13.0%	4.5%	35.1%	100.0%
PM	0:48:16	46.1%	29.3%	5.5%	19.1%	100.0%
THE WORLD TODAY	0:17:05	44.2%	22.2%	2.1%	31.4%	100.0%
THIS WEEK	0:08:37	0.0%	49.3%	0.0%	50.7%	100.0%
Total	1:53:27	42.8%	24.1%	4.2%	28.9%	100.0%
RADIO NATIONAL PROGRAMS						
BREAKFAST	3:42:22	50.7%	23.7%	0.1%	25.4%	100.0%

RN DRIVE	1:28:45	55.5%	26.6%	0.0%	18.0%	100.0%
SATURDAY EXTRA	0:29:13	37.5%	49.3%	0.0%	13.2%	100.0%
RN Total	5:40:20	50.8%	26.7%	0.1%	22.4%	100.0%

The full Isentia report is attached (*Appendix C*).

6. Analysis

Share of voice is not a measure of impartiality. There are many factors it does not take into account, including when different positions are described or paraphrased or analysed.

It also doesn't take tone into account. For instance, a challenging interview does not necessarily favour the person being interviewed.

The advice to managers in the lead up to the referendum campaign was to ensure each of the programs and platforms they manage have a genuine diversity of perspectives in terms of their support for the Voice and in terms of geographic and cultural diversity and that no perspective should be unduly favoured.

Teams were explicitly told that 50/50 balance of advocates was not required. The goal was to ensure that audiences on all platforms were presented with the main arguments for and against the propositions in the referendum on every platform within a reasonable time.

This was achieved. Notwithstanding the overall weighting towards Yes voices, of the ten most prominent voices on the ABC, five were No supporters (Warren Mundine, Jacinta Nampijinpa Price, Peter Dutton, Kerryanne Liddle and Lidia Thorpe) and four were Yes supporters (Anthony Albanese, Noel Pearson, Linda Burney and the eminent constitutional law academic Anne Twomey). Evan Ekin-Smith from the Australian Electoral Commission was the third most prominent voice in the coverage.

While Anne Twomey was a Yes supporter, she was often interviewed for her legal expertise rather than as an advocate.

Through discussions with relevant staff and analysis of the available data, we have identified several factors which contributed to the higher representation of Yes perspectives across the majority of ABC programs during the campaign:

1. The availability of interviews
2. The nature of the news cycle
3. Proponents are inevitably scrutinised more than critics
4. The lack of on-the-record opposition in Indigenous communities
5. Explainers that were counted as Yes content
6. Neutral content often was sceptical and negative

7. The National Press Club Address and Charles Perkins Oration

1. The availability of interviews

All teams reported that it was significantly more difficult getting No voices to speak on the record. This was true of both high-profile representatives of the campaign, such as Jacinta Nampijinpa Price, and ordinary citizens for talkback and vox pops. It was true in both predominantly Indigenous communities and predominantly non-Indigenous communities.

The media strategies of the different camps had an effect as well. The No camp had fewer high-profile advocates and their strategy was to focus on social media and what they perceived as friendly broadcasters. The No campaign did not give ABC broadcast outlets the priority or access of the Yes campaign.

Jacinta Nampijinpa Price, for instance, declined at least 52 interview requests with the ABC and did not agree to a single interview on a major broadcast program.

A wide range of Yes advocates made themselves available. This seems to have been part of conscious strategies of both campaigns.

The effect of this was that programs seeking to cover the campaign often found it difficult to get a variety of interviews. Afternoon Briefing was a standout example. Most high-profile potential No interviewees in Canberra never fronted the program despite repeated requests. The effect was a wide disparity on a program that produced a lot of content, although for a relatively small audience.

Local Radio also consistently recorded difficulty getting No voices on talkback even in communities which ultimately recorded high No votes.

2. The nature of the news cycle

The nature of the news cycle also had a notable impact on continuous news platforms: News Channel, NewsRadio, radio news and digital news, which are dominated by set-piece news events and press conferences.

The government generally dominates the early part of the day with press conferences to set the agenda. This is a long-standing practice that is not related to the referendum but continued throughout the campaign period. Continuous broadcast news outlets (ABC News Channel and ABC NewsRadio) take these press conferences at length, while opposition press conferences are both fewer, often shorter and scheduled later in the day when the news agenda is busier.

This also influenced scheduled news bulletins with morning bulletins recording lower No representation than evening bulletins.

3. Proponents are inevitably scrutinised more than critics.

There was a deliberate emphasis on explaining the proposition in an accurate way. Although academics were used to do this to some extent, proponents of the Voice were

duly favoured to explain the proposition. Those interviews were generally included in the counting of the Yes share of voice. As mentioned above, an example of that was constitutional lawyer Anne Twomey who was the fifth most prominent voice in the ABC's coverage. She was interviewed for her expertise but was counted as Yes voice because of her stated support for the referendum.

In addition, interviews and press conferences with key proponents of the Voice, such as Anthony Albanese, Linda Burney and Noel Pearson, were both more frequent and longer as they sought to explain the Voice and defend the criticisms being made of it.

This is a natural effect in the news and is seen in general elections where the government dominates share of voice, irrespective of who is in power.

4. The lack of on-the-record opposition in Indigenous communities

The deliberate priority given to involvement of Indigenous communities contributed to the imbalance. As the results of the referendum seem to show, there was greater support for Yes in Indigenous communities which was reflected in the coverage and reporters repeatedly found a reluctance to publicly oppose the Voice in communities even among those who were sceptical of it.

Interviews in Indigenous communities often included sceptical opinions rather than outright opposition. While counted as neutral or undecided, the effect of these interviews was undoubtedly favourable to the No case.

5. Explainers that were counted as Yes content

The coverage, particularly in video and text, included much content that was intended as explanatory in nature. Interviewees were often people who had been involved in the development and history of the Voice proposal. While the intention of these items was not to provide a platform for advocacy, the interviewees were inevitably mostly supporters of Yes and were counted as such.

6. Neutral content

Apart from experts such as the AEC, much of the content counted as 'neutral' was sceptical and negative without actually declaring a Yes/No position. The effect of this probably reinforced the No case rather than the Yes case and was seen as negative when compiling stories.

7. The National Press Club Address & Charles Perkins Oration

The National Press Club is not controlled by the ABC but is broadcast on the main TV channel as well as ABC News Channel and ABC NewsRadio. Several key Yes advocates gave addresses, including Linda Burney, Noel Pearson and Marcia Langton, representing long segments of time. Likewise, the Charles Perkins Oration by Rachel Perkins was a one-off event during the campaign that strongly advocated a Yes vote.

7. Training and Guidance

Editorial Policies guidance on the Voice referendum was prepared after wide consultation with Indigenous staff, including the Bonner Committee. It outlined the importance of being accurate, representing a diversity of perspectives, avoiding advocacy and mitigating any harm or offence that may be caused by content we present. It did not prescribe a strict 50/50 balance of opposing points of view.

In-depth impartiality training sessions were conducted in the months preceding the campaign period, focusing on maintaining impartiality in coverage of the referendum.

More than 300 people attended editorial policy training seminars convened by Editorial Policies on coverage of the referendum from March to June.

In addition, a large number of people (estimated to be more than 100) attended information sessions on the background to the referendum conducted by Miriam Corowa.

Training on use of the tracker was also provided to all content teams.

8. Content complaints

This section based on data from the Ombudsman’s Office reports complaints received over the campaign period and also includes those received up to 21 October (to capture complaints about referendum night coverage and immediate post-referendum content). In the reporting period, the Ombudsman’s Office received a total of 383 content complaints relating to the referendum.

The overwhelming majority (315, or 82%) were claims of bias or lack of balance. Of these, 79% were that coverage favoured the Yes position, 15% were that coverage favoured the No position and 6% claimed other bias or were not clearly stated.

Subject of content complaints relating to each week of the campaign.

Category	Subcategory	Week							Total
		One	Two	Three	Four	Five	Six	Post	
Bias/balance	Pro Yes	30	17	22	21	40	48	72	250
	Pro No	2	16	11	3	11	4	1	48
	Other/not stated	1	3			7	3	3	17
	Sub total	33	36	33	24	58	55	76	315
Accuracy		7	2	3	3	6	10	8	39
Failure to disclose						8	1		9
Inappropriate content						1		6	7
Unfair treatment					2	3	1	1	7
Other					1		1	4	6
Total		40	38	36	30	76	68	95	383

Programs/content that attracted the most content complaints over the reporting period were ABC News Online (53), 7.00 News (35), Q+A (34), The Drum (28), Insiders (22), ABC NEWS Channel News (22), referendum night coverage (21), 7.30 (20).

Outcomes of investigated complaints

121 of the complaints in the reporting period were investigated by the Ombudsman's Office. Four were found to be in breach of editorial standards and five were resolved to the satisfaction of the Ombudsman (the content area having taken appropriate remedial action). All of the breach findings were about an inaccurate reference in a 7pm TV News story to the 1967 referendum having granted Indigenous Australians the right to vote.

Mark Maley

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Chair, Referendum Coverage Review Committee

Voice Referendum editorial guidance

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Introduction

The upcoming referendum on the proposal to enshrine an Indigenous voice to parliament in the constitution is likely to be one of the most significant events in this period of Australian politics.

It is inevitable that there will be a robust and potentially fractious debate conducted in many segments of the community.

It is important that the ABC plays a responsible role in this debate, which allows respectful discussion of all significant, reasoned perspectives on the merits of the proposal as outlined in the Impartiality standards.

That discussion must at all times be consistent with Harm & Offence standards, accuracy standards, editorial guidance on hate speech and reporting Indigenous issues.

Many members of staff, both Indigenous and non-Indigenous will have strong and passionate views and many will be directly affected by the debate.

This paper is intended to provide guidance and to assist internal discussion of the editorial issues likely to arise over the next two years.

Harm and offence considerations

This debate must be respectful. While there is scope for legitimate differences of opinion about the effectiveness and value of the Voice there is no room on any ABC platform or program for commentary that is racist, discriminatory or inflammatory. The publication of any language or opinion that is in any way disparaging or offensive must have a very strong editorial justification. Use of any content of this nature should be upwardly referred.

Producers of live content and social media moderators should be particularly careful to screen out offensive content.

Impartiality and ABC content

The referendum will be contentious. In scripts, introductions, questions and articles staff working in their capacity as employees of the ABC should not advocate for particular outcomes.

The ABC does not and should not be seen to take a position. We should aim to equip audiences to make up their own minds. This means seeking diverse sources of reliable information and contending opinions. Over time, ABC content should include all significant community perspectives on the referendum question and the Voice.

Opinion polling and anecdotal evidence suggests that there is both significant support for a 'Yes' vote, as well as significant opposition, including within Indigenous communities. While Impartiality does not require that every perspective receives equal time, substantive arguments need to be heard.

While political leaders and experts will inevitably be prominent, effort should be made to hear from diverse voices. We should be surfacing Indigenous experience, and voices that are informed by reasoned analysis, not prejudice or misinformation.

Producers, reporters and program makers should go beyond the usual suspects. Wherever possible, we should seek to ensure that Indigenous perspectives are prominent in the coverage. It will be important to give voice to the full range of community, particularly Indigenous community perspectives.

Accuracy, impartiality and ‘false balance’

The ABC should not broadcast or publish assertions that are demonstrably false without editorial justification and critical assessment. It is important to distinguish between assertions that are disagreeable or contentious and assertions that are factually wrong.

While it is important that all **significant** views in the community are presented on the ABC, that requirement does not extend to opinions or analyses that are clearly fringe views held by small minorities. Avoid publicising statements that are clearly intended to be provocative and divisive.

Analysis on ABC platforms

Analysis by ABC staff on ABC platforms should refrain from advocating for specific outcomes in the referendum or any subsequent legislation.

However, senior and experienced staff may use their expertise to make evidence-based judgements about the effectiveness and fairness of different details of proposals and arguments in their analysis.

All analysis should acknowledge other perspectives and reach evidence-based conclusions.

Indigenous staff may choose to draw on their personal experience or that of their communities to elucidate analysis in ABC content. Telling your own story, or that of your community is a valid expression or explanation of the sources of your understanding of the issues in this debate.

Expressing personal opinions and values

Personal opinions should not be expressed by ABC staff in content they produce for the ABC.

Experienced and high-profile Indigenous staff may contribute to the public debate about the Voice on both ABC and non-ABC platforms in media interviews, and public forums.

In these contexts, ABC staff still should not advocate for particular outcomes and should always be respectful and avoid rancorous or personal attacks. However, many Indigenous staff have personal experience that is directly relevant to issues that will be raised. Some of our staff have participated in the debates and negotiations that have led to the referendum and many are recognised opinion leaders at a national level or in their communities. The ABC supports its staff participating in thoughtful and respectful public discussion of the detail of the proposed Voice and expressing conclusions based on their own expertise and experience.

The line between analysis and opinion is not always clear. We advise any staff member participating in public debate in a personal capacity to make it clear when they are expressing a personal opinion or conclusion and are not speaking for the ABC. In rare circumstances this may also be necessary in interviews or discussions on ABC platforms.

Live content and talkback

It is important for the ABC to provide opportunities for respectful and even robust discussions to take place, to hear a range of views and questions. As always, special care should be taken with live discussions and talkback.

All talkback sessions should have a clear purpose and have considered potential consequences or unintended consequences. Listen in the moment and be ready to respond and challenge. Views that are offensive or misleading should be screened out as much as possible or mitigated with accurate information from the presenter.

All programs must be in delay. Clearly offensive and racist comments must be dumped in line with the Harm and Offence standards.

Care must be taken to support production staff taking calls.

Defining racism

Racism is rarely admitted and is often coded or unconscious. Excluding or calling statements, beliefs, policies, actions, or people racist can be a difficult, contested judgement and can also be defamatory.

