

Polling - Minister and Shadow Minister recognition

April 2019

Key Results

The Australia Institute surveyed a nationally representative sample of 1,426 Australians about which current and recent Ministers and Shadow Ministers they had heard of. Names appeared in a randomised order for each question.

Key Findings:

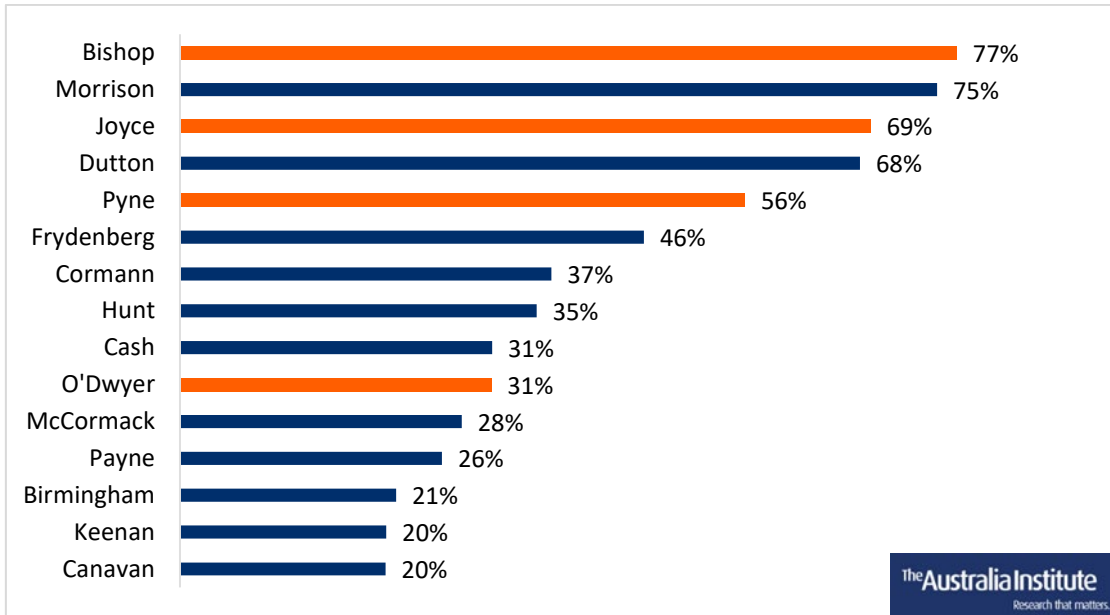
- Bill Shorten (77%) has pipped Scott Morrison (75%) as most recognised leader
- Deputy Prime Minister Michael McCormack is recognised by 28% of voters, while Deputy Liberal leader Josh Frydenberg is recognised by 46% and Deputy Labor leader Tanya Plibersek recognised by 48%
- Julie Bishop retires with the highest name recognition (77%) of all current Coalition Ministers and those retiring this election
- The most recognised female Cabinet member recontesting election is Michaelia Cash (31%), while the most recognised female Shadow Minister is Penny Wong (64%), who is also the most recognised Shadow Minister overall apart from Leader Bill Shorten

Figure 1 shows the top results for the Coalition Government. A quarter (25%) of respondents had no name recognition of Prime Minister Scott Morrison (75% recognition).

In recent years, the government has lost many of its best known cabinet ministers to retirement or the backbench (displayed in orange).

At the next federal election, the retirement of Julie Bishop and Christopher Pyne leaves only two Ministers recognised by most Australians: Scott Morrison (75%) and Peter Dutton (68%). Two of the three most recognised women Ministers are retiring, leaving Michaelia Cash as the most recognised female Minister (31%).

