



Department
for Work &
Pensions



Government
Social Research

Technical Report

Move to Universal Credit Non-claimants (formerly tax credits customers) Quantitative and Qualitative Research

December 2024

DWP research report no. 1082.

A report of research carried out by Ipsos on behalf of the Department for Work and Pensions.

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Views expressed in this report are not necessarily those of the Department for Work and Pensions or any other government department.

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1. Introduction

Technical report overview

This report provides the technical and methodological details for Move to Universal Credit Non-claimants (formerly tax credits customers) research commissioned by the Department for Work and Pensions (DWP) and conducted by Ipsos UK. This report provides detail on the methodology of the research, including sampling, recruitment and fieldwork materials (copies of these materials are included in the Section 4, the Annex).

Research overview

DWP commissioned Ipsos to conduct research into the reasons why legacy tax credits customers were not claiming Universal Credit (UC), their future intentions to make a claim, and any consequences for those who had not made a claim..

Specifically, the study explored:

- Levels of awareness, understanding and perceptions of UC amongst legacy tax credits customers
- The reasons why this cohort are not applying for UC including whether they felt financially stable without it, and if not, whether there were any barriers to claiming or misconceptions
- The current and potential impact of not claiming UC, both financial and wider
- Potential long-term consequences of not claiming UC and actions to top up their income since tax credits have stopped.
- Future intentions to claim UC, including any support needed to make a claim for UC.

A survey was conducted as a mixed-mode push-to-web survey with CATI (computer-assisted telephone interviewing) follow-up interviews to target those who had not completed the survey online. Qualitative in-depth interviews were conducted with survey respondents who provided permission to be contacted for a qualitative interview. The qualitative and quantitative findings were synthesised and presented together in a final report.

2. Quantitative research

The first section summarises the approach to the quantitative research for which fieldwork was conducted between April to June 2024.

Sampling

The sample was provided by DWP and comprised of tax credits customers who had received a Migration Notice but had not made a claim for UC as of March 2024. The sample consisted of a combination of Working Tax Credit-only, Child Tax Credit-only, or a combination of both, customers. In total, 40,766 records were shared with Ipsos UK. The sample included full name, phone number, address, age band, gender, tax credits type, date Migration Notice was sent, migration deadline and if the migration deadline was extended.

An initial sample of 10,000 records was randomly selected from the sample for an initial pilot to assess overall response rates and response rates for each survey mode. A further 12,500 records (excluding the initial selected cases) were randomly selected to achieve the total 1,000 target interviews. In total, 22,500 records were randomly selected from the sample frame for initial contact.

All records in the sample frame were treated as independent legacy tax credits customers for initial contact. A flag was added to the sample for duplicate addresses as a proxy for couples. For the CATI sample, one legacy tax credits customer per duplicate address was prioritised for calling.

Survey and questionnaire development

The quantitative questionnaire (Annex 4.3) was developed in consultation with, and signed off by, the Move to UC Analysis Team at DWP prior to scripting.

Since there was a one-month gap between the development of the sample frame and the start of fieldwork, a screening question was included at the start of the questionnaire to ascertain whether the respondent was currently receiving UC payments. Respondents who were receiving UC payments were routed as UC customers and questions were adapted accordingly.

The questionnaire covered the following:

- Current circumstances: home life, children, caring responsibilities, employment and employment history
- Knowledge and awareness of UC and UC features
- Understanding of the Migration Notice and reactions to receiving it
- Reasons for not claiming UC and what might motivate them to claim UC in the future
- UC customers only: How they claimed UC, experience of the application process

- Whether they requested an extension to the migration deadline
- The impact of not claiming / delaying claiming UC including the impact on passported benefits
- Future intentions to claim UC
- Whether they need support to claim UC
- Demographic profile: gender, age, ethnicity, whether English is their first language, health status, level of education, housing tenure

At the end of the survey, respondents were asked to provide an email address to receive a £10 shopping voucher and asked for their permission to be recontacted for follow-up qualitative interviews.

Fieldwork

In total, 1,029 interviews were conducted with legacy tax credits customers who had not claimed UC after their migration deadline as of March 2024.

Overall, 659 interviews were conducted online and 370 interviews were conducted by CATI. A multimode approach was adopted to boost the representativeness of the sample against the sample frame, ensuring that those who are digitally less confident and less likely to complete an online survey were not excluded from the sample.

The fieldwork took place between 17 April and 3 June 2024.

The mean average length of the online survey was 13 minutes and 27 minutes for the CATI interviews.

Fieldwork was monitored regularly to ensure a representative sample based on gender, age, and legacy tax credits type and soft quotas were applied to CATI fieldwork to target respondents from groups which had proportionately lower response rates.

As identified from an initial screening question, 923 survey respondents had not made a claim for UC at the time of completing the survey. A total of 106 respondents had made a claim for UC since the DWP sample was drawn.

Advance communications to participants

An advance letter was sent to participants, including a URL to complete the survey online and contact details of the research team to opt-out of further contact.

An initial batch of 10,000 letters were sent to the addresses in the sample. A second batch of 12,500 letters were sent to addresses to achieve the target number of interviews. The number opting out of further contact was 25.

The advance letter included:

- Information about the research
- A link to complete the survey online
- Information about potentially being contacted by the telephone team
- How to opt-out of the research

- Details about the follow-up qualitative research
- A link to the survey privacy policy

Participants were offered a £10 voucher as a thank you for taking part in the survey. The advance letter is included in the appendix (Annex 3.1)

Fieldwork management and monitoring

The telephone unit received a detailed briefing ahead of calling potential respondents. They were provided with details about the project background, research objectives and how the project would be carried out.

Respondents could fail the screening questions if they took part via CATI and they were not the person asked for or if they were not happy to take part in the CATI interview. A total of 121 participants were screened out at the start of the survey.

Each sample record was called a maximum of 5 times before it was deemed to be uncontactable. The sample was called at different times during the day, such as after work, and on different days of the week to maximise the response rates.

Survey completes were monitored on a regular basis throughout the fieldwork period and reported to DWP in regular weekly updates. The research team monitored the number of CATI completes and online completes and asked the telephone unit to focus the CATI interviews on groups with proportionately lower responses compared with the sample frame. For this sample that meant targeting males and those aged 25-49 who were responding at proportionately lower rates identified during fieldwork.

The initial estimated breakdown of completes was approximately 60% CATI and 40% online completes, expecting lower response rates to the online survey. During fieldwork, the progress of online completes was higher than expected. Consequently, the target estimates for mode completion were adjusted to 60% online and 40% CATI during fieldwork.

The interview length was monitored over time to ensure that the project stayed within scope and budget. During fieldwork, the CATI interview length was over length by 7 minutes. The readjustment of mode targets enabled the project to remain within budget.

Outcomes and response rate

A total number of 1,029 participants took part against an initial target of 1,000.

Letters were sent to 22,500 addresses inviting them to complete the survey online or opt-out of further contact before they were phoned for a CATI interview. There were no email addresses in the sample and therefore letter was the sole method of communication to complete the online survey. No reminder letters were sent. In total, 659 respondents completed the survey online. The online response rate, which is calculated as the number of online completes divided by the number of customers contacted is 3%. Since customers who did not complete the survey online were contacted for a CATI interview, this response rate is based on 5 days of fieldwork before CATI calls started. This response rate does not account for inability to contact

the customer (such as if they were no longer living at the address or deceased) or customer ineligibility to complete the survey.

Table 1.1 outlines the unadjusted and adjusted response rates and the cooperation rate for the CATI survey. There were 370 completed interviews via CATI. Calls stopped once the target number of 1,000 interviews overall was reached and the overall sample was broadly proportionate to the sample frame in terms of legacy benefit type, gender and age. As shown in Table 1.1, there were sample cases left in field when fieldwork closed. Consequently, the response rate is less meaningful for this study. The cooperation rate, which is the rate of successfully reached and eligible individuals who agreed to take part in an interview, is 22%.

Table 1.1: CATI fieldwork outcomes and response rate calculations (rounded to nearest whole number)

Outcome	Total
Total sample loaded	16,984
Ineligible/screened out	121
Unusable numbers ¹	5,071
No answer after max tries ²	8,199
CATI sample left in field ³	866
Completed online	659
Total sample eligible for CATI fieldwork⁴	2,068
Completed CATI interviews	370
Incomplete interviews	352
Refusals	1,346
Eligibility of screened respondents %⁵	86%
Unadjusted CATI response rate %⁶	2%
Adjusted CATI response rate %⁷	18%
CATI cooperation rate %⁸	22%

¹ Numbers that were in a valid format but which turned out to be wrong numbers, fax numbers, business numbers or disconnected.

² Numbers called 5 or more times without ever being picked up.

³ Number of records that did not reach max calling attempts due to fieldwork closing but would have been tried if fieldwork continued.

⁴ Total sample loaded minus ineligible/screened out, unusable numbers, no answer after maximum number of tries, sample remaining in field where an outcome is not recorded, and web completes.

⁵ Eligibility rate of screened respondents is the proportion of started interviews that were not screened out (complete and incomplete) from the total number of started interviews (including screen outs).

⁶ Unadjusted response rate is calculated as a proportion of completed interviews from the total CATI sample loaded.

⁷ Adjusted response rate is calculated as a proportion of completed interviews from the total sample eligible for fieldwork.

⁸ Cooperation rate is calculated as the proportion of completed interviews compared with interview refusals

Data processing and weighting

Coding

Coding was applied to 13 questions which included “Other Specify” codes. Verbatim responses were back coded to existing questionnaire responses where appropriate. The threshold for including a new code was 5 or more mentions.

Weighting

Weighting was carried out to ensure that the achieved survey sample was proportionate to the legacy tax credits non-claimant population. Weighting was carried out against demographic characteristics that were known of the population of non-claimants and of survey respondents. These characteristics were:

- Age
- Gender
- Benefit type

Population-level estimates were used to make the weighting decisions. Weighted and unweighted sample profiles for non-claimants can be found in table 1.2.

