

# Polling brief - Ministerial Recognition

## Key Results

The Australia Institute surveyed 1,557 Australians between 27 March and 7 April 2018 about which Commonwealth Ministers they recognised. Respondents could select any number of Ministers from a randomised list of the full cabinet, or “none of the above”.

Figure 1 over the page shows results compared with previous polls. Figure 2 shows the rank in amongst current cabinet Ministers.

- Nearly all Ministers are recognised by a third of respondents or less. Most of the cabinet is recognised by less than a quarter of respondents. Only four Ministers are recognised by most respondents.
- Rankings must be read with caution: levels of recognition for most Ministers are low, close together and do not change much between polls.
- Julie Bishop remains the most recognised Minister (79%); her recognition has declined since in March 2016 (88%).
- Peter Dutton has risen to third most recognised Minister (57%) while Scott Morrison has fallen to fourth (54%). This change is due to Scott Morrison’s decline in recognition (from 60% in March 2017); Peter Dutton’s recognition remains steady over the year.
- Christopher Pyne remains second most recognised Minister (58%); his recognition has also declined, although less so, since March 2016 (63%).
- Matthias Cormann (33%) and Greg Hunt (31%) remain fifth and sixth – where they have traded positions over previous polls.
- Michaela Cash saw the largest increase in recognition (25% in September 2017, up to 31% in April 2018). This rise brings her to seventh position, accounting for the fall in ranking of Josh Frydenberg and Kelly O’Dwyer, whose recognition remains largely unchanged in recent polls.
- The new Nationals leader Michael McCormack is eleventh, about the middle.
- Respondents on average selected 6.5 Ministers. Only 10% selected “None of the above”.