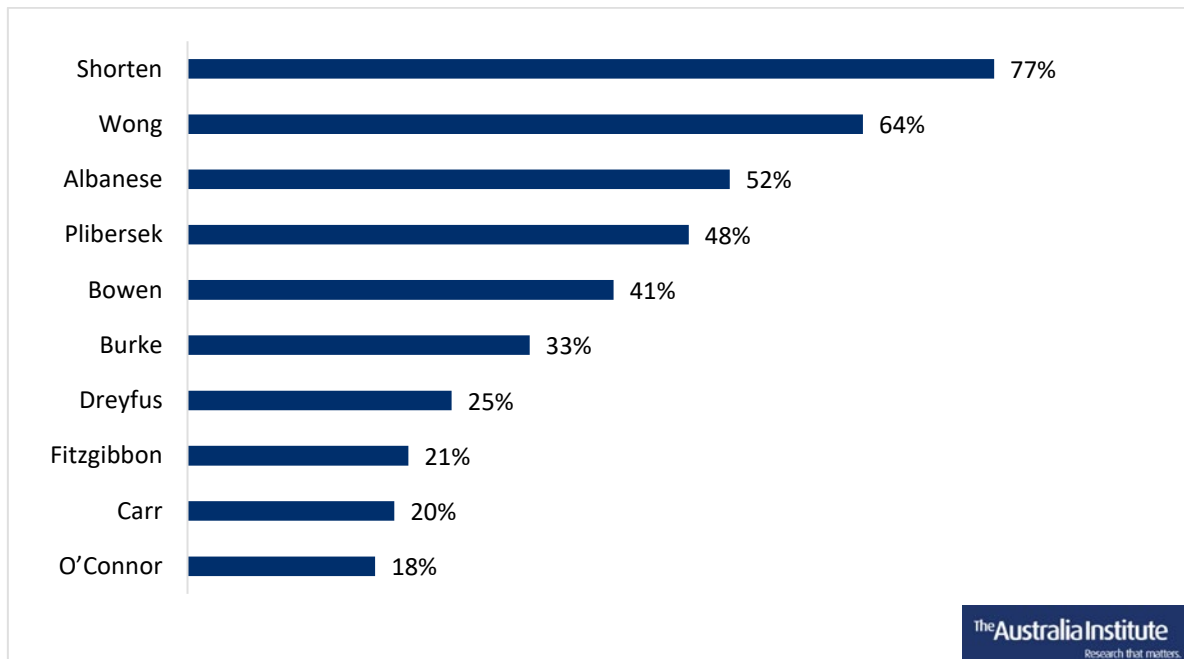
Figure 1: Which current or recent Ministers have you heard of? Top 15 responses, April 2019 – blue is contesting next election as Minister



- Out of the top five best known current or recent Ministers, only two are contesting the next election as Ministers: Scott Morrison (75%) and Peter Dutton (68%).
- The most recognised woman in Cabinet recontesting the election is Michaelia Cash (31%).
- Julie Bishop retires with the best name recognition (77%) of all current or recent Coalition Ministers
- Respondents on average selected 8 out of the 27 options.

Figure 2 shows the top results for the ALP shadow ministry.

Figure 2: Which Shadow Ministers have you heard of? Top 10 responses, April 2019



- Opposition Leader Bill Shorten (77%) is more recognised than Prime Minister Scott Morrison (75%).
- Three Shadow Cabinet members: Bill Shorten (77%), Penny Wong (64%) and Anthony Albanese (52%) are recognised by more than half the public; compared to two Ministers contesting the next election: Scott Morrison (75%) and Peter Dutton (68%).
- Shadow Deputy Prime Minister Tanya Plibersek (48%) is more recognised than Deputy Prime Minister Michael McCormack (28%) and Deputy Liberal leader Josh Frydenberg (46%).
- Respondents on average selected 5 out of the 22 options.

Figure 3 shows the most recent results compared with previous results for all Ministers, and Figure 3 shows results over time for the most recognised Ministers.

- The recognition of all of the top ten most recognised Ministers has declined since last polled. The only exception is Treasurer Josh Frydenberg (46% up from 39%), whose recognition likely increased following the release of the 2019-20 Budget.
- Julie Bishop's recognition has declined slightly from 82% to 77%.
- Scott Morrison recognition has decreased slightly since the last poll from 77% to 75%.
- Recognition of Deputy Prime Minister Michael McCormack has remained flat and is still only just more than a quarter of those polled (28%).

Figure 3: Which Ministers have you heard of? All Ministers, March 2016 to Apr 2019