Table 1.2: Weighted and unweighted sample profiles

	Population figures (%)	Sample – unweighted (%)	Sample – weighted (%)
Age			
25-49	59.6	58.0	59.6
50-65	40.4	41.9	40.4
Gender			
Male	34.4	28.4	34.4
Female	65.6	71.6	65.6
Benefit type			
Child Tax Credit and Working Tax Credit	66.4	64.2	66.4
Working Tax Credit	24.7	25.7	24.7
Child Tax Credit	8.9	10.1	8.9

Notes on interpretation of data

In the findings report, the survey data are rounded up to whole percentages. Therefore, in some charts, figures will not add to 100%. For example, if the calculated estimates for a question are 20.6%, 40.7% and 38.7%, they will show as 21%, 41% and 39%.

When reporting on sub-groups, we note whether results from sub-groups differ from the alternative subgroups in a statistically significant way, with statistic testing relying on an assumption that the weighted sample achieved was as good as a random probability sample. Statistical significance testing is used to determine whether differences in results are likely to be due to a genuine difference between groups, as opposed to chance variation. The threshold used in this research is the 0.05 level, meaning there is less than a 5% chance that results deemed significantly different differ due to chance. This is a standard level of significance used in social sciences.

In the findings report, subgroup differences are reported for the following demographics: work status, gender, age, whether English is a first language, ethnicity, health condition, level of education, presence and age of children and whether the respondent has caring responsibilities. Subgroup differences are reported where there is a consistent pattern of differences for these subgroups on related survey questions. Some key survey variables were also added as cross breaks for subgroup analysis, for example, whether or not a respondent knows what to do to move to UC and whether or not they are likely to make a claim for UC in the future. Subgroup differences for these variables are reported where there they are supported by the qualitative evidence.

For the two multicode survey questions on reasons for not making a claim for UC, only the questionnaire response codes that were selected by 10% or more of the final sample have been reported on.

3. Qualitative research

This section summarises the approach to the qualitative research for which fieldwork was conducted between 8 July and 8 August 2024. In-depth interviews were conducted with 30 survey respondents who had provided permission to recontact for further qualitative research.

Sampling

The sample for the qualitative research was derived from those who completed the quantitative survey and agreed to be recontacted for qualitative interviews. Only respondents who reported that they had not made a claim for UC at the point of survey completion were eligible for interviews. The quantitative sample was provided by DWP, as detailed in section 2.

The sample fields included:

- Contact details: name, phone number, email address, and address
- Demographic details: age band, sex, work status, region, household (single or couple), presence of children, age range of child, health condition, and whether English was their first language. Survey response data: Whether they needed support making a claim, whether they were using their savings as an alternative income, and likelihood to make a claim
- Details about legacy benefits: previously in receipt of Working Tax Credit and/or Child Tax Credit
- Details about their migration notice: receipt and deadline

In total, 508 records were shared with the recruiters for qualitative recruitment.

Recruitment quotas

Recruitment quotas were set for gender, age, health condition, number and presence of children, living situation, work status, legacy benefit type and whether English is a first language to ensure the sample included a broad range of circumstances which could be linked with feelings and perceptions of UC and claim behaviours.

Minimum and monitoring quotas were set to ensure a good mix of representation in the sample without making recruitment targets unfeasible to achieve.

Table 2.1 shows the quotas set for different characteristics and the achieved number of interviews in the final sample.

Table 2.1: Quotas and achieved number of interviews

Variable	Quota field	Quota	Achieved
Total		30	30

UC claim status	UC non-claimant	30	30
Interview type	Single	Min 10	15
	Couple	Min 10	15
Legacy Benefit type	Working Tax Credit only	Min 5	5
	Child Tax Credit only	Min 3	7
Gender	Female	Min 10	19
	Male	Min 10	11
Age	26-35 years old	Min 3	4
	36-45 years old	Min 7	10
	46-55 years old	Min 7	12
	56 years and over	Min 3	4
Employment status	Working (employed)	Min 7	16
	Working (self-employed)	Min 7	8
	Not working	Min 5	6
Health condition	Has health condition / disability	Min 5	7
	No health condition / disability	20	21
Presence of children	No children	Min 5	7
	Pre-school aged children (aged up to and including 4)	Min 3	4
	Primary school aged children (up to and including 11)	Min 5	9
	Children aged 12 - 18	Min 7	10
English as first language	No	Min 5	5
	Yes	23	25
Region	UK Region	Mix and monitor	
Likelihood to make a claim	Likely to, certain to	Min 5	5
	Not likely to, certain not to	23	25
Requires support with making a claim	No	Min 10	14
	Yes (selected at least one option)	Min 5	15
Using savings as alternative income	Yes	Min 5	7

The sample achieved all quotas either meeting or exceeding the target.

Recruitment

Recruitment took place between 8 July and 8 August 2024 and was conducted by Paton Williamson Consultancy on behalf of Ipsos. Individuals from the sample were called and asked if they would like to take part in a 45-minute interview, and if in agreement, were screened and scheduled for an interview with an Ipsos moderator. Participants were offered a £40 online shopping voucher as a thank you for taking part. The recruitment screener is included in Annex 4.4.

Research materials and fieldwork

Research materials

The discussion guide and research materials were developed by Ipsos and signed off by the Move to UC Analysis Team at DWP ahead of the fieldwork period. These materials included:

- Recruitment screener used to screen participants and to monitor and achieve quotas
- Discussion guide for use in interviews with participants
- Qualitative interview privacy notice
- Follow-up support leaflet

The topic guide was developed in consultation with DWP.. It covered participants' awareness of UC, their reactions to the Migration Notice, their intentions to claim UC, and the impacts of not claiming. The guide also explored participants' reasons for not making a claim for UC (or delaying making a claim for those who planned to claim in the future), any support needs they had with making a claim and actions they had taken since their tax credits had ended. The topic guide is included in Annex 4.7.

The follow-up support leaflet was distributed to participants after their interviews and included details about the research they had participated in, a link to the privacy policy, and contact details for further support in case the topics explored in the interviews prompted participants to require further support. The selected support organisations covered help with benefits, personal finances, relationships and health issues or disabilities. The support leaflet is included in Annex 4.5.

Fieldwork

A total of 30 interviews were conducted over the phone or using Microsoft Teams between 8 July and 8 August 2024.

Analysis and deliverables

Interviews were recorded (audio only) for note-taking purposes. Following the interviews, moderators summarised the key points from the raw interview data into an analysis grid which grouped the data by interview question and key areas of enquiry.

Moderators also added verbatim quotes from interviews which illustrated key points and summarised participants' particular viewpoints.

An analysis session was conducted with all interview moderators as well as members of the Move to UC Analysis Team at DWP to hear the emerging findings and add context. The purpose of the analysis session was to reach a consensus on the salient points across all interviews, explore differences in experiences by different participant characteristics, and identify illustrative case studies. The notes from this session, combined with data from the analysis grid, were used to inform the next stage of thematic analysis which included refining themes, testing findings, and supporting analysis with verbatim quotes. The output from the final analysis stage was summarised in a PowerPoint presentation to DWP stakeholders on 18 September 2024.

Interpretation of findings

Qualitative research approaches are used to shed light on why people hold particular views, or have particular experiences, rather than how many people have those views or experiences.. The qualitative sample was selected to provide a range of characteristics, situations and experiences and not intended to be statistically representative of the wider population.

The results are intended to be illustrative and explanatory, rather than statistically reliable. It is not always possible in qualitative research to provide a precise or useful indication of the prevalence of a certain outcome or experience, due to the relatively small number of participants generally involved and because the sample is not intended to be statistically representative of the wider population. The findings reported here represent common themes emerging across multiple interviews.

Sometimes, ideas can be mentioned several times in a discussion, and yet hide the true drivers of experience; or a minority view can, in analysis, turn out to express an important emergent view or trend. The value of qualitative work is to identify the issues which bear future investigation. In reporting the qualitative findings, we focus on exploring the breadth of experiences, and identifying the main themes, rather than the number of people who have expressed that thought. Where we pull out an example, insight or quote from one participant, this is typically to illustrate findings that emerged more broadly across multiple interviews.

To provide a sense of prevalence, qualitative findings are described in the context of 'who' shared views (for example, participants with particular circumstances) rather than how many. Where the view was one respondent only, this is specified in reporting.

4. Technical annex

4.1 Quantitative advance letter

< NAME>
<ADDRESS_LINE_1>
<ADDRESS_LINE_2>
<ADDRESS_LINE_3>
<ADDRESS_LINE_4>
<ADDRESS_LINE_5>
<POSTCODE>

User ID: <USER ID>

May 2024

RE: Share your experiences of being asked to move to Universal Credit

Dear < NAME>,

We are writing to ask for your help with an important piece of research being carried out by Ipsos for the Department for Work and Pensions (DWP). **We are interested in speaking with you to understand more about your experiences of being asked to move to Universal Credit.** Your feedback will provide DWP with important information about how they can improve people's experiences of their services in the future.

How can I help?

We invite you to share your views and experiences of being asked to move to Universal Credit by taking part in this survey. It should take no longer than 20 minutes and you can complete the survey online or over the telephone. If you complete the survey, we will send you a **£10 Love2shop voucher** as a thank you for your time.

Taking part in this research is voluntary and will not affect any benefits or payments you are claiming, making or receiving, now or in the future.

You can complete the survey on a phone, laptop, computer or tablet – whatever is easiest for you.

Step 1: Go to the survey website:

Step 2: Enter User ID <USER ID>

Step 3: Complete the survey

If the survey link does not load, try refreshing the page or using a different browser. Make sure you are typing the link directly into the URL bar and **not** through a search engine. You can close the survey and continue at another time, just log back in with the details provided.

You can also take part by phone –if you would prefer to take part by phone, please email us at move2uc@ipsosresearch.com and provide the best phone number to call you on.

We may also call you in the next few weeks to invite you to take part. **If you do not want to be contacted about this survey again**, please email us at move2uc@ipsosresearch.com and enter the User ID in the subject line, or call 08001577818 with your name and User ID.

At the end of the survey, we will ask if you're happy to be contacted for a further interview. This will take around 45 minutes and will be conducted online or by telephone, whichever you prefer. If you are contacted about an interview, and take part, we will send you an additional **£40 Love2shop voucher** as a thank you for your time.

Answers are private and confidential. For more information about the survey, confidentiality and how we process your data, please read the privacy policy at <https://ipsos.uk/Move2UCPrivacyNotice>. If you would like to contact DWP directly about this survey, please email UC.research@dwp.gov.uk.

I hope you are able to help us with this important research. Thank you in advance.