Often the best measure is the impact on other people – in this context, particularly Indigenous people – and not the self-estimation of the person concerned.

Broadcasting or publishing any potentially racist statement should be upwardly referred to ensure it is editorially justified and properly contextualised.

For further information read the guidance on [Hate Speech, Terrorism & Mass Killings](#).

Participation in campaigning and social media

ABC staff are also citizens and are free to have personal opinions and act on them in a private capacity. Signing petitions, some social media activity, participating in peaceful rallies and volunteering are acceptable.

However, the actions of staff outside work can potentially harm the ABC's reputation for impartiality. It is strongly advised that staff, particularly editorial staff, do not engage in high-profile public advocacy for any outcome.

The principles outlined in the personal use of [social media policy](#) are broadly applicable when engaging in political discussion not on ABC platforms. Do not:

- damage the ABC's reputation for impartiality and independence.
- undermine your effectiveness at work
- mix the professional and the personal in ways likely to bring the ABC into disrepute.
- imply ABC endorsement of your personal views

The policy also notes that a worker's risk level is largely determined by their role within the ABC, their proximity to editorial content, and their public profile and recognition as an ABC worker. The higher your profile, the greater the potential impact.

Advice

Staff are encouraged to seek advice if they have any questions or concerns about content they are producing. Normal upward referral protocols should also be followed.

Bridget Caldwell-Bright is the Indigenous lead in Editorial Polices. All [editorial policy advisors](#) can also help.

The [Bonner Committee](#) has also established a sub-committee to assist program-makers.

Audience performance summary

Key Insights

- The most read article across The Voice Referendum weekend was [Voice referendum updates: Nation votes No to Voice to Parliament, with all six states rejecting change — as it happened](#), which accumulated 2.9m page views and 14.6m engaged minutes.
- ABC's broadcast TV coverage of *Australia Votes: The Voice Referendum* reached 3.0 million viewers in the combined 5-city metro and regional markets across ABC TV and ABC News Channel.
- On ABC iview, ABC News Channel had 451k live streams on Saturday 14/10, up +406.7% on the 2023ytd Saturday average.
- On ABC listen app, ABC NewsRadio had 85,000 live streams on Saturday 14/10, up +93.2% on the 2023ytd Saturday average.
- Audiences engaged with ABC News on social and third-party platforms, with ABC News' Instagram account accumulating 1.0m video views across The Voice Referendum weekend.
- There was a total of 1.8m weekly logged-in users across the ABC, behind FY23/24 target of 1.9m. The non-mandatory log-in-ABC products of ABC listen app, ABC News web and the ABC News app all exceeded their logged-in user targets across the week.

The Voice Referendum articles published to ABC News Digital accumulated 30.4m page views and 98.4m engaged minutes.

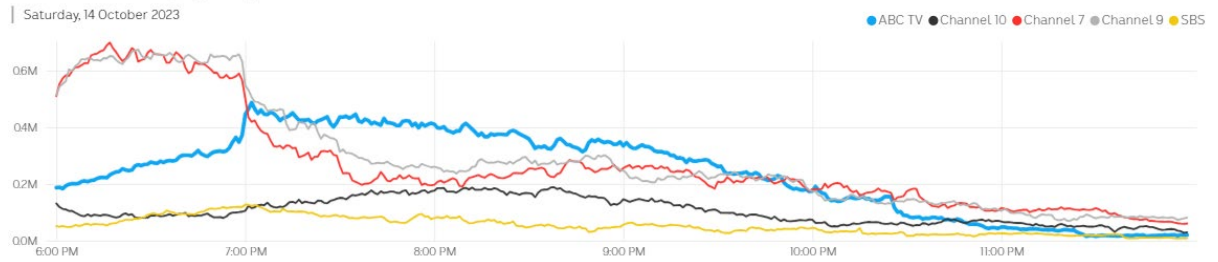
- Overall, there have been 243 articles about The Voice Referendum, accumulating 30.4m page views and 98.4m engaged minutes since the date was announced on Wednesday 30th August.
- The most read article across The Voice Referendum weekend was [Voice referendum updates: Nation votes No to Voice to Parliament, with all six states rejecting change — as it happened](#), which accumulated 2.9m page views and 14.6m engaged minutes.
- [Voice Referendum Live Results and Updates page](#) had 1.5m page views on ABC News Website/AMP across the Referendum Weekend.
- [Indigenous Voice to Parliament Referendum page](#) accumulated 341k page views on ABC News Website/AMP across the Referendum Weekend.
- [Map of Voice referendum results by electorate page](#) accumulated 218k page view on ABC News Website/AMP across the Referendum Weekend.
- **On Saturday 14/10, ABC News Website/AMP had 2.6m users**, up +85.9% on the 2023ytd Saturday average, and **News App had 802k users**, up +62.7% on the 2023ytd Saturday average.
- **ABC News Website/AMP had 2.4m users on Sunday 15/10**, down -6% on Saturday 14/10, however, up +69% on 2023ytd Sunday daily user average. **News App had 689k users**, down -14% on Saturday 14/10, however, up +36% on 2023ytd Sunday daily user average.
- **ABC News Website/AMP had 8.9m weekly users** last week, up +27% on the 2023ytd weekly average and up +14% on the FY23/24 Weekly Corporate KPI.
- **ABC News App had 1.2m weekly users** last week, up +18% on the 2023ytd weekly average and up +18% on the FY23/24 Weekly Corporate KPI.

Source: GA360, StoryStats, 30/8/2023 – 15/10/2023, articles containing these keywords: “the voice”, “referendum”, “referenda”, “voice to parliament”, “first nation”, “voice”.
 Note: 2023ytd averages exclude 03/04 - 30/04 for News Web due to tracking issue and excludes 01/01 - 05/02 for News App due to android tracking issue.

ABC’s broadcast TV coverage of *Australia Votes: The Voice Referendum* reached 3.0 million viewers in the combined metro and regional markets across ABC TV and ABC News Channel.

- Across metro markets, **ABC Network was 3rd** with a **primetime share of 20.6% on Saturday 14/10**. Network 9 had 21.7% primetime share, Network 7 had 20.7% primetime share and Network 10 had 9.6% primetime share.
- Overnight reach of ABC’s *Australia Votes: The Voice Referendum* coverage on ABC TV and ABC News channel was 2.1m metro viewers plus 905k viewers in regional markets.
- On Saturday 14/10, a special *ABC National News* bulletin aired on the ABC TV and ABC News channels at 5pm to a simulcast audience of 194,000.
- *Insiders – The Voice Referendum Special* premiered to a combined metro and regional simulcast audience of 547,000 on Sunday 15/10 across ABC TV ABC News channel.

Saturday 14/10: Minute by Minute 5 City Metro Average Audience (6pm-12mn, Overnight data)



- **Network Nine’s *Nine News Special: The Voice Referendum*** aired 7-7:30pm with 304k metro average audience and *Nine News Special: The Voice Referendum – Late* at 11pm to 81k metro average audience. Similarly, **Network Seven’s *The Voice Referendum 2023*** broadcast from 7-7:30pm with 281k metro average audience and *The Voice Referendum: Wrap Up 2023* aired at 10pm to 178k metro average audience.

Key Event Programs	Metro Average Audience*	Regional Average Audience*	ABC iview Audience	Total Audience
Australia Votes: The Voice Referendum Preview	194,000	80,000	17,000	291,000
Australia Votes: The Voice Referendum - Polls Close	360,000	138,000	38,000	536,000
Australia Votes: The Voice Referendum - The Count	643,000	275,000	64,000	982,000
Australia Votes: The Voice Referendum - The Decision	546,000	216,000	53,000	815,000
Australia Votes: The Voice Referendum - What Next?	381,000	161,000	37,000	579,000
Insiders - The Voice Referendum Special^	371,000	176,000	61,000	608,000

Source: OzTAM + Regional Tam (incl WA; excl Spill), Overnight, 14/10/2023 – 15/10/2023, Total People, ABC TV + ABC News; OzTAM Live+VOD VPM, National, 14/10/2023 – 15/10/2023. Prime-time 18:00-24:00.

Reach counts 5 minutes of consecutive viewing.

*Note: Broadcast overnight data is preliminary and subject to change incl. programs that were simulcast on ABC News Channel. ABC iview audience for Australia Votes pertains to LIVE only. Broadcast times quoted are AEDT and may be broadcast live in different markets.

^Insiders aired on Sunday 15/10 and includes live + on demand ABC iview audience.

Audiences engaged with live and on-demand streaming across ABC iview and ABC listen

- **ABC iview had 19.1% BVOD share on Saturday 14/10**, behind Foxtel (41.9%) which was primarily driven by Live consumption of ICC Men’s Cricket World Cup and NRL 2023 Pacific Championships coverage.
- ABC’s *Australia Votes: The Voice Referendum* programs accumulated a total of 14m Live BVOD minutes on Saturday 14/10.
- **ABC News Channel had 451k live streams**, up +406.7% on the 2023ytd Saturday average on ABC iview.
- *Insiders* was the **most streamed ABC iview episode* on Sunday 15/10**, accumulating an audience of 61,000 with 53% driven by Live viewing, up +9pp on the 2023ytd *Insiders* series live viewing average.
- **ABC iview weekly active users** (2.3m) were slightly above FY23/24 target, while logged-in users (1.5m) were on FY23/24 target.
- There were **538k active logged-in users for Main iview Web and Apps** on Saturday 14/10, up +30% on the 2023ytd daily average.

ABC iview	Saturday 14/10 Live Streams	v. 2023YTD Saturday avg.
ABC TV Main Channel	154,000	+123.2%
ABC News Channel	451,000	+406.7%

Source: OzTAM Live VPM, 14/10/2023, metrics: minutes, program plays.

*Most streamed episode based on minutes.

- **ABC NewsRadio** recorded 85,000 live streams on ABC listen app on Saturday 14/10, up +89.6% on the 2023ytd Saturday average.
- **ABC Local Radio** (8 Cap Cities) delivered 114,000 live streams, up +15.8% on the 2023ytd Saturday average.
- **On Sunday 15/10, News Audio on Demand** had 52,000 streams, up +60.7% on the 2023ytd daily average with *Australians reject The Voice in all states* the most streamed on-demand episode. **NewsRadio had 19,000 on demand streams** on Sunday 15/10, up +6.5% on the 2023ytd daily average. **News Briefing Top Stories** had 10,000 on-demand streams on Sunday 15/10, up +23.4% on the 2023ytd daily average.
- **There were 102k logged in users for ABC listen app** on Saturday 14/10, up +7.9% on the 2023ytd daily average.
- **ABC listen app had 502k weekly users** last week, up +6.9% on the 2023ytd weekly average and steady on the FY23/24 Weekly Corporate KPI.

ABC listen app	Saturday 14/10 Live Streams Starts	v. 2023YTD Saturday avg.
ABC NewsRadio	85,000	+89.6%
RN	62,000	+13.0%
Local Cap Cities (8 Caps)	114,000	+15.8%
Local Regional	24,000	+10.5%

Source: Google Analytics, sourced from Big Query, data based on content ID and coremedia metadata, 14/10/2023, metrics: live stream starts.

2023ytd average excludes 04/09/2023 – 18/09/2023 for ABC listen app users due to an Android tracking issue.

Local Cap Cities = Sydney, Melbourne, Brisbane, Adelaide, Perth, Hobart, Canberra, Darwin.

Local Regional = Alice Springs, Ballarat, Broken Hill, Capricornia, Central Coast, Central Victoria, Central West, Coffs Coast, Esperance, Eyre Peninsula, Far North, Gippsland, Gold Coast, Goldfields, Goulburn Murray, Great Southern, Illawarra, Kimberley, Mid North Coast, Midwest & Wheatbelt, Mildura-Swan Hill, New England North West, Newcastle, North & West SA, North Coast, North Queensland, North West Queensland, Northern Tasmania, Pilbara, Riverina, Riverland, Shepparton, South West NSW, South East SA, South West Victoria, South West WA, Southern Queensland, Sunshine Coast, Tropical North, Upper Hunter, Western Plains, Western Queensland, Wide Bay, Wimmera.

Audiences engaged with ABC News across social and third-party platforms.

- **On Facebook**, ABC News' most engaged post* accumulated 38,000 engagements and 2,400 link clicks: [The Voice referendum has been defeated as at least three states vote no.](#)
- **On Instagram**, ABC News' most viewed video* accumulated 250,000 video views: [The shadow minister for Indigenous Australians says Australia has voted overwhelmingly no to the referendum.](#)
- **On TikTok**, ABC News' most viewed post* accumulated 162,000 video views: [The Voice to Parliament referendum has been defeated, the ABC projects. New South Wales, Tasmania and South Australia have voted against the change.](#)
- **On YouTube**, ABC News' most viewed video* accumulated 190,000 video views: [IN FULL: Watch the ABC's coverage of the Voice to Parliament referendum as it unfolded.](#)

Platform	Total posts*	Cumulative Engagement	Video posts	Cumulative Video Views
Facebook	41	246,000	6	130,000
Instagram	32	151,000	7	1,034,000
TikTok	9	24,000	9	453,000
YouTube	27	11,000	27	1,043,000

Source: Khoros Marketing, ABC News main accounts only, content published 14/10/2023 – 15/10/2023 AEDT (data last refreshed on 7:31AM AEDT 16 Oct).

*ABC News posts relating to The Voice Referendum only.