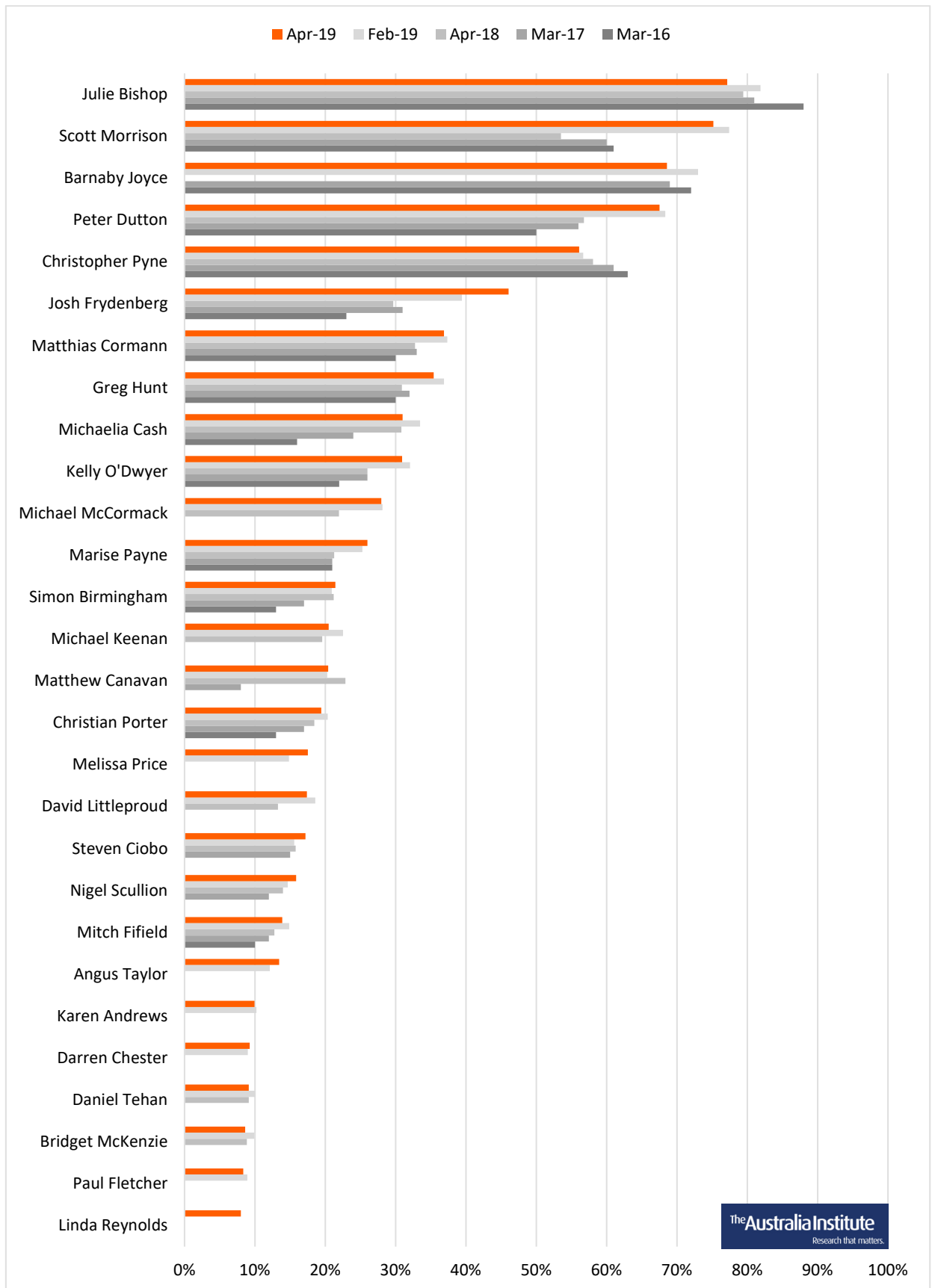
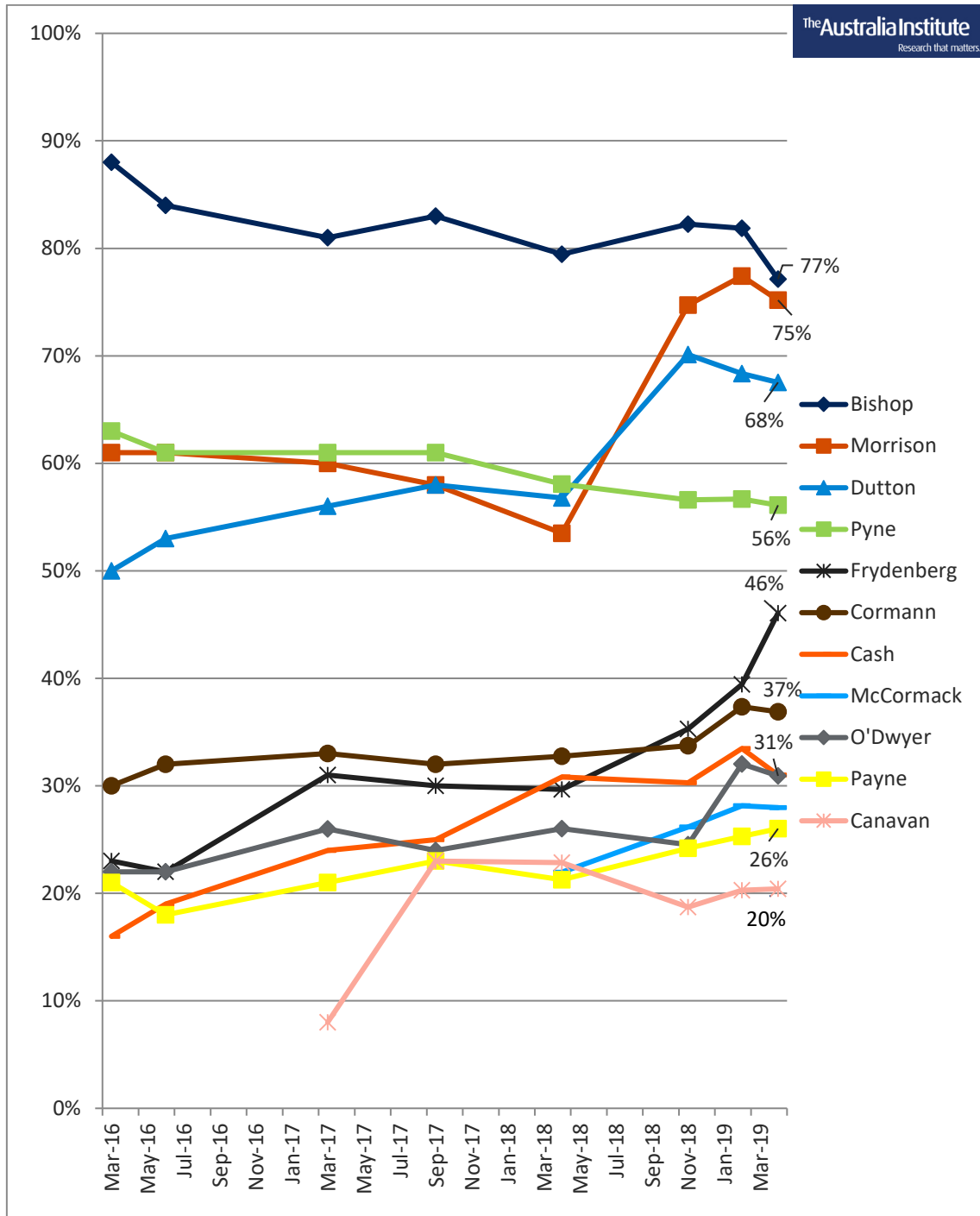