Yours sincerely,

Daniel McGrady
Associate Director, Ipsos

Antony Billingham
Department for Work and Pensions

4.2 Quantitative privacy notice

This survey and your personal data

This Privacy Notice explains who the Department for Work and Pensions (DWP) and Ipsos UK are, the personal data collected, how it is used, who it is shared with, and what your legal rights are.

About DWP and Ipsos UK

- The DWP is the British government department responsible for welfare, pensions and child maintenance policy. Universal Credit (UC) is a means tested benefit which is administered by DWP.
- Ipsos (market research) Limited is a specialist research agency based in the UK, commonly known as “Ipsos UK”. Ipsos UK is part of the Ipsos worldwide group of companies, and a member of the Market Research Society. As such we abide by the Market Research Society Code of Conduct and associated regulations and guidelines.

What personal data has Ipsos UK received from DWP for this survey?

- Ipsos UK has your personal data because we have been asked by the DWP to carry out an anonymous research survey on their behalf. The DWP’s privacy notice can be reviewed [here](#). For this project, the DWP is the controller of your data and Ipsos UK is the processor.
- The DWP has shared a limited amount of your personal data so that we can invite you to take part in this research survey.
- The personal data that the DWP has shared with us for this survey is:
 - A – your name, age band and gender
 - B – your home address, phone number and email address
 - C – details about benefits you have been receiving
 - D – if you have made a UC claim, the date you made the claim

What is the legal basis for processing your personal data?

- The legal basis under which DWP and its contractors process personal data and ‘special category data’, such as information about your health/disability, racial or ethnic origin, is to fulfil DWP’s public authority duty and for research that is in the public interest. If you wish to withdraw your agreement at any time, please see the section below covering ‘Your Rights’.

How will Ipsos UK use any personal data including survey responses you provide?

- Firstly, responding to this survey is entirely voluntary.
- Ipsos UK will keep your personal data and responses in strict confidence in accordance with this Privacy Notice. Anonymised individual responses may be shared with the DWP, however Ipsos UK can assure you that you will NOT be identifiable to DWP or in any published results.
- Ipsos UK and the DWP will only use your personal data and responses solely for research purposes.

How will Ipsos UK ensure your personal information is secure?

- Ipsos UK takes its information security responsibilities seriously and applies various precautions to ensure your information is protected from loss, theft or misuse. Security precautions include appropriate physical security of offices and controlled and limited access to computer systems.
- Ipsos UK has regular internal and external audits of its information security controls and working practices and is accredited to the International Standard for Information Security, ISO 27001.

How long will Ipsos UK retain your personal data and identifiable responses?

- Ipsos UK will only retain your data in a way that can identify you for as long as is necessary to support the research project and findings. In practice, this means that once we have satisfactorily reported the research findings to the Client, we will securely remove your personal, identifying data from our systems.
- For this project we will securely remove your personal data from our systems by 08/2025.

Your rights.

- You have the right to access your personal data within the limited period that Ipsos UK holds it.
- If you want to contact the DWP about data they hold about you, please see their contact details below.
- Providing responses to this survey is entirely voluntary and is done with your agreement. You have the right to withdraw your agreement at any time.
- You also have the right to rectify any incorrect or out-of-date personal data about you which we may hold.
- If you want to exercise your rights, please contact DWP using the contact details below.
- You have the right to lodge a complaint with the UK's Information Commissioner's Office (ICO) if you have concerns on how we have processed your personal data. You can find details about how to contact the Information Commissioner's Office at <https://ico.org.uk/global/contact-us/> or by sending an email to: casework@ico.org.uk. You can also contact the ICO by telephone by ringing 0303 123 1113.

Where will your personal data be held & processed?

- All of your personal data used and collected for this survey will be stored and processed in the United Kingdom.

How can you contact DWP & Ipsos UK about this survey and/or your personal data?

Contact DWP:

DWP has a dedicated webpage with guidance for how to make a Right of Access request. This website can be found [here](#). Alternatively, you can contact the Data Protection Officer using the email or postal addresses below.

Email: data.protectionofficer@dwp.gov.uk with "24-011447-01 Move to UC Survey" in the email subject line

Post: DWP Data Protection Team
Benton Park View 6

Room BP6001
Mail Handling Site A
Wolverhampton
WV98 1ZX

Contact Ipsos UK:

Email: move2uc@ipsosresearch.com <mailto:> with "24-011447-01 Move to UC Survey" in the email subject line

Post: 24-011447-01 Move to UC Survey
Data Protection Officer
Compliance Department
Ipsos (market research) Limited
3 Thomas More Square
London E1W 1YW
United Kingdom

4.3 Quantitative survey questionnaire

1. S_Screener

S1

CATI ONLY

ASK PERSON WHO ANSWERS THE PHONE

Good morning / afternoon /. My name is [NAME] and I'm calling from Ipsos, an independent research agency, on behalf of the Department for Work and Pensions.

Please can I speak to [NAME FROM SAMPLE]?

ADD IF NECESSARY: We are conducting some research on behalf of the DWP that we hoped [NAME FROM SAMPLE] could spare some time to help us with.

SINGLE CODE

- 1 Respondent answers phone
- 2 Transferred to respondent
- 3 Hard appointment
- 4 Soft Appointment
- 5 Refusal
- 6 Not available in deadline
- 7 Engaged
- 8 Fax Line
- 9 No reply / Answer phone
- 10 Business Number
- 11 Dead line

IF 1 OR 2 = CONTINUE

IF 3 OR 4 = MAKE APPOINTMENT

IF 5 – 11 = CLOSE INTERVIEW

S2

CAWI AND CATI

CAWI: SHOW TO ALL RESPONDENTS

CAWI ONLY:

Thank you for taking part in this survey by Ipsos on behalf of the Department for Work and Pensions (DWP). Your contact details were provided by DWP to invite you to take part in research aiming to understand people's thoughts and feelings about moving from Tax Credits to Universal Credit.

You should have received a letter from DWP about this research. It should take up to 20 minutes and your responses will be kept completely confidential.

CATI ONLY:

Your contact details were provided by the Department for Work and Pensions (DWP) to invite you to take part in research. This survey aims to understand people's thoughts and feelings about moving from Tax Credits to Universal Credit.

ADD IF NECESSARY: You should have received a letter from DWP about this research. It should take up to 20 minutes and your responses will be kept completely confidential.

Is now a good time to speak to you about this research?

SINGLE CODE. CATI ONLY.

- 1 Continue
- 2 Referred to someone else in household to complete on behalf of named contact (only in cases where named contact has a disability or cannot communicate over the phone, for example if there is a language barrier)
NAME _____
- 3 Hard appointment
- 4 Soft appointment
- 5 Refusal

IF 1 = CONTINUE

IF 2-3 = MAKE APPOINTMENT

IF 4-5 = THANK AND CLOSE

S3

CAWI AND CATI

CAWI ONLY:

Taking part in the survey is entirely voluntary and you can change your mind at any time. Taking part will not affect your benefits in any way, now, or in the future. Any feedback you give us will be entirely confidential and your responses will be treated anonymously.

Our privacy policy explains the purposes for processing your personal data as well as your rights under data protection regulations to access your personal data, withdraw

consent, object to processing of your personal data and other required information. If you would like to read the Privacy Notice you can click this link: [INSERT LINK].

Are you happy to proceed with the interview?

CATI ONLY:

Before we begin, I want to clarify that taking part in the survey is entirely voluntary and you can change your mind at any time. Taking part will not affect your benefits in any way, now, or in the future. Any feedback you give us will be entirely confidential and your responses will be treated anonymously.

Please note that I do not work for DWP and so I am unable to answer specific questions or provide advice about your benefits or about the move to Universal Credit. However, at the end of the survey, I can provide you with details of where you can access more information and how you can get in contact with DWP directly.

The privacy policy explains the purposes for processing your personal data as well as your rights under data protection regulations to access your personal data, withdraw consent, object to processing of your personal data and other required information. If you would like to read the Privacy Notice beforehand you can access it online at [INSERT LINK].

Are you happy to proceed with the interview?

SINGLE CODE

1 Yes

2 No

IF 1 = CONTINUE TO S4

IF 2 = SCREEN OUT

IF 1 = CONTINUE TO T1

IF 2 = SHOW_SCREEN_OUT

S4

CATI ONLY

This call may be recorded for quality and training purposes only.

Claimants' current circumstances

T1

CAWI AND CATI

READ OUT

Firstly, we'd like to know a little more about you so that we can make sure we're asking you questions that are relevant to your individual circumstances.

UC_CLAIM

CAWI AND CATI

Are you currently receiving Universal Credit payments?

SINGLE CODE

- 1 Yes
- 2 No

IF 1 CREATE ROUTING PATHWAY 'UC CLAIMANT'

IF 2 CREATE ROUTING PATHWAY 'UC NON-CLAIMANT'

CLAIMANT_DUMMY

DO NOT SHOW / READ

CREATE DUMMY VARIABLE

- 1 1 UC CLAIMANT IF UC_CLAIM = 1
- 2 2 UC NON-CLAIMANT IF UC_CLAIM = 2

UC_DATE

UC CLAIMANT ONLY

PROMPT TO CODE

When did you start receiving Universal Credit payments?

SINGLE CODE

- 1 Within the last month
- 2 More than one month ago, but less than two months ago
- 3 More than two months ago, but less than three months ago
- 4 More than three months ago

LIVING_SIT

CAWI AND CATI

PROMPT TO CODE

Are you single (or in a relationship but not co-habiting) or living with a partner/spouse?

SINGLE CODE

- 1 Single
- 2 Living with a partner/spouse

CHILDREN

CAWI AND CATI

PROMPT TO CODE

How many children aged under the age of 19 live in your household?

SINGLE CODE

- | | |
|---|-----------|
| 1 | None |
| 2 | 1 |
| 3 | 2 |
| 4 | 3 |
| 5 | 4 or more |

CHILDREN_AGE

CAWI AND CATI: ASK IF CHILDREN = 2, 3, 4 OR 5

PROMPT TO CODE

What is the age of your youngest child?

SINGLE CODE

- | | |
|---|-------------------|
| 1 | Under 5 years old |
| 2 | 5-10 years old |
| 3 | 11-15 years old |
| 4 | 16-18 years old |

CARING

CAWI AND CATI

PROMPT TO CODE

Do you care for anyone who needs help with everyday life due to illness, disability or old age? This could include help with grocery shopping, bathing, dressing, laundry.

