

J17017017-34-03 30-NOV 14 – Apr 19
DWP MERGED SURVEY

21 Feb 2020

Table 1
WPP ad recognisers
Base: ALL WPP AD RECOGNISERS

	WAVES															
	Nov-14	May-15	Sep-15	Dec-15	Mar-16	Jun-16	Aug-16	Nov-16	Mar-17	Jun-17	Aug-17	Oct-17	Feb-18	Jun-18	Dec-18	Apr-19
Unweighted base:	1256	1130	1121	1049	934	1018	672	683	826	350	395	203	394	181	397	489
All with WPP*	82%	81%	81%	63%	68%	69%	74%	76%	82%	76%	79%	61%	81%	76%	71%	78%
Unweighted base:	-	-	-	-	-	-	-	-	1462	655	712	364	686	681	548	635
All eligible for a WPP	-	-	-	-	-	-	-	-	81%	78%	81%	63%	81%	80%	66%	76%

*Results up to June 18 based on all affected by Automatic Enrolment