Figure 4: Which Ministers have you heard of? Selected Ministers to April 2019



LNP voters were generally most likely to select more Ministers (Figure 5) and Shadow Ministers (Figure 6) than other voters followed by ALP voters. One Nation voters were least likely.

Figure 5: Average number of Ministerial options selected by voting intention

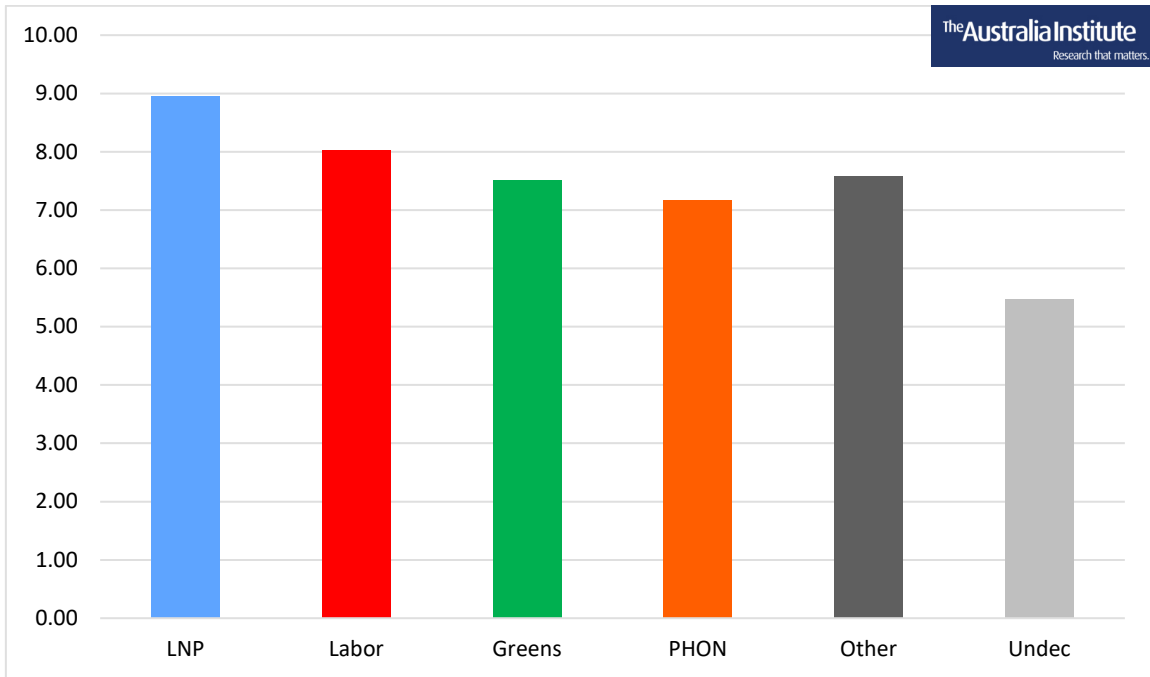
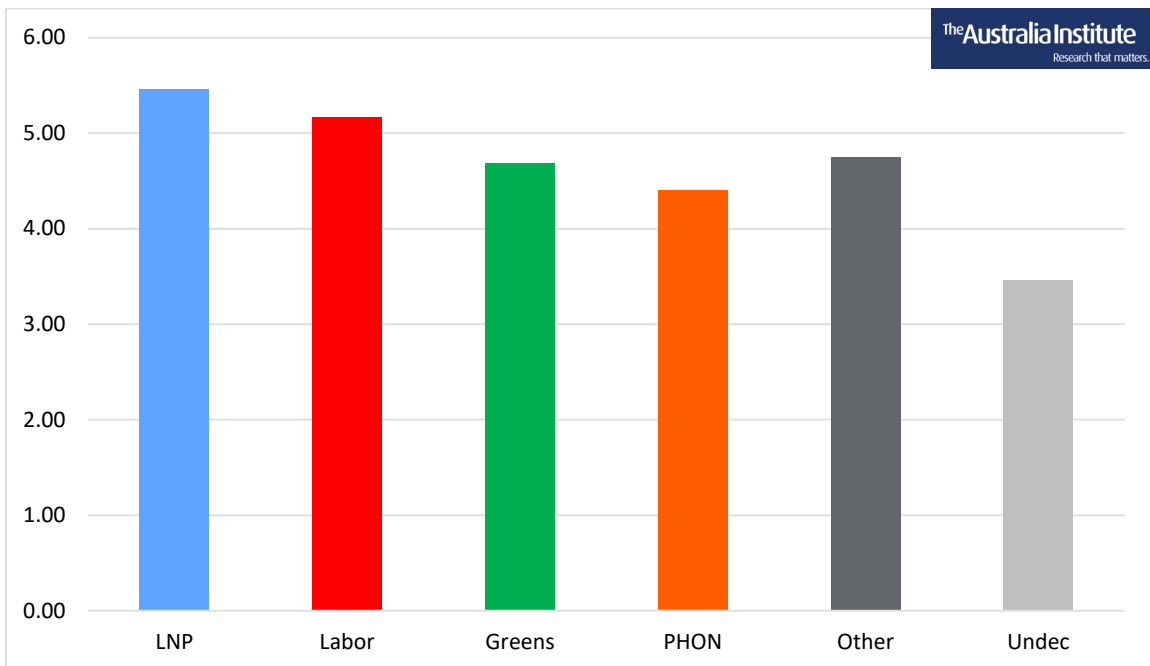
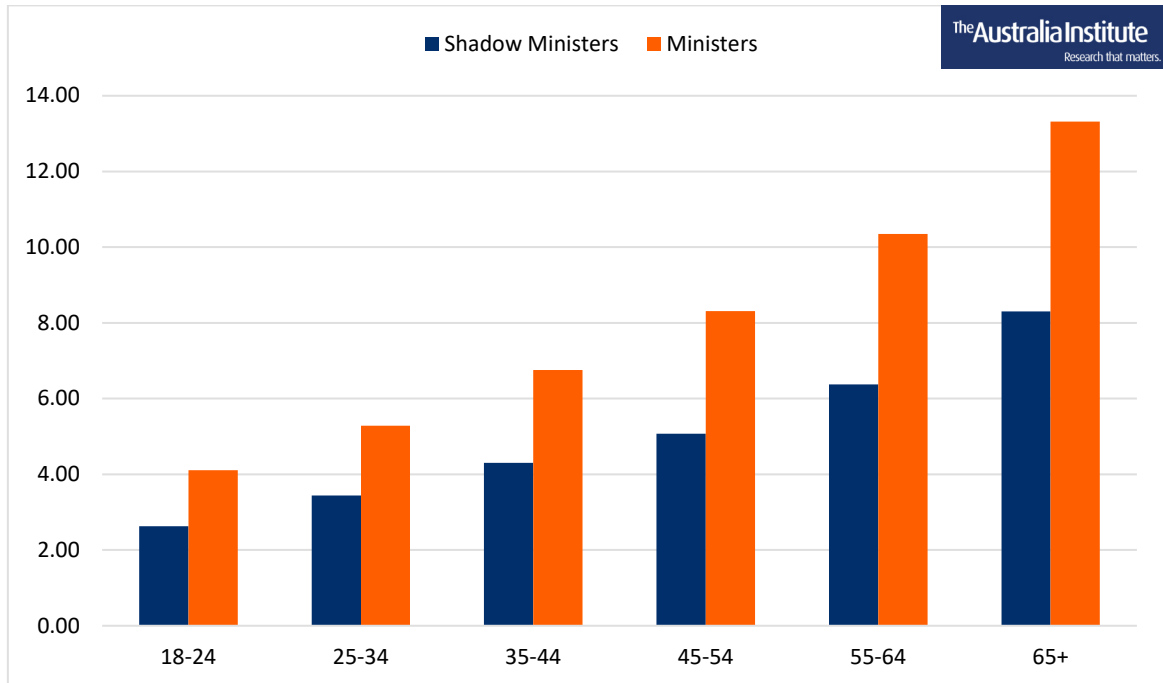