SINGLE CODE

- | | |
|---|---|
| 1 | Yes |
| 2 | No |
| 1 | 99 Prefer not to say [CATI DO NOT READ OUT] |

WORK

CAWI AND CATI

READ OUT ANSWER CODES

What is your current work status?

SINGLE CODE

- 1 In paid work, working full time (30 or more hours per week)
- 2 In paid work, working part time (16 to 29 hours per week)
- 3 In paid work, working part time (under 16 hours per week)
- 4 Self-employed
- 5 On a government training / employment programme / doing unpaid voluntary work
- 6 Not working, but waiting to take up employment already accepted
- 7 Unemployed and looking for work
- 8 In full or part-time education
- 9 Long-term sick/disabled
- 10 Looking after the home/unpaid family carer
- 11 Fully retired (including retired early)
- 12 Other (please specify)
- 2 99 Prefer not to say [CATI DO NOT READ OUT]

JOB_STABILITY

CAWI AND CATI: IF WORK = 1, 2, 3 OR 4

PROMPT TO CODE

How long have you been doing your current job? If you have multiple jobs, think about the one where you earn the most money.

SINGLE CODE

- 1 Less than 1 month
- 2 1 to less than 6 months
- 3 6 months to less than 1 year
- 4 1 to less than 2 years
- 5 2 to less than 5 years
- 6 5 years or longer

Knowledge and awareness of Universal Credit

T2

CAWI AND CATI

READ OUT

CAWI ONLY:

The following questions are about what you have heard about Universal Credit. This is not a test.

CATI ONLY:

Next, I'd like to ask you a few questions about what you have heard about Universal Credit. This is not a test.

AWARENESS

CAWI AND CATI: UC NON-CLAIMANT ONLY

READ OUT ANSWER CODES

How much do you know about Universal Credit?

SINGLE CODE

- 1 A lot
- 2 A little
- 3 I have heard of Universal Credit but that is all
- 4 I have never heard of it before today

IF AWARENESS = 4 GO TO T3

KNOWLEDGE

CAWI AND CATI

READ OUT SCALE

To the best of your knowledge, is this statement true or false?

Please give your answers based on what you think currently applies. This is not a test.

- 1 True
- 2 False
- 3 Don't know

SINGLE CODE. RANDOMISE ROWS.

- _1 Universal Credit is replacing Tax Credits
- _2 You can work for more than 16-hours and claim Universal Credit
- _3 You can claim up to 85% of your childcare costs back through Universal Credit

- _4 If you claim before the deadline on the letter, for 12 months you can claim Universal Credit if you have more than £16,000 in savings and investments

CAWI DISPLAY AS CAROUSEL.

PERCEPTION

CAWI AND CATI: UC NON-CLAIMANT ONLY

READ OUT SCALE

To what extent do you agree or disagree with the following statements?

- 1 Strongly agree
- 2 Tend to agree
- 3 Neither agree nor disagree
- 4 Tend to disagree
- 5 Strongly disagree
- 6 Don't know [CATI DO NOT READ OUT]

SINGLE CODE. RANDOMISE ROWS.

- _1 On Universal Credit I am always better off working however many hours I work
- _2 Transitional protection means, if you claim before the deadline on the letter and your circumstances stay the same, you will continue to receive the same money on Universal Credit as tax credits
- _3 I can continue to receive other forms of income support (e.g. Free school meals) on Universal Credit

CAWI DISPLAY AS CAROUSEL.

Understanding the migration notice and reactions to receiving it

T3

CAWI AND CATI

READ OUT

The next set of questions are about recent letters from the DWP on the move to Universal Credit.

LETTER

CAWI AND CATI

READ OUT ANSWER CODES

The Migration Notice was a letter sent to you asking you to make a claim for Universal Credit to keep receiving financial support. Did you receive a Migration Notice asking you to apply for Universal Credit?

SINGLE CODE

- 1 Yes, definitely
- 2 Yes, I think so
- 3 No, I don't think so
- 4 No, definitely not

TEXTMESSAGE

CAWI AND CATI

READ OUT ANSWER CODES

Did you receive a text message asking you to make a claim for Universal Credit?

SINGLE CODE

- 1 Yes, definitely
- 2 Yes, I think so
- 3 No, I don't think so
- 4 No, definitely not

IF LETTER = 3 OR 4 AND TEXT = 3 OR 4 THEN SCREEN OUT

CONFIDENCE

CAWI AND CATI: UC NON-CLAIMANT ONLY

READ OUT ANSWER CODES

To what extent do you agree or disagree that you understand what you would need to do to move to Universal Credit?

SINGLE CODE

- 1 Strongly agree
- 2 Tend to agree
- 3 Neither agree nor disagree
- 4 Tend to disagree
- 5 Strongly disagree

Barriers and motivations to applying for Universal Credit

T4

CAWI AND CATI

READ OUT

CAWI ONLY:

The next questions are to understand the reasons why you [UC NON-CLAIMANT haven't made a claim for Universal Credit.] [UC CLAIMANT delayed making a claim for Universal Credit after first receiving the Migration Notice.] There are no wrong or right answers, we are just interested in your views.

CATI ONLY:

I'd now like to ask you some questions about the reasons why you [UC NON-CLAIMANT haven't made a claim for Universal Credit.] [UC CLAIMANT delayed making a claim for Universal Credit after first receiving the Migration Notice.] There are no wrong or right answers, we are just interested in your views.

BARRIERS1

CAWI AND CATI

READ OUT

UC CLAIMANT:

Thinking back to before you made a claim to Universal Credit, did any of the following reasons stop you from making a claim sooner? Choose all that applied to you.

UC NON-CLAIMANT:

Are any of the following reasons stopping you from making a claim to Universal Credit? Choose all that apply to you.

MULTICODE. RANDOMISE ROWS.

- 1 I expected to move to Universal Credit automatically
- 2 I [UC NON-CLAIMANT don't] [UC CLAIMANT didn't] know how to make a claim
- 3 I [UC NON-CLAIMANT don't] [UC CLAIMANT didn't] know how to get the support I needed to make a claim
- 4 I [UC NON-CLAIMANT am] [UC CLAIMANT was] waiting to get support with making a claim (e.g. from friends/family or an organisation such as Citizens Advice Bureau)
- 5 I [UC NON-CLAIMANT don't] [UC CLAIMANT didn't] have the necessary documents to make a claim
- 6 I [UC NON-CLAIMANT don't] [UC CLAIMANT didn't] have access to a laptop / phone / other device to make the claim online
- 7 I experienced difficulty using the Universal Credit claim website
- 8 I [UC NON-CLAIMANT don't] [UC CLAIMANT didn't] know how to contact the Universal Credit helpline

- 9 [UC NON-CLAIMANT am not] [UC CLAIMANT wasn't] able to get through to the Universal Credit helpline
- 10 I have a health condition which prevented me from claiming
- 11 Feeling the claim process is too much effort
- 12 Frustrated about needing to move to Universal Credit
- 13 Wanting to keep claiming Tax Credits for as long as possible
- 14 I [UC NON-CLAIMANT don't] [UC CLAIMANT didn't] feel confident I [UC NON-CLAIMANT have] [UC CLAIMANT had] the information I need to make the best decision for me
- 15 I [UC NON-CLAIMANT don't] [UC CLAIMANT didn't] have time to make a claim
- 16 I [UC NON-CLAIMANT don't] [UC CLAIMANT didn't] want to have to go to the Jobcentre
- 17 I [UC NON-CLAIMANT don't] [UC CLAIMANT didn't] want to receive monthly payments
- 18 Another reason (please specify)
- 19 None of the above [FIX, EXCLUSIVE]
- 20 Don't know [FIX, EXCLUSIVE]

BARRIERS2

CAWI AND CATI

READ OUT

UC CLAIMANT:

Now thinking about your own personal circumstances, did any of the following reasons stop you from making a claim for Universal Credit sooner? Choose all that applied to you.

UC NON-CLAIMANT:

Now thinking about your own personal circumstances, are any of the following reasons stopping you from making a claim to Universal Credit? Choose all that apply to you.

MULTICODE. RANDOMISE ROWS.

- 1 My work circumstances changed or [UC NON-CLAIMANT are] [UC CLAIMANT were] about to change
- 2 My circumstances (non-work related) changed or [UC NON-CLAIMANT are] [UC CLAIMANT were] about to change [FIX TO _1]
- 3 I [UC NON-CLAIMANT don't] [UC CLAIMAMNT didn't] know whether I [UC NON-CLAIMANT am] [UC CLAIMANT was] eligible to claim Universal Credit

- 4 Having too much in savings to claim Universal Credit
- 5 Earning too much to claim Universal Credit
- 6 I [UC NON-CLAIMANT don't] [UC CLAIMANT didn't] need the money
- 7 Worrying that outstanding debt on Tax Credits could impact my claim
- 8 Worrying that my claim might affect my other benefits
- 9 Worrying that I will be worse off on Universal Credit
- 10 Feeling that others will judge me if I receive Universal Credit
- 11 Something else (please write in) [FIX]
- 12 None of the above [FIX, EXCLUSIVE]
- 13 Don't know [FIX, EXCLUSIVE]

MOTIVATIONNC

CAWI AND CATI. UC NON-CLAIMANT ONLY.

READ OUT ANSWER CODES

Are any of the following likely to be reasons that motivate you to make a claim for Universal Credit in the next 3-5 months? Choose all that you think could apply to you.

MULTICODE. RANDOMISE ROWS.

- 1 A change in my work circumstances
- 2 A change in my circumstances (non-work related)
- 3 I need the money
- 4 To get more support to find or progress in work
- 5 To access Universal Credit childcare support
- 6 To manage my Universal Credit claim online
- 7 To receive a monthly benefit payment
- 8 Something else (please write in)
- 9 None of the above [EXCLUSIVE] [FIX]
- 10 Don't know [EXCLUSIVE, FIX]

MOTIVATIONLC

CAWI AND CATI. UC CLAIMANT ONLY.

READ OUT ANSWER CODES

Now thinking about when you made a claim to Universal Credit, did any of the following motivate you to make a claim? Choose all that apply.

MULTICODE. RANDOMISE ROWS.

