

**RECOGNITION OF POLITICIANS
LORD ASHCROFT KCMG PC
JUNE 2013**

8,051 adults were interviewed online between 26 April and 6 May 2013. Results have been weighted to be representative of all adults in Great Britain.

**'Here are some pictures of people you may or may not recognise. In each case, please can you say whether you recognise this person.
If you do recognise the person, please can you write who you think it is.'**

	% saying they recognise	% correctly identifying	Most often confused with...	Sometimes confused with...
David Cameron	96	94	-	-
Boris Johnson	94	91	-	-
Ed Miliband	89	77	David Miliband	Bert from <i>Sesame Street</i>
Nick Clegg	80	72	George Osborne	Peter Jones from <i>Dragons' Den</i>
William Hague	82	64	Iain Duncan Smith	Ross Kemp
George Osborne	74	62	Ed Miliband	Tom Hanks
Theresa May	60	55	Harriet Harman	Sarah Millican
Michael Gove	35	29	Nigel Farage	John Selwyn Gummer
Jeremy Hunt	28	18	Seb Coe	Bob the Builder
Philip Hammond	23	10	Jeremy Hunt	Julian Assange