Figure 6: Average number of Shadow Ministerial options selected by voting intention



Minister recognition increased dramatically with age. The oldest group on average selected three times as many as the youngest group.

Figure 9: Average number of options selected, by age group



Method

The Australia Institute conducted a national survey of 1,426 people between 11 April 2019 and 18 April 2019, online through Dynata (formerly Research Now), with nationally representative samples by gender, age and state and territory, and results further post-weighted by gender.

Results are shown only for larger states.

Voting crosstabs show voting intentions for the lower house. Those who were undecided were asked which way they were leaning; these leanings are included in voting intention crosstabs, but results are also shown separately for undecideds. “LNP” includes separate responses for Liberal and National. “Other” includes Centre Alliance, United Australia Party and Independent/Other.

Detailed results

Which, if any, of the following current or former government ministers have you heard of?

	Total	Male	Female	NSW	Vic	Qld	WA
Julie Bishop	77%	73%	82%	75%	75%	79%	79%
Scott Morrison	75%	73%	77%	73%	73%	80%	73%
Barnaby Joyce	69%	66%	71%	66%	66%	73%	67%
Peter Dutton	68%	68%	67%	64%	66%	75%	65%
Christopher Pyne	56%	58%	54%	55%	51%	58%	54%
Josh Frydenberg	46%	52%	40%	45%	45%	46%	44%
Matthias Cormann	37%	41%	33%	36%	35%	38%	37%
Greg Hunt	35%	41%	30%	37%	34%	37%	27%
Michaelia Cash	31%	36%	26%	29%	29%	32%	37%
Kelly O'Dwyer	31%	36%	26%	32%	28%	33%	28%
Michael McCormack	28%	31%	25%	32%	22%	33%	22%
Marise Payne	26%	31%	21%	25%	23%	25%	31%
Simon Birmingham	21%	27%	16%	20%	21%	21%	20%
Michael Keenan	20%	24%	17%	20%	18%	19%	29%
Matthew Canavan	20%	25%	16%	18%	19%	29%	18%
Christian Porter	19%	24%	14%	16%	15%	18%	43%
Melissa Price	18%	22%	13%	18%	15%	17%	28%
David Littleproud	17%	21%	14%	16%	15%	24%	13%
Steven Ciobo	17%	23%	12%	14%	16%	23%	16%
Nigel Scullion	16%	22%	10%	16%	16%	14%	16%
Mitch Fifield	14%	19%	9%	12%	16%	14%	12%
Angus Taylor	13%	17%	10%	17%	12%	14%	10%
Karen Andrews	10%	12%	8%	11%	10%	8%	11%
Darren Chester	9%	12%	6%	7%	15%	8%	10%
Daniel Tehan	9%	13%	5%	9%	12%	8%	5%
Bridget McKenzie	9%	11%	6%	9%	10%	10%	3%
Paul Fletcher	8%	10%	7%	10%	8%	10%	5%
Linda Reynolds	8%	10%	6%	9%	6%	9%	10%
None of these	7%	8%	6%	8%	6%	7%	8%
<i>Count</i>	8.16	9.02	7.29	7.98	7.76	8.61	8.20