- 1 My Tax Credits stopped
- 2 I received a phone call about making a claim
- 3 A change in my circumstances
- 4 I needed the money
- 5 To get more support to find or progress in work
- 6 To access Universal Credit childcare support
- 7 To manage my Universal Credit claim online
- 8 To receive a monthly benefit payment
- 9 Something else (please write in)
- 10 None of these [FIX, EXCLUSIVE]
- 11 Don't know [FIX, EXCLUSIVE]

CIRCUMSTANCES

CAWI AND CATI. UC CLAIMANT ONLY. ASK IF MOTIVATIONLC_3.

You said you had a change in circumstances which motivated you to make a claim to Universal Credit. Which of the following changed? Choose all that apply.

MULTICODE. RANDOMISE ROWS.

- 1 Work status
- 2 Working hours
- 3 Family / home life
- 4 Mental or physical health
- 5 Housing situation
- 6 Savings
- 7 Debt or money troubles
- 8 Something else (please write in) [FIX]
- 9 None of these [FIX, EXCLUSIVE]
- 10 Don't know [FIX, EXCLUSIVE]

Experience / perception of the application process

T5

CAWI AND CATI: UC CLAIMANT ONLY

READ OUT

CAWI ONLY:

Next, we'd like to know more about your experiences of applying for Universal Credit.

CATI ONLY:

Next, I'd like to ask you about your experiences of applying for Universal Credit.

APP_MODE

CAWI AND CATI: UC CLAIMANT ONLY

PROMPT TO CODE

Did you claim Universal Credit online or over the phone?

SINGLE CODE

- 1 Online
- 2 By telephone
- 3 Another way (please specify)

APP_EXP

CAWI AND CATI: UC CLAIMANT ONLY

READ OUT SCALE

To what extent do you agree or disagree with the following statements about the application process?

- 1 Strongly agree
- 2 Tend to agree
- 3 Neither agree nor disagree
- 4 Tend to disagree
- 5 Strongly disagree

SINGLE CODE. RANDOMISE ROWS.

- _1 It was easy to follow
- _2 I was happy with how long the process took
- _3 I had all of the information I needed to apply
- _4 I was able to provide all the documentation that was requested

CAWI DISPLAY AS CAROUSEL.

APP_CONF

CAWI AND CATI: UC CLAIMANT ONLY

READ OUT SCALE

To what extent do you agree or disagree that you felt confident in the following...?

- 1 Strongly agree
- 2 Tend to agree
- 3 Neither agree nor disagree
- 4 Tend to disagree
- 5 Strongly disagree

SINGLE CODE. RANDOMISE ROWS.

- _1 Making the claim online
- _2 Providing all the necessary information and evidence to make the claim
- _3 Finding the time to make the claim within the timeframe on the letter

CAWI: DISPLAY AS CAROUSEL.

Experience of migration so far

T6

CAWI AND CATI

READ OUT

The next set of questions are about your awareness and experience of the different offers available as part of the move to Universal Credit.

EXTEN_APPLY

READ OUT ANSWER CODES

CAWI AND CATI

PROMPT TO CODE

Did you apply for an extension to the deadline for making a claim to Universal Credit?

SINGLE CODE

- 1 Yes
- 2 No
- 3 No - I did not know that this was an option

TRANSITION_AWARE

CAWI AND CATI: UC NON-CLAIMANTS ONLY

READ OUT ANSWER CODES

Transitional protection payments are an additional amount to help with your move to Universal Credit. The payment will make up the difference if your Universal Credit entitlement is less than you previously received through tax credits or other benefits.

Before today, were you aware that you might have been able to receive transitional payment protection?

SINGLE CODE

- 1 Yes, definitely
- 2 Yes, I think so
- 3 No, I don't think so
- 4 No, definitely not

TRANSITION_RECEIVE

CAWI AND CATI: UC CLAIMANTS ONLY

PROMPT TO CODE

Transitional protection payments are an additional amount to help with your move to Universal Credit. The payment will make up the difference if your Universal Credit entitlement is less than your previous tax credits or benefits.

Are you receiving transitional payment protection?

SINGLE CODE

- 1 Yes
- 2 No
- 3 Don't know [CATI DO NOT READ OUT]
- 4 Prefer not to say [CATI DO NOT READ OUT]

ADVANCE_AWARE

CAWI AND CATI: UC NON-CLAIMANT ONLY

READ OUT ANSWER CODES

When you make a new claim for Universal Credit you will normally receive your first payment 7 days after the end of your first assessment period. You can apply for an advance payment of your Universal Credit if you are in financial hardship while you wait for your first payment, for example, if you can't afford to pay your rent or buy food.

Before today, were you aware that you could apply for an advance payment after you made a claim for Universal Credit?

SINGLE CODE

- 1 Yes, definitely
- 2 Yes, I think so
- 3 No, I don't think so
- 4 No, definitely not

ADVANCE_RECEIVE

CAWI AND CATI: UC CLAIMANT ONLY

PROMPT TO CODE

When you make a new claim for Universal Credit you will normally receive your first payment 7 days after the end of your first assessment period. You can apply for an advance payment of your Universal Credit if you are in financial hardship while you wait for your first payment, for example, if you can't afford to pay your rent or buy food.

Did you apply for an advance payment after you claimed Universal Credit?

SINGLE CODE

- 1 Yes
- 2 No
- 3 Don't know [CATI DO NOT READ OUT]
- 4 Prefer not to say [CATI DO NOT READ OUT]

The impact of not claiming / delaying claim to Universal Credit

T7

CAWI AND CATI

READ OUT

CAWI ONLY:

Next, we'd like to find out more about your experience of being asked to move to Universal Credit so far. Some of these questions are considered sensitive, so please select 'Prefer not to say' if you'd prefer not to answer.

CATI ONLY:

Next, I'm going to ask you a few questions about your experience of being asked to move to Universal Credit so far. Some of these questions are considered sensitive, so please let me know if you would 'Prefer not to answer'.

STOP

CAWI AND CATI

PROMPT TO CODE

Have your Tax Credit payments stopped?

SINGLE CODE

- 1 Yes
- 2 No
- 1 Don't know [CATI DO NOT READ OUT]
- 2 Prefer not to say [CATI DO NOT READ OUT]

IMPACT_PASSPORT

CAWI AND CATI: ASK IF STOP = 1

READ OUT CODES

Passported benefits are benefits or schemes which some groups of people are entitled to because of their entitlement to certain other benefits or tax credits.

For each of the following passported benefits, please could you tell us if you have:

- 1 Never received after 1st April 2023
- 2 Received after 1st April 2023 but they have now stopped
- 3 Received after 1st April 2023 and have access now
- 4 98. Don't know [CATI DO NOT READ OUT]
- 5 99. Prefer not to say [CATI DO NOT READ OUT]

SINGLE CODE

- _1 Free NHS prescriptions
- _2 Help with other health costs including dental treatment, wigs, fabric supports, eye tests, vouchers towards the cost of glasses or contact lenses or help with cost of travel for medical appointments
- _3 Housing grants
- _4 Free school meals [SUPPRESS IF CHILDREN = 1]
- _5 Help with maternity costs
- _6 Help with energy costs

CAWI: DISPLAY AS CAROUSEL.

CATI INSTRUCTIONS:

FOR RESPONDENTS WHO HAVE NEVER ACCESSED BENEFIT, USE CODE 1

FOR RESPONDENTS WHO RECEIVED THIS BENEFIT BEYOND 1 APRIL 2023 BUT NO LONGER RECEIVE THIS BENEFIT, USE CODE 2

FOR RESPONDENTS WHO HAVE ALWAYS HAD ACCESS TO THIS BENEFIT WITHOUT ANY GAPS, USE CODE 3

OTHER_INCOME

CAWI AND CATI: ASK IF STOP = 1 AND UC NON-CLAIMANT ONLY

READ OUT

Which, if any of the following have you done to make up the difference in your income as a result of no longer receiving Tax Credit payments? Choose all that apply.

MULTICODE. RANDOMISE ROWS.

- 1 Working more hours / got an additional job
- 2 Changed my job / got a higher paid job
- 3 Borrowing money from family or friends
- 4 Using a credit card / overdraft [FIX TO 3]
- 5 Taking out a bank loan or advance [FIX TO 4]
- 6 Borrowing from other sources [FIX TO 5]
- 7 Using savings
- 8 Cutting down on spending
- 9 Missed bill or rent payments
- 10 Something else (please specify) [FIXED]
- 11 Don't know [FIXED] [EXCLUSIVE]
- 12 Prefer not to say [FIXED] [EXCLUSIVE] [CATI DO NOT READ OUT]

IMPACT_OTHER

CAWI AND CATI: ASK IF STOP = 1 AND UC NON-CLAIMANT ONLY

READ OUT

Have any of the following areas been impacted by the gap in benefits payments, if at all? Choose all that apply.

MULTICODE

- 1 Your working life
- 2 Your family or home life
- 3 Your childcare arrangements [SUPPRESS IF CHILDREN = 1]
- 4 Your rent / mortgage payments

- 5 Your social life
- 6 Your hobbies/interests
- 7 None of these [FIXED] [EXCLUSIVE]
- 8 Don't know [FIXED] [EXCLUSIVE] [CATI DO NOT READ OUT]
- 9 Prefer not to say [FIXED] [EXCLUSIVE] [CATI DO NOT READ OUT]

Actions customers are likely to take as a result of not claiming, including claiming Universal Credit in the future

T8

CAWI AND CATI: UC NON-CLAIMANT ONLY

READ OUT

The following questions are about your plans for the future.

FUTURE_CLAIM

CAWI AND CATI: UC NON-CLAIMANT ONLY

READ OUT ANSWER CODES

Do you plan to make a claim for Universal Credit?

SINGLE CODE

- 1 Certain to
- 2 Very likely
- 3 Fairly likely
- 4 Not very likely
- 5 Not at all likely
- 6 Certain not to
- 7 Don't know

INFORMATION_CLAIM

CAWI AND CATI: ASK IF UC NON-CLAIMANT

READ OUT ANSWER CODES

Do you plan to try to find information about Universal Credit to help you decide?

SINGLE CODE

- 1 Certain to

- 2 Very likely
- 3 Fairly likely
- 4 Not very likely
- 5 Not at all likely
- 6 Certain not to
- 7 Don't know

Support needed to support claimants to apply for Universal Credit

T9

CAWI AND CATI

READ OUT

CAWI ONLY:

There are a few more questions remaining, thank you for your time so far. The following questions are about your experience of the support on offer to make a claim to Universal Credit. This will help DWP to learn about how best to support people in the future.

