

# Freedom of Information request 0905/2011

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## **Information request**

All unpublished documents examining the effectiveness of the Targeting Benefit Thieves campaign.

## **DWP response**

Attached are research reports detailing the effectiveness of the 'Targeting Benefit Thieves' campaign which ran from October 2006 to March 2010 when the campaign last aired.

### **Report A**

GfK NOP: Targeting Benefit Fraud Tracking Research: Report of Findings of baseline and Wave 2;

### **Report B**

GfK NOP Targeting Benefit Fraud Tracking Research: July 2007 – March 2008

### **Report C**

GfK NOP Targeting Benefit Thieves Campaign Tracking Research: Report on the launch and first burst of the new "And they thought they'd never be caught" campaign – April 2010