30 August – 14 October 2023

ABC Referendum Monitoring

Media Coverage Report

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ABC Referendum Monitoring Four Positions

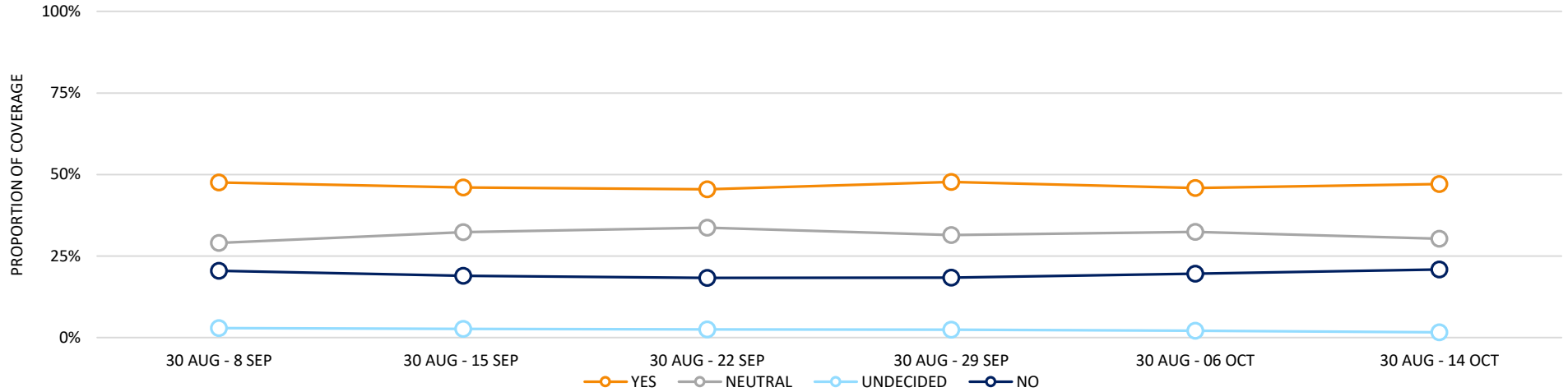
Media Coverage Report



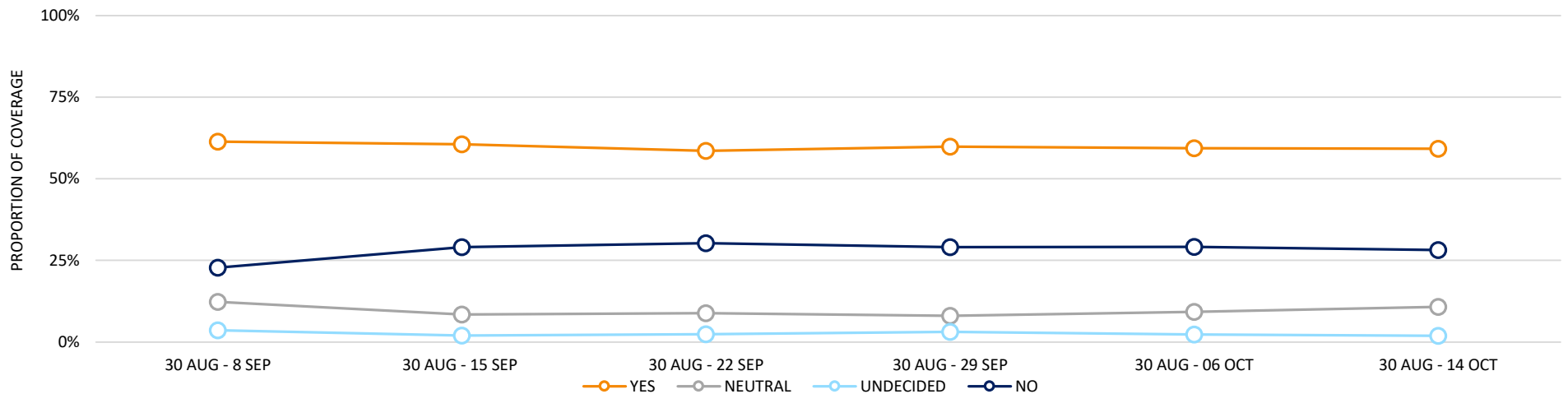
Share of Voice by Platform Trend Analysis – Comparative Four Positions – Cumulative



Radio



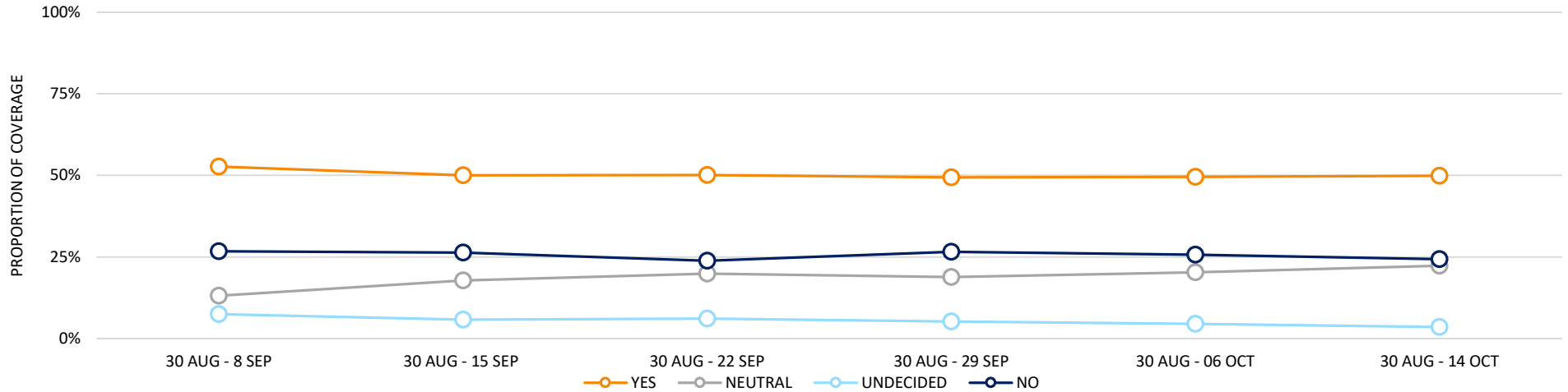
Television



Share of Voice by Platform Trend Analysis – Comparative Four Positions – Cumulative



Online News



Program Share of Voice – Cumulative Four Positions



Radio

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	YES	NEUTRAL	UNDECIDED	NO	TOTAL
RADIO								
	ABC NEWS	BREAKFAST	1:42:18	37.6%	35.8%	0.8%	25.8%	100.0%
	ABC NEWS Total		1:42:18	37.6%	35.8%	0.8%	25.8%	100.0%
	COUNTRY HOUR	WA	0:13:12	42.9%	0.0%	0.0%	57.1%	100.0%
	COUNTRY HOUR Total		0:13:12	42.9%	0.0%	0.0%	57.1%	100.0%
	LOCAL RADIO DRIVE	ABC RADIO ADELAIDE	1:26:16	49.3%	17.6%	1.3%	31.8%	100.0%
		ABC RADIO BRISBANE	0:50:52	55.5%	17.0%	0.7%	26.8%	100.0%
		ABC RADIO CANBERRA	1:17:07	63.7%	21.0%	0.0%	15.3%	100.0%
		ABC RADIO DARWIN	0:24:00	47.7%	9.3%	0.0%	43.0%	100.0%
		ABC RADIO HOBART	1:43:30	41.0%	42.0%	2.2%	14.8%	100.0%
		ABC RADIO MELBOURNE	2:04:42	51.4%	29.7%	3.0%	15.9%	100.0%
		ABC RADIO PERTH	1:34:13	54.4%	22.4%	0.8%	22.3%	100.0%
		ABC RADIO SYDNEY	1:01:41	40.9%	27.6%	4.2%	27.3%	100.0%
	LOCAL RADIO DRIVE Total		10:22:21	50.5%	25.9%	1.7%	21.9%	100.0%
	LOCAL RADIO MORNINGS	ABC RADIO ADELAIDE	0:28:15	35.5%	64.5%	0.0%	0.0%	100.0%
		ABC RADIO BRISBANE	1:35:50	64.3%	17.2%	0.0%	18.5%	100.0%
		ABC RADIO CANBERRA	0:36:37	18.6%	81.4%	0.0%	0.0%	100.0%
		ABC RADIO DARWIN	0:35:04	61.4%	21.8%	0.0%	16.8%	100.0%
		ABC RADIO HOBART	1:04:53	70.0%	3.0%	0.0%	27.0%	100.0%
		ABC RADIO MELBOURNE	3:23:35	49.2%	21.5%	3.8%	25.4%	100.0%
		ABC RADIO PERTH	1:26:36	41.2%	29.3%	2.7%	26.8%	100.0%
		ABC RADIO SYDNEY	1:15:16	40.7%	39.5%	0.0%	19.8%	100.0%
	LOCAL RADIO MORNINGS Total		10:26:06	49.8%	27.6%	1.6%	20.9%	100.0%

Program Share of Voice – Cumulative Four Positions



Radio (continued)

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	YES	NEUTRAL	UNDECIDED	NO	TOTAL
RADIO								
	LOCAL RADIO NEWS 10PM	ABC RADIO ADELAIDE	0:03:33	85.4%	6.6%	0.0%	8.0%	100.0%
		ABC RADIO BRISBANE	0:00:17	100.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO DARWIN	0:00:14	100.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO PERTH	0:02:08	52.3%	19.5%	0.0%	28.1%	100.0%
		ABC RADIO SYDNEY	0:04:10	75.6%	12.8%	0.0%	11.6%	100.0%
	LOCAL RADIO NEWS 10PM Total		0:10:22	75.4%	11.4%	0.0%	13.2%	100.0%
	LOCAL RADIO NEWS 12PM	ABC RADIO ADELAIDE	0:06:44	52.7%	7.7%	2.7%	36.9%	100.0%
		ABC RADIO BRISBANE	0:02:30	53.3%	4.7%	0.0%	42.0%	100.0%
		ABC RADIO CANBERRA	0:03:23	86.2%	2.0%	0.0%	11.8%	100.0%
		ABC RADIO DARWIN	0:07:36	40.1%	6.4%	2.2%	51.3%	100.0%
		ABC RADIO HOBART	0:03:46	81.0%	6.2%	0.0%	12.8%	100.0%
		ABC RADIO MELBOURNE	0:05:02	56.0%	14.2%	0.0%	29.8%	100.0%
		ABC RADIO PERTH	0:06:30	53.3%	12.3%	2.3%	32.1%	100.0%
		ABC RADIO SYDNEY	0:02:02	69.7%	13.9%	0.0%	16.4%	100.0%
	LOCAL RADIO NEWS 12PM Total		0:37:33	57.5%	8.6%	1.3%	32.6%	100.0%
	LOCAL RADIO NEWS 6PM	ABC RADIO ADELAIDE	0:01:57	34.2%	35.9%	0.0%	29.9%	100.0%
		ABC RADIO BRISBANE	0:00:43	37.2%	0.0%	0.0%	62.8%	100.0%
		ABC RADIO CANBERRA	0:02:45	27.9%	23.6%	0.0%	48.5%	100.0%
		ABC RADIO DARWIN	0:02:54	66.1%	5.2%	0.0%	28.7%	100.0%
		ABC RADIO HOBART	0:01:38	52.0%	29.6%	0.0%	18.4%	100.0%
		ABC RADIO MELBOURNE	0:02:07	58.3%	20.5%	0.0%	21.3%	100.0%

Program Share of Voice – Cumulative Four Positions



Radio (continued)

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	YES	NEUTRAL	UNDECIDED	NO	TOTAL
RADIO								
		ABC RADIO PERTH	0:04:42	65.6%	4.3%	0.0%	30.1%	100.0%
		ABC RADIO SYDNEY	0:02:09	73.6%	15.5%	0.0%	10.9%	100.0%
		LOCAL RADIO NEWS 6PM Total	0:18:55	54.8%	15.6%	0.0%	29.6%	100.0%
		LOCAL RADIO NEWS 8:00AM						
		ABC RADIO ADELAIDE	0:01:04	93.8%	0.0%	0.0%	6.3%	100.0%
		ABC RADIO BRISBANE	0:01:09	75.4%	24.6%	0.0%	0.0%	100.0%
		ABC RADIO CANBERRA	0:01:31	69.2%	30.8%	0.0%	0.0%	100.0%
		ABC RADIO DARWIN	0:03:19	62.3%	16.6%	0.0%	21.1%	100.0%
		ABC RADIO HOBART	0:01:10	75.7%	17.1%	0.0%	7.1%	100.0%
		ABC RADIO MELBOURNE	0:01:36	53.1%	46.9%	0.0%	0.0%	100.0%
		ABC RADIO PERTH	0:03:40	72.7%	20.0%	0.0%	7.3%	100.0%
		ABC RADIO SYDNEY	0:03:06	74.2%	25.8%	0.0%	0.0%	100.0%
		LOCAL RADIO NEWS 8:00AM Total	0:16:35	70.5%	22.8%	0.0%	6.7%	100.0%
		NATIONAL CURRENT AFFAIRS PROGRAMS						
		AM	0:39:29	47.4%	13.0%	4.5%	35.1%	100.0%
		PM	0:48:16	46.1%	29.3%	5.5%	19.1%	100.0%
		THE WORLD TODAY	0:17:05	44.2%	22.2%	2.1%	31.4%	100.0%
		THIS WEEK	0:08:37	0.0%	49.3%	0.0%	50.7%	100.0%
		NATIONAL CURRENT AFFAIRS PROGRAMS Total	1:53:27	42.8%	24.1%	4.2%	28.9%	100.0%
		RADIO NATIONAL PROGRAMS						
		BREAKFAST	3:42:22	50.7%	23.7%	0.1%	25.4%	100.0%
		RN DRIVE	1:28:45	55.5%	26.6%	0.0%	18.0%	100.0%
		SATURDAY EXTRA	0:29:13	37.5%	49.3%	0.0%	13.2%	100.0%
		RADIO NATIONAL PROGRAMS Total	5:40:20	50.8%	26.7%	0.1%	22.4%	100.0%

Program Share of Voice – Cumulative Four Positions



Radio (continued)