	LNP	Labor	Greens	PHON	Other	Undec
Julie Bishop	77%	78%	72%	82%	76%	69%
Scott Morrison	77%	76%	68%	77%	74%	62%
Barnaby Joyce	69%	68%	65%	68%	70%	53%
Peter Dutton	71%	64%	65%	74%	67%	52%
Christopher Pyne	62%	51%	55%	54%	55%	41%
Josh Frydenberg	56%	43%	37%	39%	42%	28%
Matthias Cormann	46%	33%	31%	29%	33%	23%
Greg Hunt	42%	32%	31%	33%	30%	21%
Michaelia Cash	34%	32%	27%	21%	29%	18%
Kelly O'Dwyer	36%	29%	31%	22%	29%	18%
Michael McCormack	34%	26%	19%	23%	27%	17%
Marise Payne	31%	25%	23%	16%	23%	12%
Simon Birmingham	25%	23%	14%	13%	18%	9%
Michael Keenan	23%	20%	19%	20%	16%	14%
Matthew Canavan	21%	21%	17%	18%	21%	12%
Christian Porter	23%	20%	19%	8%	16%	9%
Melissa Price	19%	17%	21%	16%	14%	7%
David Littleproud	19%	17%	17%	15%	16%	6%
Steven Ciobo	20%	18%	14%	13%	13%	9%
Nigel Scullion	17%	17%	15%	10%	14%	7%
Mitch Fifield	14%	16%	15%	5%	12%	5%
Angus Taylor	14%	15%	10%	15%	11%	6%
Karen Andrews	12%	9%	12%	5%	7%	3%
Darren Chester	10%	11%	7%	5%	7%	6%
Daniel Tehan	10%	10%	9%	9%	6%	5%
Bridget McKenzie	8%	11%	6%	6%	7%	6%
Paul Fletcher	11%	8%	7%	7%	3%	5%
Linda Reynolds	9%	7%	11%	9%	4%	3%
None of these	5%	5%	11%	5%	14%	21%
<i>Count</i>	<i>8.95</i>	<i>8.02</i>	<i>7.50</i>	<i>7.17</i>	<i>7.58</i>	<i>5.47</i>

	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years or older
Julie Bishop	52%	57%	75%	86%	93%	94%
Scott Morrison	48%	55%	71%	85%	92%	94%
Barnaby Joyce	38%	44%	65%	77%	89%	93%
Peter Dutton	41%	44%	61%	77%	86%	91%
Christopher Pyne	27%	32%	50%	60%	77%	86%
Josh Frydenberg	13%	23%	39%	52%	62%	80%
Matthias Cormann	10%	17%	28%	38%	54%	69%
Greg Hunt	12%	18%	27%	38%	47%	65%
Michaelia Cash	9%	18%	18%	35%	46%	56%
Kelly O'Dwyer	10%	17%	24%	30%	43%	56%
Michael McCormack	22%	15%	18%	26%	35%	52%
Marise Payne	9%	13%	17%	23%	37%	55%
Simon Birmingham	8%	13%	16%	19%	26%	43%
Michael Keenan	12%	14%	15%	16%	25%	39%
Matthew Canavan	6%	14%	14%	21%	28%	37%
Christian Porter	3%	12%	15%	16%	26%	40%
Melissa Price	10%	15%	12%	11%	20%	36%
David Littleproud	11%	8%	11%	17%	21%	36%
Steven Ciobo	7%	8%	11%	16%	23%	36%
Nigel Scullion	6%	12%	11%	13%	20%	30%
Mitch Fifield	5%	8%	10%	12%	17%	30%
Angus Taylor	8%	12%	11%	11%	13%	24%
Karen Andrews	5%	13%	9%	8%	8%	15%
Darren Chester	4%	5%	8%	10%	10%	17%
Daniel Tehan	2%	8%	7%	7%	10%	19%
Bridget McKenzie	3%	8%	7%	8%	8%	15%
Paul Fletcher	11%	10%	8%	7%	7%	9%
Linda Reynolds	5%	8%	8%	7%	8%	12%
None of these	16%	8%	11%	4%	2%	2%
Count	4.11	5.29	6.76	8.31	10.35	13.32

Which, if any, of the following current shadow (Opposition) ministers have you heard of?