**Figure 1 – Which of the following Ministers do you recognise?**

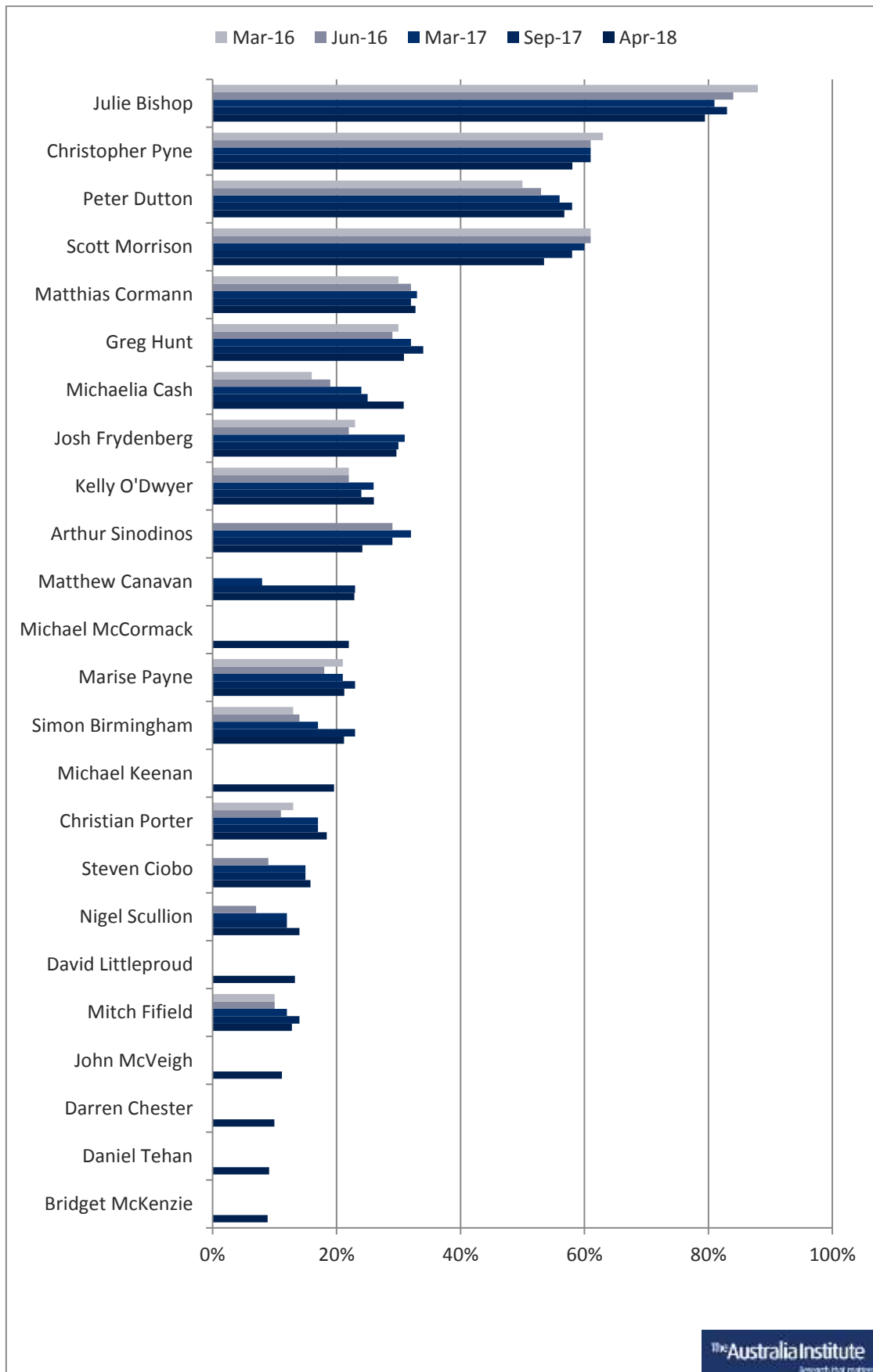