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	YES	NEUTRAL	UNDECIDED	NO	TOTAL
RADIO								
	REGIONAL LOCAL RADIO DRIVE	ABC FAR NORTH CAIRNS QLD	1:35:34	53.5%	17.7%	8.8%	20.0%	100.0%
		ABC GOLD COAST QLD	0:47:19	15.4%	57.3%	2.2%	25.1%	100.0%
		ABC NEWCASTLE	0:38:42	18.8%	50.0%	1.2%	30.1%	100.0%
		ABC NORTH & WEST SA	0:36:21	41.1%	39.5%	0.0%	19.4%	100.0%
		ABC NSW STATEWIDE DRIVE	1:18:32	56.3%	35.8%	0.0%	7.8%	100.0%
		ABC NTH. TAS REGIONAL RADIO	0:45:17	67.3%	18.1%	0.0%	14.6%	100.0%
		ABC SUNSHINE COAST MAROOCHYDORE QLD	1:14:48	27.4%	65.5%	1.8%	5.4%	100.0%
		ABC VIC STATEWIDE DRIVE	1:40:03	46.4%	22.1%	7.1%	24.3%	100.0%
		ABC WA STATEWIDE DRIVE	1:15:32	33.6%	29.2%	1.6%	35.6%	100.0%
	REGIONAL LOCAL RADIO DRIVE Total		9:52:08	41.8%	35.0%	3.3%	19.9%	100.0%
	REGIONAL LOCAL RADIO MORNINGS/BREAKFAST PROGRAMS	ABC CAPRICORNIA QLD	1:23:10	31.6%	43.5%	2.7%	22.3%	100.0%
		ABC CENTRAL WEST NSW	1:13:11	31.3%	48.8%	0.0%	19.9%	100.0%
		ABC FAR NORTH CAIRNS QLD	0:59:17	42.7%	21.1%	2.4%	33.8%	100.0%
		ABC GIPPSLAND VIC	1:03:40	50.6%	26.5%	0.0%	22.9%	100.0%
		ABC GOLD COAST	0:46:23	60.4%	35.1%	0.3%	4.3%	100.0%
		ABC GOULBURN MURRAY ALBURY/WODONGA VIC	0:43:08	56.0%	21.1%	0.2%	22.8%	100.0%
		ABC ILLAWARRA-WOLLONGONG NSW	2:22:37	48.1%	35.7%	0.0%	16.2%	100.0%
		ABC MID NORTH COAST	1:20:12	54.0%	11.6%	0.0%	34.5%	100.0%
		ABC NEWCASTLE	1:13:04	28.6%	63.8%	0.3%	7.3%	100.0%
		ABC NORTH & WEST SA	1:10:59	54.2%	19.8%	0.3%	25.7%	100.0%

Program Share of Voice – Cumulative Four Positions



Radio (continued)

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	YES	NEUTRAL	UNDECIDED	NO	TOTAL
RADIO								
		ABC NORTH COAST NSW	1:35:09	50.7%	26.6%	3.5%	19.2%	100.0%
		ABC NORTH QLD TOWNSVILLE	0:59:27	29.4%	69.1%	0.7%	0.7%	100.0%
		ABC SOUTH EAST NSW	1:07:04	38.6%	44.2%	0.3%	16.8%	100.0%
		ABC SOUTHERN QUEENSLAND	1:23:02	54.2%	31.9%	0.8%	13.2%	100.0%
		ABC SUNSHINE COAST MAROOCHYDORE QLD	1:19:17	49.1%	37.2%	3.5%	10.2%	100.0%
		ABC TROPICAL NORTH QLD	0:40:58	30.0%	41.0%	2.5%	26.4%	100.0%
		ABC WIDE BAY BUNDABERG QLD	0:43:17	37.7%	40.1%	4.0%	18.2%	100.0%
		ABC SOUTH WEST BUNBURY WA	0:10:43	88.2%	0.0%	4.8%	7.0%	100.0%
	REGIONAL LOCAL RADIO MORNINGS/BREAKFAST PROGRAMS Total		20:14:38	44.8%	35.7%	1.2%	18.3%	100.0%
	TRIPLE J	HACK	1:21:59	61.9%	10.2%	1.8%	26.1%	100.0%
	TRIPLE J Total		1:21:59	61.9%	10.2%	1.8%	26.1%	100.0%
RADIO Total			63:09:54	47.1%	30.3%	1.7%	20.9%	100.0%

Program Share of Voice – Cumulative Four Positions



Television

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	YES	NEUTRAL	UNDECIDED	NO	TOTAL
TELEVISION								
	ABC NEWS	ABC NEWS BREAKFAST	2:01:48	61.2%	11.2%	1.1%	26.5%	100.0%
		ABC NEWS MORNINGS	3:03:11	64.1%	14.1%	1.6%	20.2%	100.0%
		WEEKEND BREAKFAST	0:55:56	54.6%	15.3%	8.4%	21.6%	100.0%
	ABC NEWS Total		6:00:55	61.7%	13.3%	2.5%	22.5%	100.0%
	NATIONAL TV NEWS & CURRENT AFFAIRS	7:30	1:00:51	52.8%	8.1%	2.1%	37.0%	100.0%
		ABC NATIONAL NEWS	0:22:17	56.5%	9.9%	1.8%	31.8%	100.0%
		ABC NEWS AT NOON	0:36:56	67.0%	19.6%	1.6%	11.9%	100.0%
		ABC NEWS TONIGHT	0:23:56	58.7%	8.8%	2.1%	30.4%	100.0%
		ABE EVENING NEWS	1:10:37	42.0%	21.0%	1.1%	35.9%	100.0%
		ABE NIGHTLY NEWS	0:21:24	60.2%	5.5%	2.6%	31.7%	100.0%
		AFTERNOON BRIEFING	4:57:58	65.1%	9.2%	0.0%	25.8%	100.0%
		INSIDERS	0:55:03	56.5%	13.0%	0.0%	30.5%	100.0%
		Q&A	1:33:12	54.7%	6.7%	5.8%	32.7%	100.0%
		THE DRUM	3:18:11	56.9%	7.8%	2.3%	33.0%	100.0%
		FOUR CORNERS	0:08:51	53.3%	0.0%	6.0%	40.7%	100.0%
		LANDLINE	0:02:07	7.9%	92.1%	0.0%	0.0%	100.0%
	NATIONAL TV NEWS & CURRENT AFFAIRS Total		14:51:23	58.3%	10.2%	1.6%	29.9%	100.0%

Program Share of Voice – Cumulative Four Positions



Television (continued)

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	YES	NEUTRAL	UNDECIDED	NO	TOTAL
TELEVISION								
	STATE TV NEWS 7PM	ADELAIDE	0:30:24	57.2%	11.2%	2.0%	29.6%	100.0%
		BRISBANE	0:34:48	61.0%	9.3%	2.3%	27.4%	100.0%
		CANBERRA	0:39:52	52.4%	12.5%	2.6%	32.5%	100.0%
		DARWIN	0:35:07	64.1%	7.3%	2.5%	26.2%	100.0%
		HOBART	0:32:03	57.7%	8.7%	1.7%	32.0%	100.0%
		MELBOURNE	0:33:02	59.2%	8.3%	1.4%	31.1%	100.0%
		PERTH	0:37:37	60.6%	6.9%	1.6%	30.8%	100.0%
		SYDNEY	0:29:15	60.6%	7.5%	1.1%	30.8%	100.0%
	STATE TV NEWS 7PM Total		4:32:08	59.0%	9.0%	1.9%	30.1%	100.0%
TV Total			25:24:26	59.2%	10.7%	1.9%	28.2%	100.0%

Online News

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	YES	NEUTRAL	UNDECIDED	NO	TOTAL
ONLINE NEWS								
	ABC.NET.AU	ABC.NET.AU	39,229	50.0%	22.1%	3.6%	24.3%	100.0%
	ABC.NET.AU Total		39,229	50.0%	22.1%	3.6%	24.3%	100.0%

Commentary on the Campaign



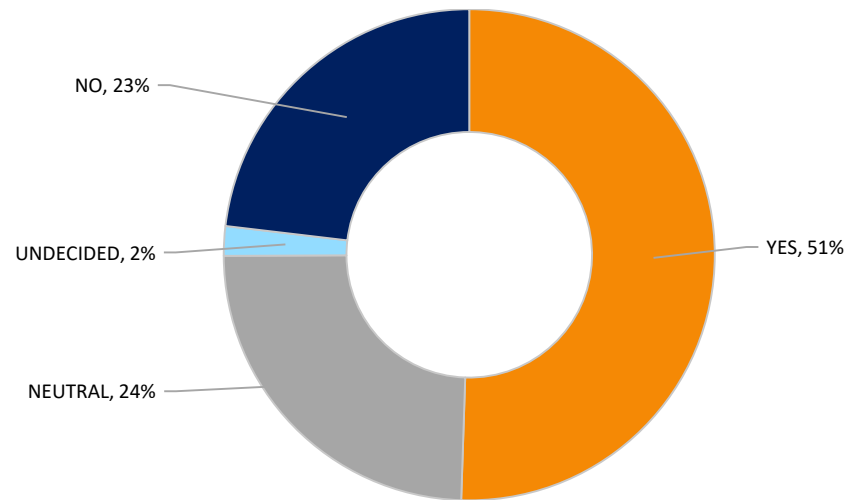
- The leading position in coverage of the Voice to Parliament cumulatively was in favour of the Voice. Of the coverage that expressed a position on the Voice, 51% was in support, and 23% was against. Only 2% of coverage cited spokespeople who were undecided, while 24% were neutral.
- Cumulatively, two programs had 100% of coverage devoted to people intending to vote yes, while ABC Radio Adelaide 8am News had the highest proportion of the programs that contained more than one view, at 93.8%. ABC Brisbane 6pm News had the highest proportion of coverage providing the no position, at 62.8%.
- Cumulatively, Indigenous spokespeople were the most prominent group, followed by academics and the general public.
- Prime Minister Anthony Albanese was the leading individual spokesperson cumulatively. No campaigner Warren Mundine the leading cumulative no voice overall.

NOTE

No relevant coverage appeared in the following programs throughout the campaign:

- All Country Hour's except WA
- This Week
- Counterpoint

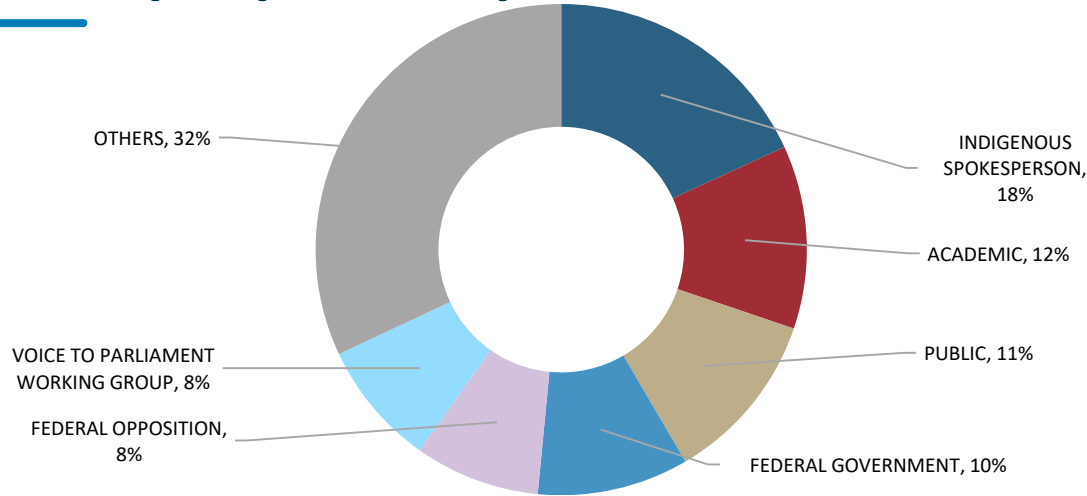
Combined Share of Voice – Cumulative Four Positions



- Cumulatively, the leading position in coverage of the Voice to Parliament was in favour of the Voice. Of the coverage that expressed a position on the Voice, 51% was in support, and 23% was against the voice.
- A total of 2% of sources quoted were undecided on how they would vote, with these mostly in online news articles. The proportion of undecided voters has remained steady across all weeks.
- A total of 24% of sources were neutral, with these mostly from the AEC and academics.

	RADIO		TELEVISION		ONLINE NEWS		TOTAL
	HRS:MIN: SEC	%	HRS:MIN: SEC	%	WORDS	%	%
YES	29:45:24	47.1%	15:02:56	59.2%	19,620	50.0%	50.5%
NEUTRAL	19:09:07	30.3%	2:43:03	10.7%	8,665	22.1%	24.4%
UNDECIDED	1:03:24	1.7%	0:28:55	1.9%	1,417	3.6%	1.9%
NO	13:11:59	20.9%	7:09:32	28.2%	9,527	24.3%	23.1%
TOTAL	63:09:54	100.0%	25:24:26	100.0%	39,229	100.0%	100.0%

Spokespeople Group Share of Voice – Cumulative



Public – Members of the general public
Academic – Spokespeople associated with universities
Federal Government – Any Federal ALP member
Federal Opposition – Any Federal LNP member
Other Politician – Independents, Greens etc.
State Politician – Any state politician quoted, for example Vic Premier, SA Premier, VIC Opposition, etc.
Voice to Parliament Working Group – Those officially affiliated with this group
Indigenous spokesperson – Any other identified Indigenous person quoted on the voice
AEC – Anyone affiliated with the Australian Electoral Commission
Community Group – Spokespersons from named community groups like Black Dog Institute, National Disability Service, etc.
Communication Specialist – strategists, media experts
Industry/Business – any business leaders quoted on the voice
Agriculture – spokespersons linked to the agriculture industry
Religious group/leader – Islamic Council, Church leaders, etc.