	Total	Male	Female	NSW	Vic	Qld	WA
Bill Shorten	77%	76%	78%	75%	73%	81%	76%
Penny Wong	64%	66%	63%	63%	61%	68%	62%
Anthony Albanese	52%	56%	47%	51%	49%	55%	49%
Tanya Plibersek	48%	50%	46%	49%	45%	49%	44%
Chris Bowen	41%	46%	35%	43%	36%	42%	37%
Tony Burke	33%	40%	25%	34%	32%	32%	29%
Mark Dreyfus	25%	31%	20%	25%	27%	20%	24%
Joel Fitzgibbon	21%	25%	17%	25%	17%	17%	18%
Kim Carr	20%	25%	14%	17%	21%	20%	18%
Brendan O'Connor	18%	22%	14%	17%	19%	16%	16%
Linda Burney	15%	17%	13%	22%	12%	10%	14%
Mark Butler	14%	17%	11%	11%	14%	15%	11%
Jason Clare	11%	16%	6%	14%	9%	8%	9%
Michelle Rowland	9%	10%	9%	11%	11%	7%	7%
Richard Marles	9%	13%	6%	9%	13%	7%	7%
Catherine King	9%	11%	6%	7%	11%	5%	8%
None of these	8%	9%	8%	10%	8%	9%	9%
Julie Collins	8%	9%	7%	10%	7%	6%	5%
Jim Chalmers	8%	10%	6%	8%	7%	11%	7%
Amanda Rishworth	8%	8%	7%	6%	6%	5%	8%
Shayne Neumann	7%	9%	5%	6%	6%	9%	5%
Don Farrell	7%	7%	7%	6%	7%	7%	4%
<i>Count</i>	5.10	5.72	4.49	5.17	4.93	4.99	4.67

	LNP	Labor	Greens	PHON	Other	Undec
Bill Shorten	78%	76%	70%	81%	78%	66%
Penny Wong	70%	60%	63%	67%	62%	50%
Anthony Albanese	57%	47%	43%	59%	53%	34%
Tanya Plibersek	55%	44%	47%	41%	43%	33%
Chris Bowen	48%	37%	33%	38%	39%	28%
Tony Burke	36%	33%	32%	28%	26%	17%
Mark Dreyfus	27%	25%	26%	21%	22%	15%
Joel Fitzgibbon	22%	22%	15%	17%	22%	10%
Kim Carr	21%	21%	19%	14%	17%	12%
Brendan O'Connor	21%	17%	12%	14%	18%	9%
Linda Burney	14%	17%	17%	11%	12%	8%
Mark Butler	14%	17%	15%	6%	11%	8%
Jason Clare	11%	14%	8%	4%	6%	3%
Michelle Rowland	10%	11%	10%	5%	7%	5%
Richard Marles	9%	12%	6%	4%	6%	4%
Catherine King	8%	10%	10%	3%	9%	3%
None of these	7%	8%	8%	8%	14%	20%
Julie Collins	8%	9%	8%	6%	6%	5%
Jim Chalmers	7%	12%	8%	4%	3%	3%
Amanda Rishworth	9%	7%	6%	3%	8%	4%
Shayne Neumann	6%	9%	7%	4%	4%	4%
Don Farrell	7%	8%	7%	2%	6%	4%
<i>Count</i>	<i>5.46</i>	<i>5.16</i>	<i>4.69</i>	<i>4.40</i>	<i>4.75</i>	<i>3.46</i>

	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65 years or older
Bill Shorten	51%	58%	73%	85%	92%	97%
Penny Wong	30%	37%	59%	76%	86%	91%
Anthony Albanese	10%	27%	43%	59%	77%	86%
Tanya Plibersek	15%	22%	42%	51%	69%	82%
Chris Bowen	12%	25%	29%	43%	58%	71%
Tony Burke	15%	23%	23%	35%	41%	56%
Mark Dreyfus	10%	16%	16%	23%	29%	53%
Joel Fitzgibbon	8%	13%	17%	22%	27%	36%
Kim Carr	10%	11%	15%	20%	22%	37%
Brendan O'Connor	8%	12%	11%	13%	23%	39%
Linda Burney	8%	10%	12%	11%	20%	28%
Mark Butler	10%	10%	11%	10%	17%	27%
Jason Clare	6%	9%	11%	7%	11%	19%
Michelle Rowland	8%	8%	9%	8%	10%	13%
Richard Marles	5%	9%	6%	7%	9%	19%
Catherine King	6%	8%	8%	5%	8%	17%
None of these	19%	10%	13%	6%	4%	2%
Julie Collins	8%	11%	6%	8%	5%	10%
Jim Chalmers	7%	6%	7%	6%	8%	13%
Amanda Rishworth	5%	8%	5%	6%	8%	14%
Shayne Neumann	6%	5%	9%	3%	7%	11%
Don Farrell	8%	6%	6%	4%	7%	9%
<i>Count</i>	<i>2.63</i>	<i>3.44</i>	<i>4.30</i>	<i>5.07</i>	<i>6.38</i>	<i>8.30</i>