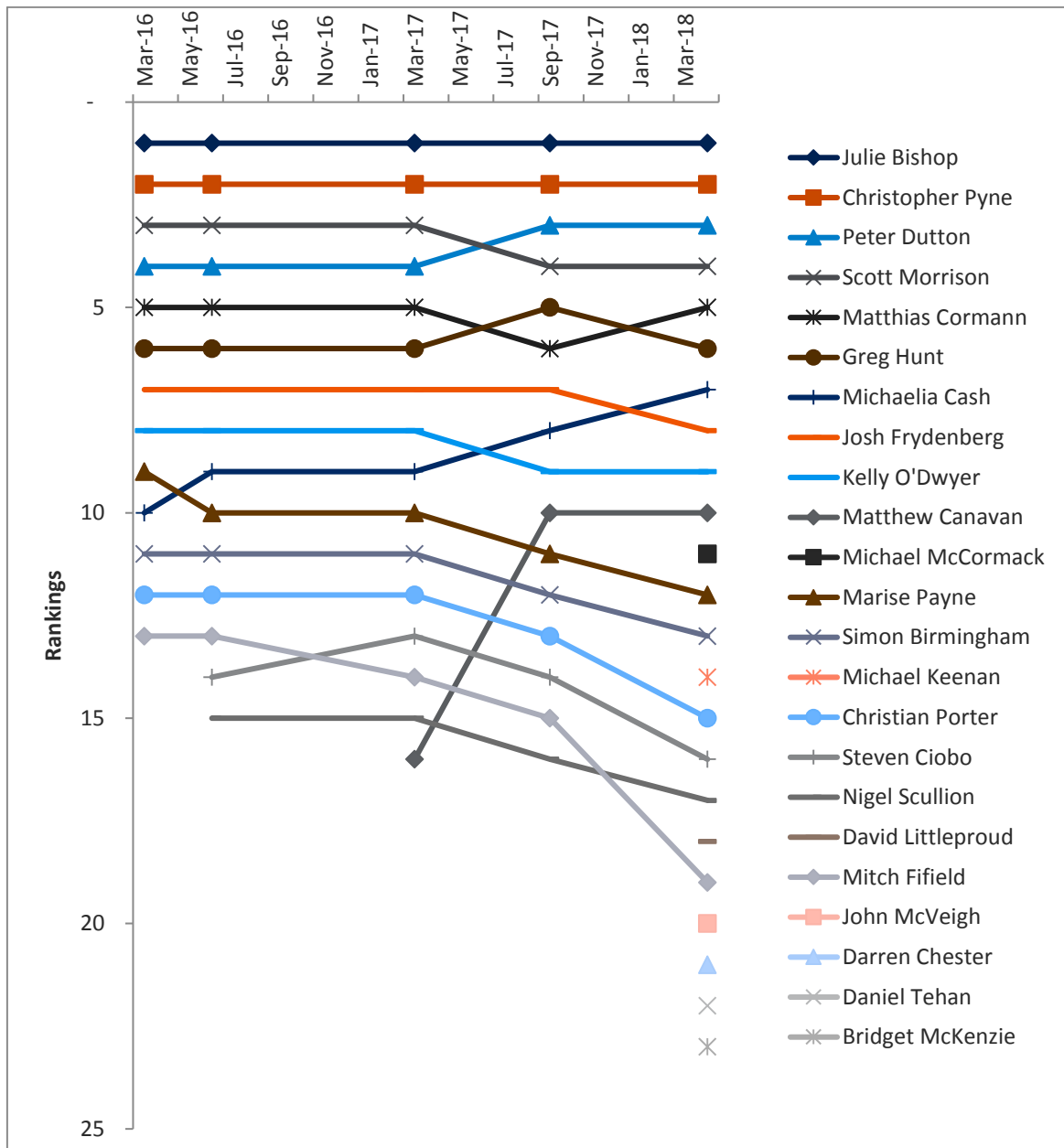
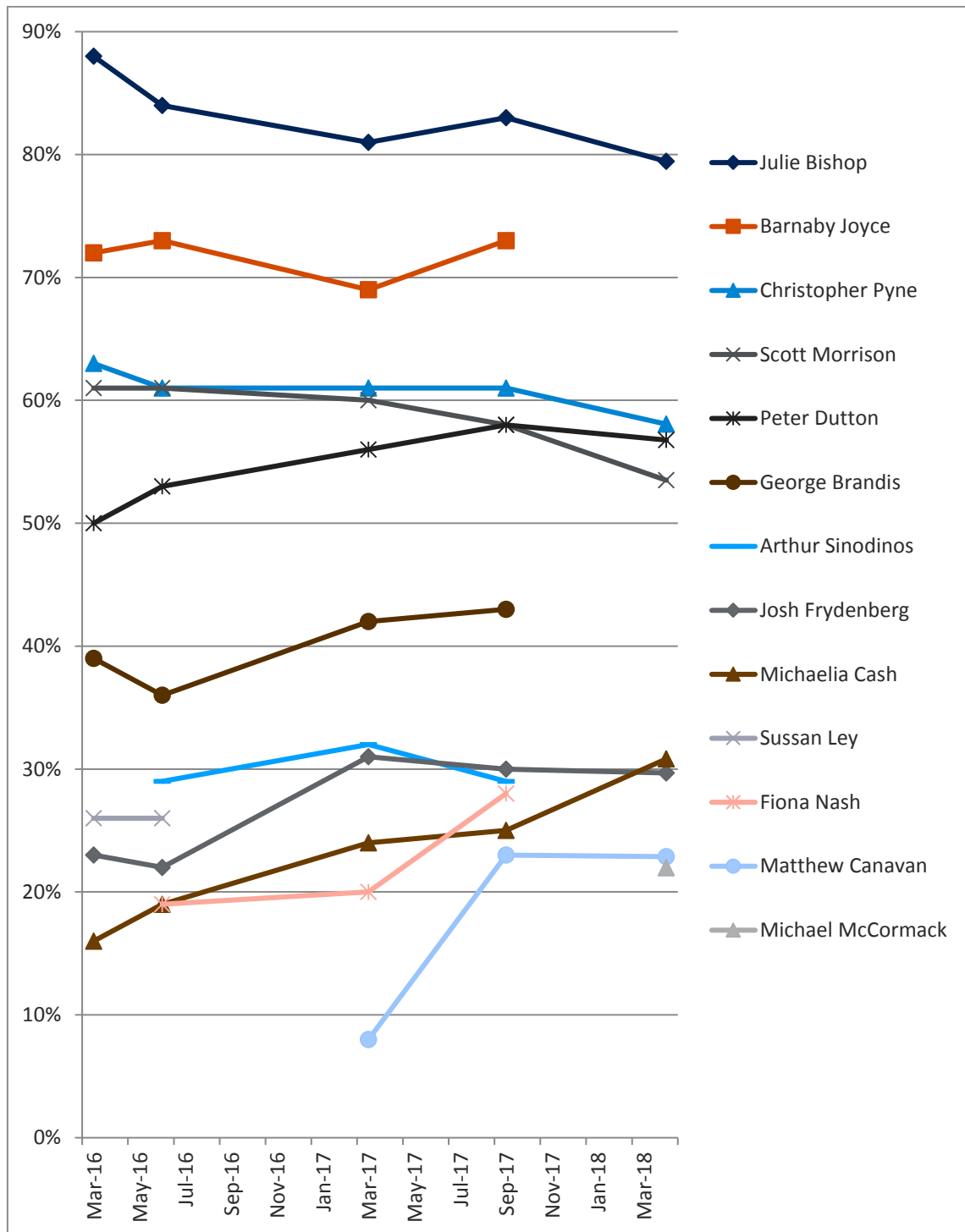