	RADIO		TELEVISION		ONLINE NEWS		TOTAL
	HRS:MIN: SEC	%	HRS:MIN: SEC	%	WORDS	%	%
INDIGENOUS SPOKESPERSON	10:02:42	15.9%	5:32:20	21.8%	8,864	22.6%	18.1%
ACADEMIC	9:16:31	14.7%	1:33:45	6.1%	4,193	10.7%	12.1%
PUBLIC	7:48:05	12.4%	1:12:30	4.8%	8,213	20.9%	11.4%
FEDERAL GOVERNMENT	4:45:51	7.5%	4:35:22	18.1%	2,029	5.2%	10.0%
FEDERAL OPPOSITION	4:14:46	6.7%	3:12:25	12.6%	2,692	6.9%	8.2%
VOICE TO PARLIAMENT WORKING GROUP	4:52:34	7.7%	2:43:24	10.7%	2,112	5.4%	8.2%
AEC	6:02:06	9.6%	0:48:34	3.2%	720	1.8%	7.1%
OTHER POLITICIAN	3:38:48	5.8%	1:19:47	5.2%	1,689	4.3%	5.5%
COMMUNITY GROUP	2:26:25	3.9%	0:33:14	2.2%	1,721	4.4%	3.5%
NO CAMPAIGNER	1:56:58	3.1%	1:00:33	4.0%	1,400	3.6%	3.4%
STATE POLITICIAN	1:55:26	3.0%	0:45:06	3.0%	1,221	3.1%	3.0%
COMMUNICATIONS SPECIALIST	2:20:37	3.7%	0:15:33	1.0%	1,182	3.0%	2.9%

	RADIO		TELEVISION		ONLINE NEWS		TOTAL
	HRS:MIN: SEC	%	HRS:MIN: SEC	%	WORDS	%	%
INDUSTRY/BUSINESS	1:49:38	2.9%	0:46:17	3.0%	1,181	3.0%	2.9%
ENTERTAINER	0:42:22	1.1%	0:10:06	0.7%	494	1.3%	1.0%
MEDIA COMMENTATOR	0:31:07	0.8%	0:19:06	1.3%		0.0%	0.8%
YES CAMPAIGNER	0:21:35	0.6%	0:10:08	0.7%	473	1.2%	0.7%
RELIGIOUS GROUP	0:08:23	0.2%	0:06:15	0.4%	168	0.4%	0.3%
MEDICAL/HEALTH SECTOR		0.0%	0:03:01	0.2%	651	1.7%	0.2%
AGRICULTURE	0:06:43	0.2%	0:01:42	0.1%	173	0.4%	0.2%
RELIGIOUS GROUP/LEADER	0:01:23	0.0%	0:07:53	0.5%		0.0%	0.2%
LAW EXPERT	0:00:09	0.0%	0:07:25	0.5%		0.0%	0.1%
UNION	0:05:23	0.1%		0.0%	53	0.1%	0.1%
COMMENTATOR	0:02:22	0.1%		0.0%		0.0%	0.0%
TOTAL	63:09:54	100.0%	25:24:26	100.0%	39,229	100.0%	100.0%

Leading Spokespeople – Cumulative Four Positions



SPOKESPERSON	AFFILIATION	TONE	RADIO		TELEVISION		ONLINE NEWS		TOTAL
			HRS:MIN: SEC	%	HRS:MIN: SEC	%	WORDS	%	
ANTHONY ALBANESE	PRIME MINISTER	YES	1:52:50	3.0%	2:21:14	9.3%	997	2.5%	4.5%
NOEL PEARSON	YES CAMPAIGNER	YES	2:00:54	3.2%	0:51:50	3.4%	995	2.5%	3.2%
EVAN EKIN-SMYTH	AEC	NEUTRAL	2:14:08	3.5%	0:17:07	1.1%	183	0.5%	2.6%
WARREN MUNDINE	NO CAMPAIGNER	NO	0:54:10	1.4%	0:48:47	3.2%	941	2.4%	2.0%
ANNE TWOMEY	CONSTITUTIONAL LAWYER	YES	1:31:07	2.4%	0:01:03	0.1%	111	0.3%	1.6%
JACINTA NAMPIJINPA PRICE	SHADOW MINISTER FOR INDIGENOUS AUSTRALIANS	NO	0:50:05	1.3%	0:31:58	2.1%	623	1.6%	1.5%
LINDA BURNEY	MINISTER FOR INDIGENOUS AUSTRALIANS	YES	0:28:26	0.8%	0:39:30	2.6%	351	0.9%	1.2%
PETER DUTTON	FEDERAL OPPOSITION LEADER	NO	0:22:04	0.6%	0:36:40	2.4%	863	2.2%	1.2%
KERRYNN LIDDLE	LIBERAL SENATOR	NO	0:32:35	0.9%	0:33:05	2.2%	345	0.9%	1.2%
LIDIA THORPE	INDEPENDENT SENATOR	NO	0:41:14	1.1%	0:18:42	1.2%	591	1.5%	1.2%
Grand Total			63:09:54	100.0%	25:24:26	100.0%	39,229	100.0%	100.0%

- Cumulatively, four of the top 10 spokespeople were in favour of the Voice, while five were against it and one was neutral.
- Anthony Albanese continued to be the leading cumulative spokesperson after an increase in his comments in Week 5 and Week 6. Yes Campaigner Noel Pearson was a prominent voice, coming in as the second leading overall with comments across all weeks of the campaign.
- The AEC’s Evan Ekin-Smyth was the third leading voice overall, commenting across the whole campaign period.
- Warren Mundine was the leading no voice across the campaign period, with frequent quotes particularly in the later weeks of the campaign. Jacinta Nampijinpa Price was the second leading no voice.

Totals are based on overall coverage, while table only includes leading

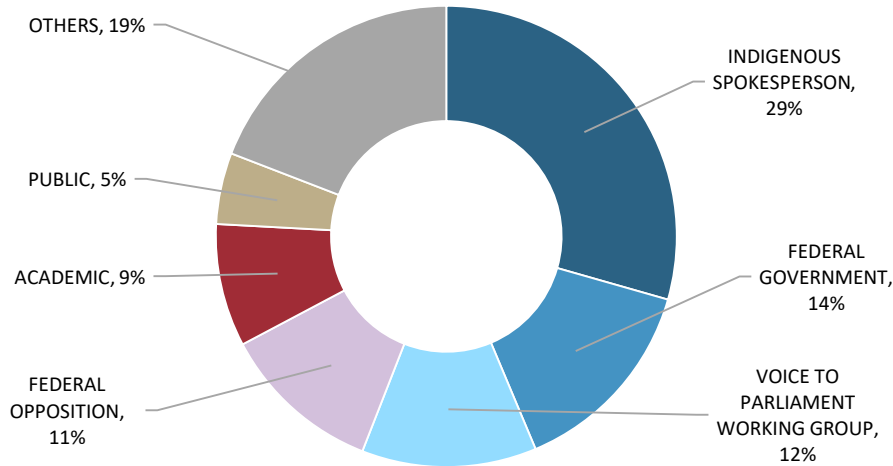
Social Media Organisations – Cumulative

ORGANISATIONS	FACEBOOK	TWITTER / X	INSTAGRAM	TIKTOK	TOTAL
ANTHONY ALBANESE, PM	11	11	7	3	32
NO CAMPAIGN	3	21	3	1	28
YES CAMPAIGN	3	18	4	1	26
JACINTA NAMPIJINPA PRICE, SHADOW MINISTER FOR INDIGENOUS AUSTRALIANS	5	13	4	1	23
AEC	4	4	5	2	15
PETER DUTTON, FEDERAL OPPOSITION LEADER	4	7	1	2	14
WARREN MUNDINE, NO CAMPAIGN	2	8	2	1	13
NATIONAL PRESS CLUB	6	5			11
LIDIA THORPE, INDEPENDENT SENATOR	1	5	3	2	11
FEDERAL OPPOSITION	3	3	2	2	10
FEDERAL GOVERNMENT	3	2	2	2	9
NOEL PEARSON, YES CAMPAIGNER	1	6			7
JOHN HOWARD, FORMER PM	2	1	1		4
TOTAL	89	198	83	28	398

INTERNET ARTICLE LINKS	FB	X	IG	TIK TOK	TOTAL
Voice referendum Australia answers complicated four corners	4	4			8
Fact check Jacinta Nampijinpa Price colonisation no impact	2	2			4
Voice to parliament yes no result	1	2			3
What is the Indigenous Voice to Parliament and how would it work?	2	1			3
Hundreds turn up to No campaign event in Adelaide's north ahead of Voice to Parliament referendum	1	2			3
TOTAL	73	87			160

- An analysis of social media posts without direct quotes from spokespeople found that, cumulatively, Anthony Albanese was the most frequently mentioned individual with 32 mentions, followed by Jacinta Nampijinpa Price with 23 mentions. The No campaign and Yes campaign received 28 and 26 mentions, respectively.
- The AEC was mentioned in 15 posts, while Peter Dutton was referenced in 14 posts and Warren Mundine was mentioned in 13 posts. The National Press Club and Lidia Thorpe were mentioned 11 times each, followed by the Federal Opposition (10), the Federal Government (nine), Noel Pearson (seven), and John Howard (four).
- Social media posts without direct quotes from spokespeople continue to be prevalent on Twitter/X. The most frequently shared article was linked to a Four Corners episode, and was posted eight times, followed by a fact check article regarding Jacinta Nampijinpa Price's comments about the impacts of colonisation (posted four times).

Social Media Spokespeople Group – Cumulative

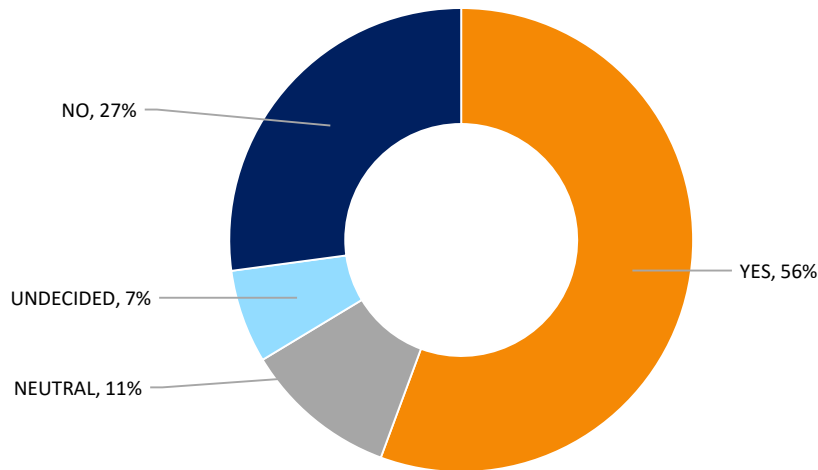


- Cumulatively, Indigenous spokespeople were the most frequently quoted group (29.4%), followed by the Federal Government (14.3%) and the Voice to Parliament Working Group (12.3%). The Federal Opposition was quoted in 11.3% of posts, while Academics were quoted in 8.6% of posts. The public was quoted in 5% of social media coverage that contained a spokesperson comment.
- Indigenous spokespeople continued to be the dominant group across all platforms (35.5% Facebook, 23.8% Twitter/X, 36.9% Instagram, 31.5% TikTok). The following groups had the second highest share of voice on the respective platforms: Academics on Facebook (19.8%), the Federal Opposition on Twitter/X (18.2%), the Voice to Parliament Working Group on TikTok (26.4%) and Instagram (17.1%).

	FACEBOOK		TWITTER / X		INSTAGRAM		TIKTOK		TOTAL
	MIN: SEC	%	MIN: SEC	%	MIN: SEC	%	MIN: SEC	%	%
INDIGENOUS SPOKESPERSON	30:23	35.5%	34:29	23.8%	12:51	36.9%	05:14	31.5%	29.4%
FEDERAL GOVERNMENT	15:01	17.6%	19:25	13.4%	03:39	10.5%	02:06	12.6%	14.3%
VOICE TO PARLIAMENT WORKING GROUP	03:51	4.5%	20:24	14.1%	05:57	17.1%	04:23	26.4%	12.3%
FEDERAL OPPOSITION	02:54	3.4%	26:25	18.2%	01:45	5.0%	00:50	5.0%	11.3%
ACADEMIC	16:54	19.8%	06:00	4.1%	01:05	3.1%	00:18	1.8%	8.6%
PUBLIC	00:26	0.5%	06:38	4.6%	05:34	16.0%	01:28	8.8%	5.0%
NO CAMPAIGNER		0.0%	10:21	7.1%	00:50	2.4%	00:50	5.0%	4.3%
OTHER POLITICIAN	03:38	4.2%	04:17	3.0%	01:06	3.2%	00:49	4.9%	3.5%
ENTERTAINER	04:14	4.9%	02:53	2.0%	00:40	1.9%	00:40	4.0%	3.0%

	FACEBOOK		TWITTER / X		INSTAGRAM		TIKTOK		TOTAL
	MIN: SEC	%	MIN: SEC	%	MIN: SEC	%	MIN: SEC	%	%
STATE POLITICIAN	00:45	0.9%	07:15	5.0%		0.0%		0.0%	2.8%
COMMUNITY GROUP	03:02	3.5%	03:50	2.6%		0.0%		0.0%	2.4%
COMMUNICATIONS SPECIALIST	02:32	3.0%	01:22	0.9%		0.0%		0.0%	1.4%
AEC	00:57	1.1%		0.0%	01:25	4.1%		0.0%	0.8%
INDUSTRY/ BUSINESS	00:52	1.0%	01:17	0.9%		0.0%		0.0%	0.8%
YES CAMPAIGNER		0.0%	00:12	0.1%		0.0%		0.0%	0.1%
AGRICULTURE	00:03	0.1%	00:03	0.0%		0.0%		0.0%	0.0%
MEDIA COMMENTATOR		0.0%	00:05	0.1%		0.0%		0.0%	0.0%
TOTAL	1:25:32	100.0%	2:24:56	100.0%	0:34:52	100.0%	0:16:38	100.0%	100.0%

Social Media – Cumulative Four Positions



- The analysis showed that spokespeople advocating for a yes vote were quoted in 56% of posts across all social platforms, while spokespeople advocating for a no vote appeared in 27% of posts. Overall, 7% of spokespeople were undecided and 11% made neutral comments.
- Facebook posts had the largest difference in share of voice between the yes and no camps, with 63.8% of spokespeople voting yes and 10.3% voting no (18.6% neutral, 7.3% undecided). Twitter/X posts provided a more distributed share of voice, with yes voters quoted in 51.5% of tweets, and no voters in 40.9%. TikTok posts quoted yes voters more frequently (57%), compared to 20.4% no. Instagram posts gave more exposure to yes voters (52%), followed by undecided (19.8%) and no voters (14.3%).