CATI ONLY:

I just have a few more questions, thank you for your time so far. I will now ask you some questions about your experience of the support on offer to make a claim to Universal Credit. This will help DWP to learn about how best to support people in the future.

SUPPORT_NEED

CAWI AND CATI

READ OUT

[UC CLAIMANT Did you] [UC NON-CLAIMANT Do you] need support with any of the following to make a claim to Universal Credit? Select all that apply.

MULTICODE. RANDOMISE ROWS.

- 1 Making a decision about whether to make a claim [UC NON-CLAIMANT ONLY]
- 2 Understanding the actions I need to take
- 3 Finding out if I'm eligible
- 4 Finding out how much I will receive on Universal Credit
- 5 Help to make the application

- 6 Accessing a laptop / phone / other device to make the claim online
- 7 Help with managing my money on monthly payments
- 8 Language / information being translated into another language
- 9 Something else (please specify) [FIXED]
- 10 None of these [FIXED] [EXCLUSIVE]
- 11 Don't know [FIXED] [EXCLUSIVE] [CATI DO NOT READ OUT]

SUPPORT_USE

CAWI AND CATI

READ OUT

Have you used any of the following to help with making a decision about claiming Universal Credit or with making a Universal Credit claim? Select all that apply.

MULTICODE. RANDOMISE ROWS.

- 1 Move to Universal Credit helpline
- 2 GOV.UK web pages on Universal Credit / Understanding Universal Credit website
- 3 Social media (e.g. Facebook, X/Twitter, Instagram)
- 4 Work Coach / advisor from Jobcentre Plus
- 5 Online benefits calculator
- 6 Citizens Advice Bureau
- 7 Other advice service [FIX UNDERNEATH CODE 6]
- 8 Something else (please specify) [FIXED]
- 9 None of these [FIXED] [EXCLUSIVE]
- 10 Don't know [FIXED] [EXCLUSIVE] [CATI DO NOT READ OUT]

Demographic profile

T10

CAWI AND CATI

READ OUT

CAWI ONLY:

You are now approaching the end of the survey. These final questions are to help us to analyse the survey results. Some of these questions are considered sensitive information, so please select 'Prefer not to say' if you'd prefer not to answer.

CATI ONLY:

We are approaching the end of the survey now. I would like to ask you some final questions to help us to analyse the survey results. Some of these questions are considered sensitive information, so please let me know if you'd prefer not to answer.

GENDER

CAWI AND CATI

READ OUT CODES

Which of the following describes how you think of yourself?

SINGLE CODE

- 1 Male
- 2 Female
- 3 In another way (please specify)
- 4 Prefer not to say [CATI DO NOT READ OUT]

AGE

CAWI AND CATI

PROMPT TO CODE

How old are you?

SINGLE CODE

- 1 25 years and under
- 2 26-35 years old
- 3 36-45 years old
- 4 46-55 years old
- 5 56 years and over
- 6 Prefer not to say [CATI DO NOT READ OUT]

ETHNICITY

CAWI AND CATI

PROMPT TO CODE

How would you describe your ethnic background?

SINGLE CODE, READ OUT MAIN HEADINGS FROM LIST 1-5

1. White [Expandable Header]
 - English / Welsh / Scottish / Northern Irish / British

- Irish
- Gypsy or Irish Traveller
- Any other White background
- 2. Mixed / multiple ethnic groups [Expandable Header]
 - White and Black Caribbean
 - White and Black African
 - White and Asian
 - Any other Mixed / multiple ethnic background
- 3. Asian / Asian British [Expandable Header]
 - Indian
 - Pakistani
 - Bangladeshi
 - Chinese
 - Any other Asian background
- 4. Black / African / Caribbean / Black British [Expandable Header]
 - African
 - Caribbean
 - Any other Black / African / Caribbean background
- 5. Other ethnic group [Expandable Header]
 - Arab
 - Any other ethnic group, please write in _____
 - Prefer not to answer
- 6. 99. Prefer not to say

ESOL

CAWI AND CATI

PROMPT TO CODE

Is English your first language?

SINGLE CODE

- 1 Yes
- 2 No
- 3 Prefer not to say [CATI DO NOT READ OUT]

DISABILITY

CAWI AND CATI

READ OUT CODES

Do you have any physical or mental health conditions, disabilities or illnesses lasting or expected to last for 12 months or more?

SINGLE CODE

- 1 Yes, physical condition
- 2 Yes, mental health condition
- 3 Yes – both physical and mental health condition
- 4 No
- 5 Prefer not to say [CATI DO NOT READ OUT]

DISABILITY_2

CAWI AND CATI; ASK IF DISABILITY = 1, 2 OR 3

READ OUT CODES

Do any of your conditions or illnesses reduce your ability to carry out day-to-day activities?

SINGLE CODE

- 1 Yes, a lot
- 2 Yes, a little
- 3 Not at all
- 4 Prefer not to say [CATI DO NOT READ OUT]

QUALIFICATION

CAWI AND CATI

READ OUT CODES

What is your highest level of qualification?

SINGLE CODE

- 1 Degree level or above (including postgraduate qualifications)
- 2 2 or more A-Levels, NVQ Level 3, BTEC Level 3 Diploma or equivalent
- 3 1 A-Level or equivalent, 5 or more GCSEs of grade A*-C or equivalent, NVQ Level 2, BTEC level 2 diploma or equivalent
- 4 GCSEs of less than A*-C or equivalent, NVQ Level 1
- 5 Something else (please specify)
- 6 No qualifications

- 7 Don't know [CATI DO NOT READ OUT]
- 8 Prefer not to say [CATI DO NOT READ OUT]

TENURE

CAWI AND CATI

READ OUT CODES

Are you currently living...?

SINGLE CODE

- 1 In rented accommodation
- 2 In a property that you've bought
- 3 With friends/relatives
- 4 In temporary or sheltered accommodation or rough sleeping
- 5 Something else (please specify)
- 6 Prefer not to say [CATI DO NOT READ OUT]

Follow-up

F1

CAWI AND CATI

The Department for Work and Pensions would like to add information held on your benefits, employment and earnings to your survey answers. This will give them a better picture of your circumstances.

All information will be used for research and statistical purposes only and will not contain your names or address. Your responses would only be seen by a small number of researchers within DWP, and no-one else. Your dealings with DWP or any other government agencies will not be affected in any way.

Are you willing for us to let DWP match your answers to your records?

SINGLE CODE

- 1 Yes
- 2 No
- 3 Don't know – need further information

F2

CAWI AND CATI: SHOW / READ OUT IF F1 = 3

The Department for Work and Pensions holds information about benefits, employment, tax, national insurance, saving and private pensions. We would like to add this information to your answers from the questions we have just asked you, to...

- Create a more accurate picture of people's work history, benefits and needs
- Help researchers and policymakers to be better informed in their work to improve the services Jobcentre Plus provides.
- We will only do this if you give your permission to link the information, we already hold about you to the answers you have given in the survey today
- The information will only be used for research and statistics.
- The information will be kept confidential.
- Names and addresses are never included in the results and no individual can be identified from the research
- Your personal details will not be passed to anyone else outside the research team and the Department for Work and Pensions
- The information will not be used to work out whether anyone is claiming benefits they should not be.
- Any current or future claims for benefits will not be affected.

F3

CAWI AND CATI: SHOW / READ OUT IF F1 = 3

Would it be okay for us to let DWP match your answers to your records?

SINGLE CODE

- 1 Yes
- 2 No

F4

CAWI AND CATI

As part of this research, we would like to speak to you again for a further telephone interview to find out more about people's reasons for not claiming Universal Credit. The telephone interview would last around 45 minutes and would be arranged at a convenient time. Ipsos would also offer you £40 in online vouchers as a thank you for your time.

DWP and Ipsos may also be interested in contacting you in the future regarding different research.

Would you be happy for us to do either of these? It does not commit you to anything and you can change your mind at any point.

SINGLE CODE

- 1 Yes – I am happy to be contacted for a further interview as part of this research
- 2 Yes – I am happy to be contacted about different research by either DWP or Ipsos
- 3 Yes – I am happy to be contacted about either
- 4 No, I would not like to be recontacted

F5

CAWI AND CATI: ASK IF F4 = 1, 2 OR 3

Please type in or confirm the best telephone number and email to contact you on.

OPEN TEXT. NUMERIC.

Phone number CAWI: PULL IN FROM SAMPLE, ENABLE EDITING.
NUMERIC. MIN 11 MAX 11 DIGITS

CATI: PULL IN FROM SAMPLE, READ OUT. NUMERIC. MIN 11 MAX 11 DIGITS

Email

- 1 I do not wish to be recontacted

F6

CAWI AND CATI

Thank you for taking part in this research. As a thank you for your time, you can claim a £10 online voucher that can be redeemed at a number of high street stores. You should receive your voucher within 3 weeks from now.

Please type in or confirm your email address so that we can email your voucher to you.

OPEN TEXT

Email CAWI: PULL IN FROM F5, ENABLE EDITING. OPEN TEXT. VALID EMAIL ADDRESS ONLY

CATI: PULL IN FROM SAMPLE, READ OUT. OPEN TEXT. VALID EMAIL ADDRESS ONLY

- 1 I do not wish to receive an incentive

Close

C1

CAWI AND CATI

[CATI: IF REQUESTED] If you have any questions about Universal Credit, you can visit the Universal Credit pages online at www.gov.uk/universal-credit or call the Universal Credit helpline on 0800 328 5644. If you would like to receive advice about your benefits or about making a claim to Universal Credit, you can also contact Citizens Advice on 0800 144 8848 or by visiting www.citizensadvice.org.uk.

On behalf of Ipsos and the Department of Work and Pensions we would like to thank you very much for your time.

4.4 Qualitative recruitment screener

Introduction

I1

Good morning / afternoon /. My name is [NAME] and I'm calling on behalf of Ipsos, an independent research agency.

We are conducting some research on behalf of the Department for Work and Pensions (DWP) which we hoped [NAME FROM SAMPLE] could spare some time to help us with.