Figure 2 – Current Minister recognition – by ranking



While the above figures compare current cabinet members, Figure 3 shows recognition over time for selected current and previous cabinet Ministers. It makes clear that recent exits from cabinet have included some of the most recognised cabinet members, and some who were becoming more recognised.

**Figure 3 – Levels of recognition - selected Ministers since March 2016**



- Barnaby Joyce was second most recognised Minister throughout the polls, more than three times as recognised as the new Nationals leader.
- George Brandis was sixth most recognised.
- Arthur Sinodinos was tenth most recognised.
- Fiona Nash was eleventh and her recognition was increasing.

## Method

The Australia Institute conducted a national survey of 1,557 people between 27 March and 7 April 2018 online through Research Now with nationally representative samples by gender, age and state and territory.

Similar national polls were conducted in March 2016, June 2016, March 2017, and September 2017.

While some previous Cabinet Ministers were included in the April 2018 poll, these results were excluded from 2018 for analysis.

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 Nick Xenophon Team and Independent/Other.

## Detailed results

*Which, if any, of the following government ministers have you heard of?*

(options presented in randomised order)

	Total	Male	Female	NSW	Qld	VIC	WA
Julie Bishop	<b>79%</b>	77%	82%	75%	82%	81%	80%
Christopher Pyne	<b>58%</b>	61%	55%	55%	58%	61%	46%
Peter Dutton	<b>57%</b>	62%	52%	55%	59%	59%	46%
Scott Morrison	<b>54%</b>	59%	48%	55%	54%	54%	44%
Matthias Cormann	<b>33%</b>	38%	27%	33%	32%	34%	27%
Greg Hunt	<b>31%</b>	37%	25%	30%	29%	34%	22%
Michaelia Cash	<b>31%</b>	36%	25%	32%	28%	32%	31%
Josh Frydenberg	<b>30%</b>	35%	24%	31%	26%	35%	15%
Kelly O'Dwyer	<b>26%</b>	29%	23%	24%	25%	33%	17%
Arthur Sinodinos	<b>24%</b>	30%	19%	27%	22%	26%	17%
Matthew Canavan	<b>23%</b>	29%	17%	23%	24%	23%	18%
Michael McCormack	<b>22%</b>	23%	21%	24%	23%	21%	17%
Marise Payne	<b>21%</b>	26%	17%	24%	19%	23%	13%
Simon Birmingham	<b>21%</b>	26%	17%	20%	21%	23%	13%
Michael Keenan	<b>20%</b>	21%	18%	17%	15%	20%	28%
Christian Porter	<b>18%</b>	21%	16%	18%	14%	15%	38%
Steven Ciobo	<b>16%</b>	20%	12%	15%	24%	14%	9%
Nigel Scullion	<b>14%</b>	18%	10%	13%	14%	15%	11%
David Littleproud	<b>13%</b>	17%	10%	13%	19%	12%	8%
Mitch Fifield	<b>13%</b>	16%	10%	13%	12%	17%	6%
John McVeigh	<b>11%</b>	13%	10%	8%	17%	9%	13%
Darren Chester	<b>10%</b>	13%	7%	9%	7%	15%	6%
Daniel Tehan	<b>9%</b>	11%	7%	7%	7%	14%	8%
Bridget McKenzie	<b>9%</b>	11%	7%	9%	7%	12%	10%
None of these	<b>10%</b>	9%	11%	11%	8%	11%	14%
<i>Count</i>	<b>6.53</b>	7.37	5.70	6.42	6.45	6.92	5.56

	Total	LNP	ALP	GRN	PHON	Other	Undec
Julie Bishop	<b>79%</b>	85%	77%	74%	81%	75%	74%
Christopher Pyne	<b>58%</b>	66%	55%	54%	50%	55%	51%
Peter Dutton	<b>57%</b>	65%	49%	63%	58%	54%	49%
Scott Morrison	<b>54%</b>	63%	49%	50%	47%	48%	44%
Matthias Cormann	<b>33%</b>	39%	30%	36%	21%	30%	26%
Greg Hunt	<b>31%</b>	37%	28%	33%	21%	29%	25%
Michaelia Cash	<b>31%</b>	37%	29%	34%	17%	28%	25%
Josh Frydenberg	<b>30%</b>	37%	27%	33%	16%	27%	24%
Kelly O'Dwyer	<b>26%</b>	33%	24%	30%	16%	19%	19%
Arthur Sinodinos	<b>24%</b>	32%	21%	27%	9%	23%	20%
Matthew Canavan	<b>23%</b>	25%	23%	30%	10%	21%	17%
Michael McCormack	<b>22%</b>	27%	21%	25%	17%	14%	15%
Marise Payne	<b>21%</b>	27%	20%	24%	10%	16%	15%
Simon Birmingham	<b>21%</b>	27%	18%	29%	8%	20%	17%
Michael Keenan	<b>20%</b>	25%	17%	24%	10%	16%	14%
Christian Porter	<b>18%</b>	22%	16%	24%	12%	17%	16%
Steven Ciobo	<b>16%</b>	19%	14%	23%	7%	14%	12%
Nigel Scullion	<b>14%</b>	18%	12%	20%	6%	13%	11%
David Littleproud	<b>13%</b>	16%	12%	18%	7%	11%	11%
Mitch Fifield	<b>13%</b>	16%	11%	21%	4%	11%	10%
John McVeigh	<b>11%</b>	16%	9%	11%	7%	8%	8%
Darren Chester	<b>10%</b>	13%	9%	13%	2%	9%	6%
Daniel Tehan	<b>9%</b>	13%	9%	7%	3%	6%	6%
Bridget McKenzie	<b>9%</b>	12%	7%	15%	6%	6%	8%
None of these	<b>10%</b>	5%	12%	13%	10%	17%	17%
<i>Count</i>	<b>6.53</b>	7.75	5.99	7.32	4.56	5.86	5.41