	FACEBOOK		TWITTER / X		INSTAGRAM		TIKTOK		TOTAL
	MIN: SEC	%	MIN: SEC	%	MIN: SEC	%	MIN: SEC	%	%
YES	54:35	63.8%	14:41	51.5%	18:07	52.0%	09:29	57.0%	55.6%
NEUTRAL	15:55	18.6%	08:12	5.7%	04:50	13.9%	01:18	7.8%	10.7%
UNDECIDED	06:13	7.3%	02:47	1.9%	06:55	19.8%	02:27	14.7%	6.5%
NO	08:49	10.3%	59:16	40.9%	05:00	14.3%	03:24	20.4%	27.1%
TOTAL	1:25:32	100.0%	2:24:56	100.0%	0:34:52	100.0%	0:16:38	100.0%	100.0%

Social Media Leading Spokespeople – Cumulative Four Positions



SPOKESPERSON	AFFILIATION	TONE	FACEBOOK		TWITTER / X		INSTAGRAM		TIKTOK		TOTAL
			HRS:MIN: SEC	%	HRS:MIN: SEC	%	HRS:MIN: SEC	%	HRS:MIN: SEC	%	%
NOEL PEARSON	YES CAMPAIGNER	YES	0:00:22	0.4%	0:19:01	13.1%	0:05:57	17.1%	0:04:23	26.4%	10.5%
ANTHONY ALBANESE	PRIME MINISTER	YES	0:05:46	6.7%	0:03:47	2.6%	0:02:48	8.0%	0:02:06	12.6%	5.1%
KERRYNN LIDDLE	LIBERAL SENATOR	NO	0:02:00	2.3%	0:08:50	6.1%		0.0%		0.0%	3.8%
WARREN MUNDINE	NO CAMPAIGNER	NO		0.0%	0:09:07	6.3%	0:00:50	2.4%	0:00:50	5.0%	3.8%
LINDA BURNEY	MINISTER FOR INDIGENOUS AUSTRALIANS	YES	0:00:13	0.3%	0:09:29	6.5%	0:00:51	2.4%		0.0%	3.7%
VANESSA TURNBULL-ROBERTS	INDIGENOUS LAWYER	UNDECIDED	0:05:27	6.4%	0:01:54	1.3%	0:00:59	2.8%	0:00:59	5.9%	3.3%
JAMES STEVENS	FEDERAL LIBERAL MP	NO		0.0%	0:08:31	5.9%	0:00:19	0.9%	0:00:19	1.9%	3.2%
MICHAEL LONG	FORMER AFL PLAYER	YES	0:07:38	8.9%	0:00:40	0.5%		0.0%		0.0%	2.9%
MALARNDIRRI MCCARTHY	ASSISTANT MINISTER FOR INDIGENOUS AUSTRALIANS	YES	0:02:57	3.4%	0:04:51	3.3%		0.0%		0.0%	2.8%
SALLY SCALES	ULURU STATEMENT FROM THE HEART	YES		0.0%	0:06:04	4.2%	0:01:04	3.1%		0.0%	2.5%
PETER MALINAUSKAS	SA PREMIER	YES	0:00:22	0.4%	0:06:34	4.5%		0.0%		0.0%	2.5%
Grand Total			1:25:32	100.0%	2:24:56	100.0%	0:34:52	100.0%	0:16:38	100.0%	100.0%

- Cumulatively, seven of the leading voices over the campaign period were in favour of the Voice, while three were against and one was undecided.
- Noel Pearson was the leading voice overall in social media coverage during the campaign period, followed by Anthony Albanese.
- Kerryanne Liddle was the leading no voice overall during the campaign, followed by Warren Mundine.

Totals are based on overall coverage, while table only includes leading

ABC Referendum Monitoring Six Positions

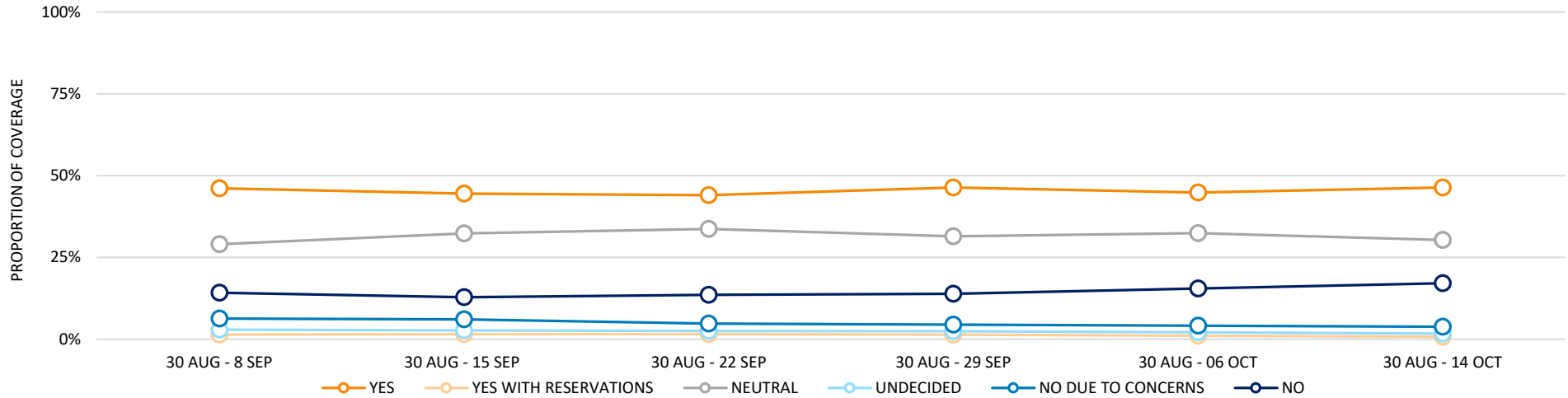
Media Coverage Report



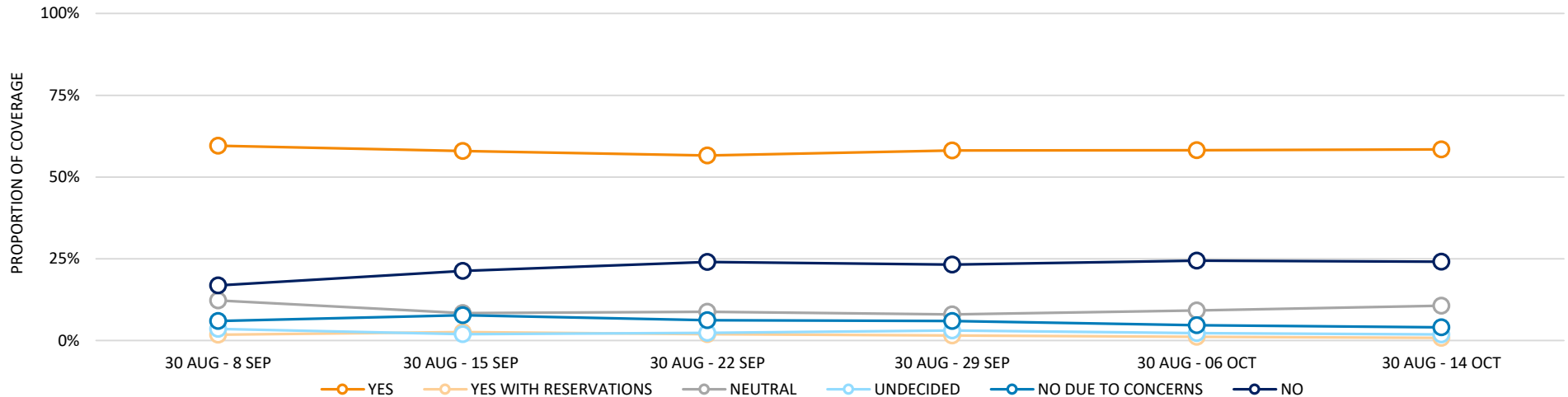
Share of Voice by Platform Trend Analysis – Comparative Six Positions – Cumulative



Radio



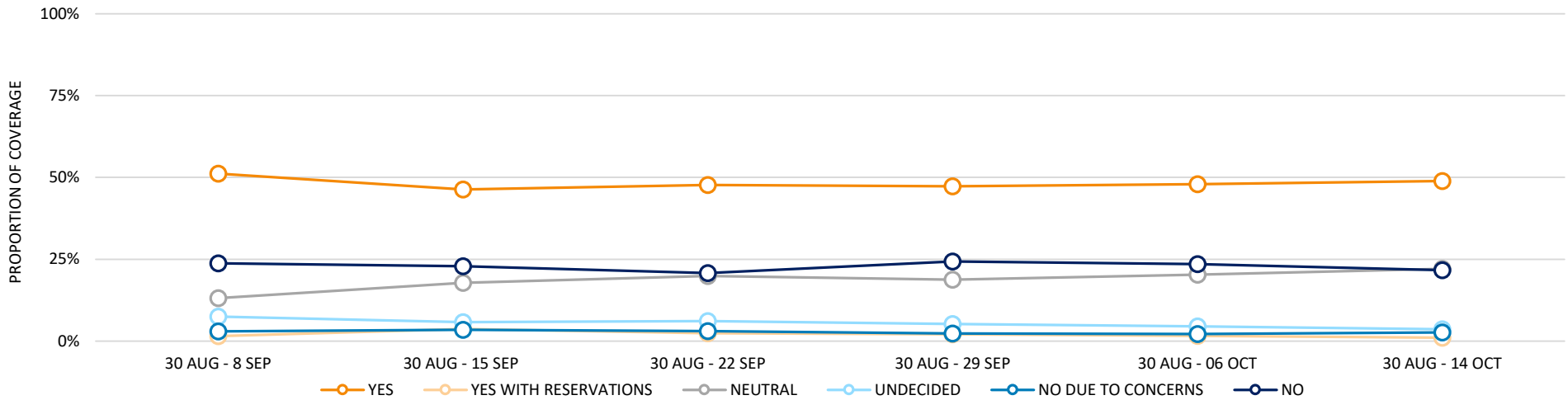
Television



Share of Voice by Platform Trend Analysis – Comparative Six Positions – Cumulative



Online News



Program Share of Voice – Cumulative Six Positions



Radio

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	YES	YES WITH RESERVATIONS	NEUTRAL	UNDECIDED	NO DUE TO CONCERNS	NO	TOTAL
RADIO										
	ABC NEWS	BREAKFAST	1:42:18	37.0%	0.6%	35.8%	0.8%	0.7%	25.1%	100.0%
	ABC NEWS Total		1:42:18	37.0%	0.6%	35.8%	0.8%	0.7%	25.1%	100.0%
	COUNTRY HOUR	WA	0:13:12	42.9%	0.0%	0.0%	0.0%	0.0%	57.1%	100.0%
	COUNTRY HOUR Total		0:13:12	42.9%	0.0%	0.0%	0.0%	0.0%	57.1%	100.0%
	LOCAL RADIO DRIVE	ABC RADIO ADELAIDE	1:26:16	49.3%	0.0%	17.6%	1.3%	17.4%	14.4%	100.0%
		ABC RADIO BRISBANE	0:50:52	55.5%	0.0%	17.0%	0.7%	6.4%	20.4%	100.0%
		ABC RADIO CANBERRA	1:17:07	63.7%	0.0%	21.0%	0.0%	12.3%	3.1%	100.0%
		ABC RADIO DARWIN	0:24:00	47.7%	0.0%	9.3%	0.0%	0.0%	43.0%	100.0%
		ABC RADIO HOBART	1:43:30	41.0%	0.0%	42.0%	2.2%	0.0%	14.8%	100.0%
		ABC RADIO MELBOURNE	2:04:42	50.5%	0.9%	29.7%	3.0%	0.0%	15.9%	100.0%
		ABC RADIO PERTH	1:34:13	52.0%	2.5%	22.4%	0.8%	1.8%	20.5%	100.0%
		ABC RADIO SYDNEY	1:01:41	40.9%	0.0%	27.6%	4.2%	0.0%	27.3%	100.0%
	LOCAL RADIO DRIVE Total		10:22:21	50.0%	0.6%	25.9%	1.7%	4.7%	17.2%	100.0%
	LOCAL RADIO MORNINGS	ABC RADIO ADELAIDE	0:28:15	35.5%	0.0%	64.5%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO BRISBANE	1:35:50	64.3%	0.0%	17.2%	0.0%	0.0%	18.5%	100.0%
		ABC RADIO CANBERRA	0:36:37	18.6%	0.0%	81.4%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO DARWIN	0:35:04	61.4%	0.0%	21.8%	0.0%	0.0%	16.8%	100.0%
		ABC RADIO HOBART	1:04:53	70.0%	0.0%	3.0%	0.0%	7.8%	19.2%	100.0%
		ABC RADIO MELBOURNE	3:23:35	49.2%	0.0%	21.5%	3.8%	6.9%	18.5%	100.0%
		ABC RADIO PERTH	1:26:36	41.2%	0.0%	29.3%	2.7%	0.0%	26.8%	100.0%
		ABC RADIO SYDNEY	1:15:16	40.7%	0.0%	39.5%	0.0%	3.4%	16.4%	100.0%
	LOCAL RADIO MORNINGS Total		10:26:06	49.8%	0.0%	27.6%	1.6%	3.5%	17.5%	100.0%