I believe you recently took part in a survey about Universal Credit and your experience of being asked to move over to Universal Credit from Tax Credits and agreed to be contacted for a further interview as part of this research

We are looking for people to take part in an interview lasting 45-minutes (either via Microsoft Teams or via phone, whichever you'd prefer) with one of our researchers at a time that is convenient for you. We are interested in speaking with you to understand more about your experiences of being asked to move to Universal Credit and build on your responses in the survey. Your feedback will provide DWP with important information about how they can improve people's experiences of their services in the future. Everyone who participates in a 45-minute interview for this study can claim a £40 Love2Shop voucher as a thank you for their time.

We are looking to speak to a range of different people with different characteristics, so we want to ask a few questions about you and your circumstances first to find out if you're eligible to take part. You may have already provided some of this information in the survey but we want to confirm your responses in case your circumstances have changed since then.

Any information that you provide Ipsos during this conversation or during the interview will be treated as strictly confidential and all research data will be anonymised when reported back to DWP. DWP will not know you have taken part in an interview, and it will not be possible to identify individuals from the research findings. If you would like, we can send you Ipsos' privacy policy which provides more detail about how your data will be used. If you agree to participate in the research, you can withdraw at any time by emailing us at move2uc@ipsosresearch.com.

You have the right to withdraw your consent to process the information you provide or object to our processing of your information. The research activity and this survey are conducted in accordance with the Market Research Society Code of Conduct, and the information you provide will be treated in accordance with data protection law.

Would you be interested in taking part in this research?

SINGLE CODE

1 Yes

2 No

IF I1 = 2 THANK AND CLOSE.

UC_CLAIM

ASK ALL

Are you currently receiving Universal Credit payments?

SINGLE CODE

1 Yes THANK YOU AND CLOSE

2 No (UC non-claimant)

INFORMATION IN SAMPLE BUT ASK IN CASE RESPONSE HAS CHANGED

LIVING_SIT

ASK ALL

Are you single (or in a relationship but not co-habiting) or living with a partner/spouse?

SINGLE CODE

1 Single

2 Living with a partner/spouse

INFORMATION IN SAMPLE BUT ASK IN CASE RESPONSE HAS CHANGED

LEGACY_BENEFIT_TYPE

NOT SHOWN TO RESPONDENT

Legacy benefit claimed

MULTI CODE

1 Working Tax Credits

2 Child Tax Credits

PULL FROM SAMPLE

GENDER

NOT SHOWN TO RESPONDENT

Which of the following describes how you think of yourself?

SINGLE CODE

- 1 Male
- 2 Female
- 3 In another way (please specify)

PULL FROM SAMPLE

AGE

NOT SHOWN TO RESPONDENT

How old are you?

SINGLE CODE

- 1 26-35
- 2 36-45
- 3 46-55
- 4 56+

PULL FROM SAMPLE

WORK

ASK ALL

What is your current work status?

SINGLE CODE

- 1 In paid work, working full time (30 or more hours per week)
Working (employed)
- 2 In paid work, working part time (16 to 29 hours per week) Working
(employed)
- 3 In paid work, working part time (under 16 hours per week) Working
(employed)
- 4 Self-employed Working (self-employed)
- 5 On a government training / employment programme / doing unpaid
voluntary work Not working
- 6 Not working, but waiting to take up employment already accepted Not
working
- 7 Unemployed and looking for work Not working
- 8 In full or part-time education Not working
- 9 Long-term sick/disabled Not working
- 10 Looking after the home/unpaid family carer Not working

11 Fully retired (including retired early) Not working

INFORMATION IN SAMPLE BUT ASK IN CASE RESPONSE HAS CHANGED

DISABILITY

NOT SHOWN TO RESPONDENT

Do you have any physical or mental health conditions, disabilities or illnesses lasting or expected to last for 12 months or more?

SINGLE CODE

- 1 Yes
- 2 No
- 1 Prefer not to say

PULL FROM SAMPLE

CHILDREN

NOT SHOWN TO RESPONDENT

How many children aged under the age of 19 live in your household?

SINGLE CODE

- 1 None RECRUIT TO QUOTA
- 2 1
- 3 2
- 4 3
- 5 4 or more

PULL FROM SAMPLE

CHILDREN_AGE

ASK IF CHILDREN = 2, 3, 4 OR 5

What is the age of your youngest child?

SINGLE CODE

- 1 Pre-school aged (aged up to and including 4)
- 2 Primary school aged (up to and including 11)
- 3 Children aged 12 - 18

ESOL

NOT SHOWN TO RESPONDENT

Is English your first language?

SINGLE CODE

1 Yes

2 No

PULL FROM SAMPLE

REGION

ASK ALL

In what region do you live?

SINGLE CODE

1 East of England

2 East Midlands

3 London

4 North East

5 North West

6 Northern Ireland

7 South East

8 South West

9 Wales

10 West Midlands

11 Yorkshire / Humberside

FUTURE_CLAIM

ASK ALL

Do you plan to make a claim for Universal Credit?

SINGLE CODE

1 Certain to

2 Very likely

3 Fairly likely

4 Not very likely

5 Not at all likely

6 Certain not to

7 Don't know

INFORMATION IN SAMPLE BUT ASK IN CASE RESPONSE HAS CHANGED

SUPPORT_NEED

ASK ALL

Do you need support with any of the following to make a claim to Universal Credit?
Select all that apply.

MULTI CODE

- 1 Making a decision about whether to make a claim
- 2 Understanding the actions I need to take
- 3 Finding out if I'm eligible
- 4 Finding out how much I will receive on Universal Credit
- 5 Help to make the application
- 6 Accessing a laptop / phone / other device to make the claim online
- 7 Help with managing my money on monthly payments
- 8 Language / information being translated into another language
- 9 Something else (please specify)
- 10 None of these

INFORMATION IN SAMPLE BUT ASK IN CASE RESPONSE HAS CHANGED

OTHER_INCOME

ASK ALL

Are you using savings to make up the difference in your income as a result of no longer receiving Tax Credit payments?

MULTI CODE

- 1 Yes
- 2 No

INFORMATION IN SAMPLE BUT ASK IN CASE RESPONSE HAS CHANGED

Schedule interview

S1

We would now like to arrange a 45-minute interview to find out more about your experiences of claiming Universal Credit and your thoughts and feelings leading up to making your claim. We will schedule this interview at a time that works for you, and we will also offer you a £40 shopping voucher as a thank you for your time.

Are you happy to participate in an interview?

SINGLE CODE

1 Yes

2 No

IF S1 = 2 THANK AND CLOSE.

S2

IF S1 = 1 AND SCREENING PASSED

SCHEDULE INTERVIEW

ARRANGE DATE AND TIME.

ARRANGE WHETHER BY TELEPHONE OR MICROSOFT TEAMS.

Close

C1

On behalf of Ipsos and DWP, we would like to thank you very much for your time.

4.5 Qualitative support leaflet

Further information: Research on the Move to Universal Credit

Thank you for taking part in an interview about your experiences of being asked to move to Universal Credit.




As a reminder, no-one, including DWP or Jobcentre Plus, will know you have taken part in this research and it will not affect any benefits you claim now or in the future, or your interaction with DWP or Jobcentre Plus. Your views are completely confidential and will be used for research purposes only. The interviews will be confidential and used for research purposes only.


Sometimes, talking about things can raise questions, or make people feel upset or worried. Below is a list of some organisations that can provide help, advice or someone to talk to. We know not everyone will need support. We are giving this leaflet to everyone we spoke to in case they need it.

If you have any questions about Universal Credit, you can call the Universal Credit helpline on 0800 328 5644.

If you have questions about the research you have taken part in, or your online voucher, please email move2uc@ipsosresearch.com

Help with money and benefits

	<p>Citizens Advice give free, confidential information and advice about money, legal and other problems.</p> <p>http://www.citizensadvice.org.uk/</p>	<p>0800 144 8848 Monday – Friday 9am to 5pm</p>
	<p>MoneyHelper is an organisation that provides free money guidance and debt advice.</p> <p>http://www.moneyhelper.org.uk/en</p>	<p>0800 138 7777 Monday – Friday 8am to 6pm</p>
	<p>Turn2us is a national charity that helps people get access to welfare benefits and other support.</p> <p>http://www.turn2us.org.uk</p>	<p>0808 802 2000 Monday – Friday 9am to 5pm</p>

	<p>StepChange is an organisation offering free debt advice and money management.</p> <p>http://www.stepchange.org</p>	<p>0800 138 1111</p> <p>Monday - Friday 8am to 8pm</p> <p>Saturday 9am to 2pm</p>
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Help with relationships

	<p>Relate is a charity that offers relationship support. They provide advice on marriage, LGBT issues, divorce and parenting.</p> <p>https://www.relate.org.uk/</p>	<p>01302 347866</p> <p>Monday-Friday 9am-5:30pm</p>
	<p>Marriage Care is a charity that offers relationship advice, marriage preparation and counselling.</p> <p>https://www.marriagecare.org.uk/</p>	<p>0800 389 3801</p> <p>Monday-Thursday 9am-6pm</p>

Help with housing



	<p>Shelter is a charity that helps people in housing need by providing advice. They can offer practical help if you cannot find somewhere to stay.</p> <p>www.shelter.org.uk</p>	<p>0808 800 4444</p> <p>Monday – Friday 8am to 8pm</p> <p>Weekends and bank holidays 9am to 5pm</p>
	<p>Crisis is a national charity for people at risk or experiencing homelessness across the UK.</p> <p>https://www.crisis.org.uk/about-us/</p>	<p>Crisis Head Office: 0300 636 1967</p> <p>Monday-Friday 9:30am-5:30pm</p>

Help for people with disabilities

	<p>Disability Law Service is a charity that provides free legal</p>	<p>020 7791 9800</p>
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	<p>advice on care, employment, housing and benefits to disabled people and their carers.</p> <p>http://www.dls.org.uk</p>	<p>Monday – Friday 9:30am-5pm</p>
	<p>Scope is a disability charity giving information and support.</p> <p>https://www.scope.org.uk/</p>	<p>0808 800 3333</p> <p>Monday – Friday 9am to 6pm</p> <p>Saturday – Sunday 10am to 6pm</p>

Help with mental wellbeing or difficult feelings

	<p>Mind is a mental health charity that provides confidential support for mental wellbeing, and information about mental health services.</p> <p>https://www.mind.org.uk/</p>	<p>0300 123 3393</p> <p>Monday - Friday 9am to 6pm</p>
	<p>Samaritans offer confidential, free emotional support.</p> <p>https://www.samaritans.org/</p>	<p>116 123</p> <p>24 hours a day</p>

4.6 Qualitative privacy notice

Department for Work and Pensions (DWP) Universal Credit Research and your Personal Data

This Privacy Notice explains who we are, the personal data we collect, how we use it, who we share it with and what your legal rights are.