Program Share of Voice – Cumulative Six Positions



Radio (continued)

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	YES	YES WITH RESERVATIONS	NEUTRAL	UNDECIDED	NO DUE TO CONCERNS	NO	TOTAL
RADIO										
	LOCAL RADIO NEWS 10PM	ABC RADIO ADELAIDE	0:03:33	85.4%	0.0%	6.6%	0.0%	0.0%	8.0%	100.0%
		ABC RADIO BRISBANE	0:00:17	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO DARWIN	0:00:14	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO PERTH	0:02:08	52.3%	0.0%	19.5%	0.0%	0.0%	28.1%	100.0%
		ABC RADIO SYDNEY	0:04:10	75.6%	0.0%	12.8%	0.0%	0.0%	11.6%	100.0%
	LOCAL RADIO NEWS 10PM Total		0:10:22	75.4%	0.0%	11.4%	0.0%	0.0%	13.2%	100.0%
	LOCAL RADIO NEWS 12PM	ABC RADIO ADELAIDE	0:06:44	52.7%	0.0%	7.7%	2.7%	0.0%	36.9%	100.0%
		ABC RADIO BRISBANE	0:02:30	53.3%	0.0%	4.7%	0.0%	0.0%	42.0%	100.0%
		ABC RADIO CANBERRA	0:03:23	80.3%	5.9%	2.0%	0.0%	0.0%	11.8%	100.0%
		ABC RADIO DARWIN	0:07:36	40.1%	0.0%	6.4%	2.2%	0.0%	51.3%	100.0%
		ABC RADIO HOBART	0:03:46	81.0%	0.0%	6.2%	0.0%	0.0%	12.8%	100.0%
		ABC RADIO MELBOURNE	0:05:02	56.0%	0.0%	14.2%	0.0%	0.0%	29.8%	100.0%
		ABC RADIO PERTH	0:06:30	53.3%	0.0%	12.3%	2.3%	0.0%	32.1%	100.0%
		ABC RADIO SYDNEY	0:02:02	69.7%	0.0%	13.9%	0.0%	0.0%	16.4%	100.0%
	LOCAL RADIO NEWS 12PM Total		0:37:33	57.0%	0.5%	8.6%	1.3%	0.0%	32.6%	100.0%
	LOCAL RADIO NEWS 6PM	ABC RADIO ADELAIDE	0:01:57	34.2%	0.0%	35.9%	0.0%	0.0%	29.9%	100.0%
		ABC RADIO BRISBANE	0:00:43	37.2%	0.0%	0.0%	0.0%	0.0%	62.8%	100.0%
		ABC RADIO CANBERRA	0:02:45	27.9%	0.0%	23.6%	0.0%	17.6%	30.9%	100.0%
		ABC RADIO DARWIN	0:02:54	66.1%	0.0%	5.2%	0.0%	0.0%	28.7%	100.0%
		ABC RADIO HOBART	0:01:38	52.0%	0.0%	29.6%	0.0%	13.3%	5.1%	100.0%

Program Share of Voice – Cumulative Six Positions



Radio (continued)

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	YES	YES WITH RESERVATIONS	NEUTRAL	UNDECIDED	NO DUE TO CONCERNS	NO	TOTAL
RADIO										
		ABC RADIO MELBOURNE	0:02:07	58.3%	0.0%	20.5%	0.0%	0.0%	21.3%	100.0%
		ABC RADIO PERTH	0:04:42	65.6%	0.0%	4.3%	0.0%	0.0%	30.1%	100.0%
		ABC RADIO SYDNEY	0:02:09	73.6%	0.0%	15.5%	0.0%	0.0%	10.9%	100.0%
	LOCAL RADIO NEWS 6PM Total		0:18:55	54.8%	0.0%	15.6%	0.0%	3.7%	25.9%	100.0%
	LOCAL RADIO NEWS 8:00AM	ABC RADIO ADELAIDE	0:01:04	93.8%	0.0%	0.0%	0.0%	6.3%	0.0%	100.0%
		ABC RADIO BRISBANE	0:01:09	75.4%	0.0%	24.6%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO CANBERRA	0:01:31	69.2%	0.0%	30.8%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO DARWIN	0:03:19	62.3%	0.0%	16.6%	0.0%	0.0%	21.1%	100.0%
		ABC RADIO HOBART	0:01:10	75.7%	0.0%	17.1%	0.0%	0.0%	7.1%	100.0%
		ABC RADIO MELBOURNE	0:01:36	53.1%	0.0%	46.9%	0.0%	0.0%	0.0%	100.0%
		ABC RADIO PERTH	0:03:40	72.7%	0.0%	20.0%	0.0%	0.0%	7.3%	100.0%
		ABC RADIO SYDNEY	0:03:06	74.2%	0.0%	25.8%	0.0%	0.0%	0.0%	100.0%
	LOCAL RADIO NEWS 8:00AM Total		0:16:35	70.5%	0.0%	22.8%	0.0%	0.4%	6.3%	100.0%
	NATIONAL CURRENT AFFAIRS PROGRAMS	AM	0:39:29	45.9%	1.5%	13.0%	4.5%	1.5%	33.6%	100.0%
		PM	0:48:16	44.7%	1.4%	29.3%	5.5%	1.6%	17.5%	100.0%
		THE WORLD TODAY	0:17:05	42.6%	1.6%	22.2%	2.1%	4.6%	26.8%	100.0%
		THIS WEEK	0:08:37	0.0%	0.0%	49.3%	0.0%	0.0%	50.7%	100.0%
	NATIONAL CURRENT AFFAIRS PROGRAMS Total		1:53:27	41.4%	1.4%	24.1%	4.2%	1.9%	27.0%	100.0%

Program Share of Voice – Cumulative Six Positions



Radio (continued)

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	YES	YES WITH RESERVATIONS	NEUTRAL	UNDECIDED	NO DUE TO CONCERNS	NO	TOTAL
RADIO										
	RADIO NATIONAL PROGRAMS	BREAKFAST	3:42:22	50.7%	0.0%	23.7%	0.1%	3.9%	21.5%	100.0%
		RN DRIVE	1:28:45	55.5%	0.0%	26.6%	0.0%	0.0%	18.0%	100.0%
		SATURDAY EXTRA	0:29:13	37.5%	0.0%	49.3%	0.0%	0.0%	13.2%	100.0%
	RADIO NATIONAL PROGRAMS Total		5:40:20	50.8%	0.0%	26.7%	0.1%	2.5%	19.9%	100.0%
	REGIONAL LOCAL RADIO DRIVE	ABC FAR NORTH CAIRNS QLD	1:35:34	53.1%	0.3%	17.7%	8.8%	7.4%	12.6%	100.0%
		ABC GOLD COAST QLD	0:47:19	15.4%	0.0%	57.3%	2.2%	6.4%	18.7%	100.0%
		ABC NEWCASTLE	0:38:42	18.8%	0.0%	50.0%	1.2%	0.0%	30.1%	100.0%
		ABC NORTH & WEST SA	0:36:21	41.1%	0.0%	39.5%	0.0%	0.0%	19.4%	100.0%
		ABC NSW STATEWIDE DRIVE	1:18:32	56.3%	0.0%	35.8%	0.0%	0.0%	7.8%	100.0%
		ABC NTH. TAS REGIONAL RADIO	0:45:17	66.7%	0.7%	18.1%	0.0%	14.6%	0.0%	100.0%
		ABC SUNSHINE COAST MAROOCHYDORE QLD	1:14:48	27.4%	0.0%	65.5%	1.8%	0.0%	5.4%	100.0%
		ABC VIC STATEWIDE DRIVE	1:40:03	46.4%	0.0%	22.1%	7.1%	16.0%	8.4%	100.0%
		ABC WA STATEWIDE DRIVE	1:15:32	33.6%	0.0%	29.2%	1.6%	2.1%	33.5%	100.0%
	REGIONAL LOCAL RADIO DRIVE Total		9:52:08	41.7%	0.1%	35.0%	3.3%	5.8%	14.1%	100.0%
	REGIONAL LOCAL RADIO MORNINGS/BREAKFAST PROGRAMS	ABC CAPRICORNIA QLD	1:23:10	26.6%	5.0%	43.5%	2.7%	0.0%	22.3%	100.0%
		ABC CENTRAL WEST NSW	1:13:11	31.3%	0.0%	48.8%	0.0%	0.0%	19.9%	100.0%

Program Share of Voice – Cumulative Six Positions



Radio (continued)

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	YES	YES WITH RESERVATIONS	NEUTRAL	UNDECIDED	NO DUE TO CONCERNS	NO	TOTAL
RADIO										
		ABC FAR NORTH CAIRNS QLD	0:59:17	42.7%	0.0%	21.1%	2.4%	6.9%	26.9%	100.0%
		ABC GIPPSLAND VIC	1:03:40	50.6%	0.0%	26.5%	0.0%	16.4%	6.5%	100.0%
		ABC GOLD COAST	0:46:23	54.0%	6.3%	35.1%	0.3%	1.8%	2.5%	100.0%
		ABC GOULBURN MURRAY ALBURY/WODONGA VIC	0:43:08	56.0%	0.0%	21.1%	0.2%	8.0%	14.8%	100.0%
		ABC ILLAWARRA-WOLLONGONG NSW	2:22:37	48.1%	0.0%	35.7%	0.0%	0.5%	15.6%	100.0%
		ABC MID NORTH COAST	1:20:12	54.0%	0.0%	11.6%	0.0%	0.4%	34.1%	100.0%
		ABC NEWCASTLE	1:13:04	28.6%	0.0%	63.8%	0.3%	0.0%	7.3%	100.0%
		ABC NORTH & WEST SA	1:10:59	54.2%	0.0%	19.8%	0.3%	0.5%	25.3%	100.0%
		ABC NORTH COAST NSW	1:35:09	50.7%	0.0%	26.6%	3.5%	5.0%	14.2%	100.0%
		ABC NORTH QLD TOWNSVILLE	0:59:27	19.4%	10.0%	69.1%	0.7%	0.0%	0.7%	100.0%
		ABC SOUTH EAST NSW	1:07:04	38.6%	0.0%	44.2%	0.3%	0.0%	16.8%	100.0%
		ABC SOUTHERN QUEENSLAND	1:23:02	50.5%	3.6%	31.9%	0.8%	2.3%	10.9%	100.0%
		ABC SUNSHINE COAST MAROOCHYDORE QLD	1:19:17	42.7%	6.4%	37.2%	3.5%	9.7%	0.5%	100.0%
		ABC TROPICAL NORTH QLD	0:40:58	27.6%	2.4%	41.0%	2.5%	0.0%	26.4%	100.0%
		ABC WIDE BAY BUNDABERG QLD	0:43:17	37.7%	0.0%	40.1%	4.0%	3.5%	14.7%	100.0%
		ABC SOUTH WEST BUNBURY WA	0:10:43	88.2%	0.0%	0.0%	4.8%	0.0%	7.0%	100.0%
	REGIONAL LOCAL RADIO MORNINGS/BREAKFAST PROGRAMS Total		20:14:38	42.9%	1.8%	35.7%	1.2%	3.0%	15.3%	100.0%
	TRIPLE J	HACK	1:21:59	61.9%	0.0%	10.2%	1.8%	13.6%	12.5%	100.0%
	TRIPLE J Total		1:21:59	61.9%	0.0%	10.2%	1.8%	13.6%	12.5%	100.0%
RADIO Total			63:09:54	46.4%	0.8%	30.3%	1.7%	3.8%	17.1%	100.0%

Program Share of Voice – Cumulative Six Positions



Television

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	YES	YES WITH RESERVATIONS	NEUTRAL	UNDECIDED	NO DUE TO CONCERNS	NO	TOTAL
TELEVISION										
	ABC NEWS	ABC NEWS BREAKFAST	2:01:48	60.6%	0.6%	11.2%	1.1%	4.0%	22.5%	100.0%
		ABC NEWS MORNINGS	3:03:11	64.1%	0.0%	14.1%	1.6%	4.2%	15.9%	100.0%
		WEEKEND BREAKFAST	0:55:56	54.6%	0.0%	15.3%	8.4%	0.0%	21.6%	100.0%
	ABC NEWS Total		6:00:55	61.5%	0.2%	13.3%	2.5%	3.5%	19.0%	100.0%
	NATIONAL TV NEWS & CURRENT AFFAIRS	7:30	1:00:51	52.8%	0.0%	8.1%	2.1%	13.1%	23.9%	100.0%
		ABC NATIONAL NEWS	0:22:17	54.0%	2.5%	9.9%	1.8%	5.5%	26.3%	100.0%
		ABC NEWS AT NOON	0:36:56	67.0%	0.0%	19.6%	1.6%	1.1%	10.7%	100.0%
		ABC NEWS TONIGHT	0:23:56	56.3%	2.4%	8.8%	2.1%	4.7%	25.6%	100.0%
		ABE EVENING NEWS	1:10:37	41.5%	0.6%	21.0%	1.1%	4.2%	31.7%	100.0%
		ABE NIGHTLY NEWS	0:21:24	57.5%	2.7%	5.5%	2.6%	4.8%	26.9%	100.0%
		AFTERNOON BRIEFING	4:57:58	64.2%	0.9%	9.2%	0.0%	4.1%	21.7%	100.0%
		INSIDERS	0:55:03	56.5%	0.0%	13.0%	0.0%	0.0%	30.5%	100.0%
		Q&A	1:33:12	50.5%	4.2%	6.7%	5.8%	2.8%	30.0%	100.0%
		THE DRUM	3:18:11	56.9%	0.0%	7.8%	2.3%	2.1%	30.8%	100.0%
		FOUR CORNERS	0:08:51	47.5%	5.8%	0.0%	6.0%	9.4%	31.3%	100.0%
		LANDLINE	0:02:07	7.9%	0.0%	92.1%	0.0%	0.0%	0.0%	100.0%
	NATIONAL TV NEWS & CURRENT AFFAIRS Total		14:51:23	57.3%	1.0%	10.2%	1.6%	3.9%	26.0%	100.0%

Program Share of Voice – Cumulative Six Positions



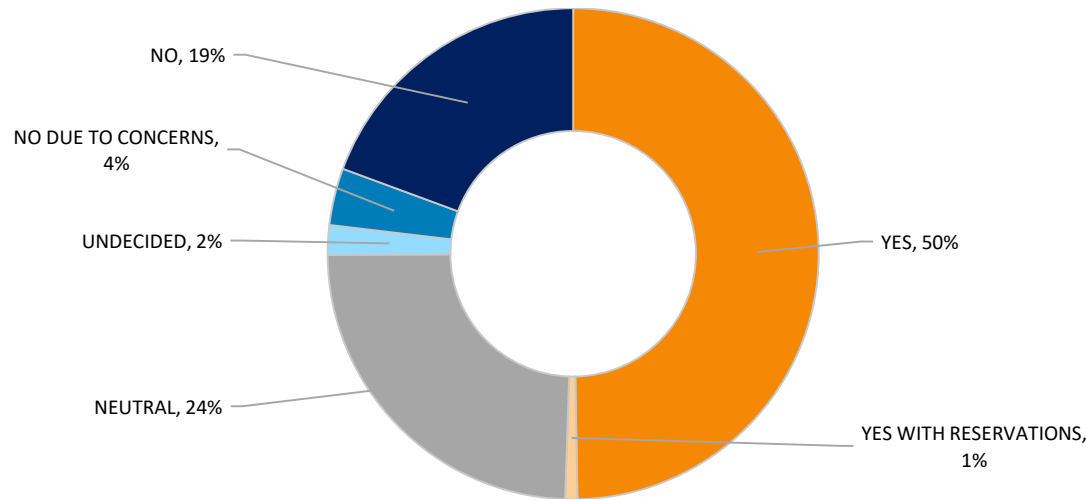
Television (continued)

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	YES	YES WITH RESERVATIONS	NEUTRAL	UNDECIDED	NO DUE TO CONCERNS	NO	TOTAL
TELEVISION										
	STATE TV NEWS 7PM	ADELAIDE	0:30:24	56.1%	1.0%	11.2%	2.0%	5.5%	24.1%	100.0%
		BRISBANE	0:34:48	60.7%	0.3%	9.3%	2.3%	3.6%	23.8%	100.0%
		CANBERRA	0:39:52	51.6%	0.8%	12.5%	2.6%	8.6%	24.0%	100.0%
		DARWIN	0:35:07	63.2%	0.9%	7.3%	2.5%	4.8%	21.4%	100.0%
		HOBART	0:32:03	57.3%	0.4%	8.7%	1.7%	5.0%	26.9%	100.0%
		MELBOURNE	0:33:02	58.3%	1.0%	8.3%	1.4%	5.3%	25.7%	100.0%
		PERTH	0:37:37	59.5%	1.1%	6.9%	1.6%	3.5%	27.3%	100.0%
		SYDNEY	0:29:15	59.5%	1.1%	7.5%	1.1%	6.7%	24.0%	100.0%
	STATE TV NEWS 7PM Total		4:32:08	58.2%	0.8%	9.0%	1.9%	5.4%	24.7%	100.0%
TV Total			25:24:26	58.4%	0.8%	10.7%	1.9%	4.1%	24.1%	100.0%

Online News

MEDIA TYPE	STATION	PROGRAM	TOTAL DURATION/ WORDS	YES	YES WITH RESERVATIONS	NEUTRAL	UNDECIDED	NO DUE TO CONCERNS	NO	TOTAL
ONLINE NEWS										
	ABC.NET.AU	ABC.NET.AU	39,229	48.9%	1.1%	22.1%	3.6%	2.6%	21.7%	100.0%
	ABC.NET.AU Total		39,229	48.9%	1.1%	22.1%	3.6%	2.6%	21.7%	100.0%

Combined Share of Voice – Cumulative Six Positions



	RADIO		TELEVISION		ONLINE NEWS		TOTAL
	HRS:MIN: SEC	%	HRS:MIN: SEC	%	WORDS	%	%
YES	29:16:54	46.4%	14:50:48	58.4%	19,198	48.9%	49.7%
YES WITH RESERVATIONS	0:28:30	0.8%	0:12:08	0.8%	422	1.1%	0.8%
NEUTRAL	19:09:07	30.3%	2:43:03	10.7%	8,665	22.1%	24.4%
UNDECIDED	1:03:24	1.7%	0:28:55	1.9%	1,417	3.6%	1.9%
NO DUE TO CONCERNS	2:24:48	3.8%	1:01:58	4.1%	1,033	2.6%	3.8%
NO	10:47:11	17.1%	6:07:34	24.1%	8,494	21.7%	19.4%
TOTAL	63:09:54	100.0%	25:24:26	100.0%	39,229	100.0%	100.0%

Leading Spokespeople – Cumulative Six Positions



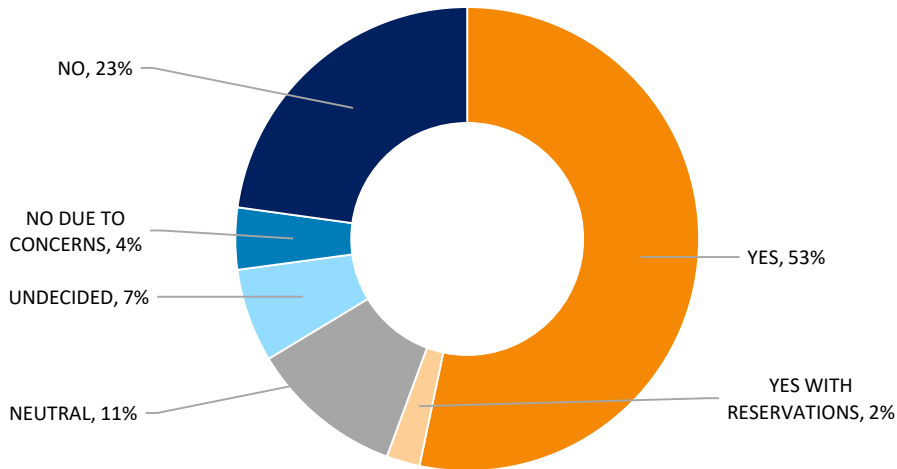
SPOKESPERSON	AFFILIATION	TONE	RADIO		TELEVISION		ONLINE NEWS		TOTAL
			HRS:MIN: SEC	%	HRS:MIN: SEC	%	WORDS	%	%
ANTHONY ALBANESE	PRIME MINISTER	YES	1:52:50	3.0%	2:21:14	9.3%	997	2.5%	4.5%
NOEL PEARSON	YES CAMPAIGNER	YES	2:00:54	3.2%	0:51:50	3.4%	995	2.5%	3.2%
EVAN EKIN-SMYTH	AEC	NEUTRAL	2:14:08	3.5%	0:17:07	1.1%	183	0.5%	2.6%
WARREN MUNDINE	NO CAMPAIGNER	NO	0:54:10	1.4%	0:48:47	3.2%	941	2.4%	2.0%
ANNE TWOMEY	CONSTITUTIONAL LAWYER	YES	1:31:07	2.4%	0:01:03	0.1%	111	0.3%	1.6%
JACINTA NAMPIJINPA PRICE	SHADOW MINISTER FOR INDIGENOUS AUSTRALIANS	NO	0:50:05	1.3%	0:31:58	2.1%	623	1.6%	1.5%
LINDA BURNEY	MINISTER FOR INDIGENOUS AUSTRALIANS	YES	0:28:26	0.8%	0:39:30	2.6%	351	0.9%	1.2%
PETER DUTTON	FEDERAL OPPOSITION LEADER	NO	0:22:04	0.6%	0:36:40	2.4%	863	2.2%	1.2%
KERRYNNIE LIDDLE	LIBERAL SENATOR	NO DUE TO CONCERNS	0:32:35	0.9%	0:33:05	2.2%	345	0.9%	1.2%
LIDIA THORPE	INDEPENDENT SENATOR	NO	0:41:14	1.1%	0:18:42	1.2%	591	1.5%	1.2%
Grand Total			63:09:54	100.0%	25:24:26	100.0%	39,229	100.0%	100.0%

Totals are based on overall coverage, while table only includes leading

Social Media Position – Cumulative Six Positions



Spokespeople Tone Share of Voice – Week 1-6



	FACEBOOK		TWITTER / X		INSTAGRAM		TIKTOK		TOTAL
	MIN: SEC	%	MIN: SEC	%	MIN: SEC	%	MIN: SEC	%	%
YES	49:50	58.3%	13:11	50.5%	17:48	51.1%	09:29	57.0%	53.3%
YES WITH RESERVATIONS	04:45	5.6%	01:30	1.0%	00:19	0.9%		0.0%	2.3%
NEUTRAL	15:55	18.6%	08:12	5.7%	04:50	13.9%	01:18	7.8%	10.7%
UNDECIDED	06:13	7.3%	02:47	1.9%	06:55	19.8%	02:27	14.7%	6.5%
NO DUE TO CONCERNS	02:05	2.4%	10:04	6.9%		0.0%		0.0%	4.3%
NO	06:44	7.9%	49:12	33.9%	05:00	14.3%	03:24	20.4%	22.8%
TOTAL	1:25:32	100.0%	2:24:56	100.0%	0:34:52	100.0%	0:16:38	100.0%	100.0%

Social Media Leading Spokespeople – Cumulative Six Positions



SPOKESPERSON	AFFILIATION	TONE	FACEBOOK		TWITTER / X		INSTAGRAM		TIKTOK		TOTAL
			HRS:MIN: SEC	%	HRS:MIN: SEC	%	HRS:MIN: SEC	%	HRS:MIN: SEC	%	%
NOEL PEARSON	YES CAMPAIGNER	YES	0:00:22	0.4%	0:19:01	13.1%	0:05:57	17.1%	0:04:23	26.4%	10.5%
ANTHONY ALBANESE	PRIME MINISTER	YES	0:05:46	6.7%	0:03:47	2.6%	0:02:48	8.0%	0:02:06	12.6%	5.1%
KERRYNNIE LIDDLE	LIBERAL SENATOR	NO DUE TO CONCERNS	0:02:00	2.3%	0:08:50	6.1%		0.0%		0.0%	3.8%
WARREN MUNDINE	NO CAMPAIGNER	NO		0.0%	0:09:07	6.3%	0:00:50	2.4%	0:00:50	5.0%	3.8%
LINDA BURNEY	MINISTER FOR INDIGENOUS AUSTRALIANS	YES	0:00:13	0.3%	0:09:29	6.5%	0:00:51	2.4%		0.0%	3.7%
VANESSA TURNBULL-ROBERTS	INDIGENOUS LAWYER	UNDECIDED	0:05:27	6.4%	0:01:54	1.3%	0:00:59	2.8%	0:00:59	5.9%	3.3%
JAMES STEVENS	FEDERAL LIBERAL MP	NO		0.0%	0:08:31	5.9%	0:00:19	0.9%	0:00:19	1.9%	3.2%
MICHAEL LONG	FORMER AFL PLAYER	YES	0:07:38	8.9%	0:00:40	0.5%		0.0%		0.0%	2.9%
MALARNDIRRI MCCARTHY	ASSISTANT MINISTER FOR INDIGENOUS AUSTRALIANS	YES	0:02:57	3.4%	0:04:51	3.3%		0.0%		0.0%	2.8%
SALLY SCALES	ULURU STATEMENT FROM THE HEART	YES		0.0%	0:06:04	4.2%	0:01:04	3.1%		0.0%	2.5%
PETER MALINAUSKAS	SA PREMIER	YES	0:00:22	0.4%	0:06:34	4.5%		0.0%		0.0%	2.5%
Grand Total			1:25:32	100.0%	2:24:56	100.0%	0:34:52	100.0%	0:16:38	100.0%	100.0%

Totals are based on overall coverage, while table only includes leading

Methodology

Each reference has been individually assessed using the following methodology:

Television & Radio

All referendum material is individually assessed in the following manner:

- Identification of spokespeople in each reference;
- All reported references tallied; and
- Share of voice determined for each of the identified positions.

Length of direct quotes (min:sec) is determined on all relevant references to determine share of voice by spokespeople and position.

Internet

The <https://www.abc.net.au/news/voice-to-parliament-referendum> site is monitored daily. All referendum material is individually assessed in the following manner:

- Identification of spokespeople in each reference;
- All reported references tallied; and
- Share of voice determined for each of the identified positions.

Word counts of direct quotations and paraphrasing of identified parties are conducted on all relevant published references to determine share of voice by spokespeople and position.

Share of Voice

Comments by spokespeople* are timed (radio and television) and counted (internet) to calculate the share of voice. This form of report does not take into account comment by ABC presenters.

Percentages have been rounded to the nearest single decimal place.

Social Media Methodology

All relevant social media posts are individually assessed in the following manner:

- Identification of spokespeople in each reference;
- All reported references tallied for each platform; and
- Share of voice determined for each of the identified positions.

Length of direct quotes (min:sec) is determined on all relevant references to determine share of voice by spokespeople and position.

Social media posts that do not include direct quotes from a spokesperson are individually assessed in the following manner:

- Identification of organisations or individual mentioned or referenced in each post;
- All reported references tallied for each platform;
- Count of each organisation / individual referenced included in summary table; and
- Internet links to articles shared in social media posts are included in a separate summary table.