About Ipsos UK

- Ipsos UK is a specialist research agency. Ipsos UK is part of the Ipsos worldwide group of companies and a member of the Market Research Society. As such, we abide by the Market Research Society Code of Conduct and associated regulations and guidelines.

What personal data has Ipsos received from the survey you completed and from DWP?

- Ipsos have been in contact with you as you took part in a survey about being asked to move to Universal Credit and agreed to be contacted about further research on the topic.
- We have been asked by DWP to carry out both the survey you have completed and this follow-up research on their behalf.
- After taking part in the screening interview, if you are eligible, we will book you in to take part in a research interview.
- The screening interview will involve confirming the information that you have already provided us with in the survey and from the information supplied by DWP to contact you about the survey. This includes:
 - Your name, telephone number and email address
 - Your age, ethnicity, whether English is your first language and gender
 - Whether you have a partner and / or children
 - Work status
 - Previous tax credits claimed
 - Region
 - Likelihood to make a claim in the future, any support required to make a claim and any alternative income since your tax credits have stopped
 - Migration Notice date, deadline to move to Universal Credit
- Ipsos will pass this information to our recruitment partners Paton Williamson Consultancy (PWL). PWL will contact you and ask you some questions to confirm this information is correct. They will also ask you a few other quick questions to ensure you're eligible for the research. After answering these questions, if you are eligible, PWL will book you in to take part in a research interview with an Ipsos researcher.
- None of your personal information will be passed on to DWP or any other Government department.

What is Ipsos's legal basis for processing your personal data?

- Ipsos UK requires a legal basis to process your personal data. Ipsos UK's legal basis for processing is your consent to take part in this research study. If you wish to

withdraw your consent at any time, please see the section below covering 'Your Rights'.

How will Ipsos use your personal data?

- Firstly, taking part in this research is entirely voluntary and any answers are given with your consent.
- Ipsos will keep your personal data and responses in strict confidence in accordance with this Privacy Policy. Ipsos can assure you that you will NOT be identifiable in any published results.
- Ipsos will use your personal data and responses solely for research purposes, and to produce anonymous research findings and insights for the DWP.

How will Ipsos ensure my personal information is secure?

- Ipsos takes its information security responsibilities seriously and applies various precautions to ensure your information is protected from loss, theft or misuse. Security precautions include appropriate physical security of offices and controlled and limited access to computer systems.
- Ipsos has regular internal and external audits of its information security controls and working practices and is accredited to the International Standard for Information Security, ISO 27001.

How long will Ipsos retain my personal data and identifiable responses?

- Ipsos will only retain your data in a way that can identify you for as long as is necessary to support the research project and findings. In practice, this means that once the project is completed, we will securely remove your personal, identifying data from our systems within 3 months. For this project, this means we will securely remove your personal data from our systems by November 2024.

Your rights

- You have the right to access your personal data within the limited period that Ipsos holds it.
- Providing responses to this research is entirely voluntary and is done so with your consent. You have the right to withdraw your consent and to object to our processing of your personal data at any time.
- You also have the right to rectify any incorrect or out-of-date personal data about you which we may hold.
- If you want to exercise your rights, please contact us at the below Ipsos address.
- You have the right to lodge a complaint with the Information Commissioner's Office (ICO), if you have concerns about how we have processed your personal data. You can find details about how to contact the Information Commissioner's Office at <https://ico.org.uk/global/contact-us/> or by sending an email to: casework@ico.org.uk.

Where will my personal data be held and processed?

- All of your personal data used and collected for this study will be stored and processed by Ipsos in data centres and servers within the United Kingdom.

How can I contact Ipsos or DWP about this research and/or my personal data?

Contact Ipsos:

Email: move2uc@ipsosresearch.com with “24-011447-01 Move to UC interview” in the email subject line

Post: 24-011447-01 Move to UC interview
Compliance Department
Ipsos (market research) Limited 3 Thomas More Square
London E1W 1YW
United Kingdom

Contact DWP:

Email: You can email DWP’s Data Protection Officer (DPO) at data.protectionofficer@dwp.gsi.gov.uk with “24-011447-01 Move to UC interview” in the subject line

Post: Ipsos research – 24-011447-01 Move to UC interview
DWP Data Protection Officer’s Team
Benton Park View 6
Room BP6001
Mail Handling Site A
Wolverhampton
WV98 1ZX

4.7 Qualitative Topic Guide

Introduction	
<ul style="list-style-type: none"> ▪ Thank participant for taking part – Introduce self and explain nature of interview: informal conversation; all opinions valid; interviews should take around 45 minutes. ▪ Introduce research and topic – The Department for Work and Pensions (DWP) has commissioned Ipsos to conduct research with Tax Credit claimants about their experiences of being asked to move to Universal Credit and their intentions to make a claim in the future. You previously completed a survey asking about what you knew about Universal Credit and potential reasons for not making a claim. We are following up with you to understand more about your views and experiences. ▪ Role of Ipsos – Independent research organisation (i.e. independent of government), we adhere to the MRS Code of Conduct. ▪ Confidentiality – Reassure all responses are anonymous and that identifiable information about them will not be passed on to anyone, including DWP or any other government department. Reassure them that participation will have no impact on their Universal Credit claim or any dealings with DWP or HMRC now or in the future. ▪ Voluntary nature of discussion: – Reiterate that their participation is voluntary (they can withdraw at any time during the interview). You can decide how much you would like to share with me throughout this interview as well as not to answer any questions if you prefer. Just let me know at any time if you would prefer not to answer a question and we will move on. We understand some of the topics we will be discussing are sensitive and can be personal, so please let me know if there are any questions you would prefer not to answer. ▪ Accessing support after the interview: – Following these interviews, we want to encourage people to access advice or support if they feel it would benefit them. We are providing everyone we speak to with an information leaflet. This includes details of organisations which can provide services relevant to the topics we will speak about today. It is not because of anything that has been or will be said or done that has prompted Ipsos to give you this. This is standard across the project. ▪ Consent – Check that they are happy to take part in the interview. ▪ Ask for permission to digitally record – WHEN RECORDING STARTS - GDPR requires a legal basis to process your data. Our legal basis is your consent which you are free to withdraw at any point during or after the research (up until 2 August 2024 after this time the data would have been analysed and cannot be removed). Are you happy to continue? ▪ Any questions before we begin? 	<p>2-3 mins</p> <p><i>Orientates interviewee, prepares them to take part in the interview.</i></p>
Background and context	

<p><i>To start off with, I'm going to ask a few questions about yourself.</i></p> <p>MODERATOR NOTE: COVER BRIEFLY</p> <p>Can you tell me a bit about yourself?</p> <ul style="list-style-type: none"> • PROBE: • <i>Family and home life – who else lives with them, any other caring responsibilities?</i> • <i>Housing - how long they have lived in their area? In their current home?</i> • <i>Work – work status. If working, are they self-employed or employed? Full time/part-time? Any recent changes to work?</i> • <i>Benefits – how did tax credits fit into their income? Are they receiving any other benefits?</i> <p>How would you describe your current financial situation?</p> <ul style="list-style-type: none"> • Would you say your financial situation is comfortable, okay, or difficult? • How, if at all, has your financial situation changed since your tax credits have stopped?? • What proportion of your household income was made up of tax credits before they stopped? • How do you manage your finances now? 	<p>5 mins</p>
<p>Knowledge and awareness of: UC; Transitional protection; advance payment; working, childcare, savings disregard</p>	
<p><i>Now I'd like to talk a bit more about your understanding of Universal Credit and your initial response to the Migration Notice you received about your benefits. I understand it might be difficult to remember some of the details, please just tell me what you remember.</i></p> <p>How much did you know about Universal Credit prior to receiving a Migration Notice?</p> <ul style="list-style-type: none"> • Do you have a sense of how it works, the types of rules involved? <p>What were your impressions of Universal Credit prior to receiving the Migration Notice? (interviewer note: lower priority question)</p> <ul style="list-style-type: none"> • How is that different to how you feel towards Universal Credit now? • Is there anything that confused you about it? • Do you expect it to be different or like Tax Credits? • Do you think you would be better or worse off, or the same if you were to claim Universal Credit? <p>How did you feel when you received the Migration Notice from DWP about your Tax Credits stopping and needing to claim Universal Credit? (interviewer note: lower priority question)</p>	<p>10 mins</p>

- What did you do when it first arrived?
- Did you understand what the letter was telling you?
- Did the Migration Notice make you aware of the deadline of when your Tax Credits would stop?

Would you have liked any other information from DWP or HMRC about Tax Credits stopping and being asked to claim Universal Credit?

- **IF YES:** What kind of advice or communication would you have found useful or expected to receive?

Have you heard of transitional protection (also known as transitional element)?

PROBE SENSITIVELY ON THIS AS ANYONE WHO CLAIMS MORE THAN ONE MONTH AFTER THE MIGRATION DEADLINE WILL NO LONGER BE ELIGIBLE FOR THIS

- **IF YES:** What is your understanding of transitional protection?
- How did you learn about transitional protection?
- Did knowing about transitional protection influence your decision to claim?
- **IF NO – INTERVIEWER TO READ:** “Transitional Protection means that if the payment you are entitled to on Universal Credit is lower than what you were getting on your previous benefit, you can get a top-up payment to make up the difference. This top-up will ensure that, when you first move onto UC, your payments will not be lower than the payments you were getting with the previous system. The top-up payment will continue unless something changes in your circumstances.” (*interviewer to check*) Have you heard about this before?
 - If you had known more about this, would it have affected your decision to claim UC before the deadline?

Have you heard of a Universal Credit advance payment?

- **IF YES:** What is your understanding of advance payments?
- How did you learn about advance payments?
- How do you feel about UC advance payment?
- Did knowing about advance payments influence your decision to claim?
- **IF NO – INTERVIEWER TO READ:** “When you make a new claim for Universal Credit you will normally receive your first payment 7 days after the end of your first assessment period. If you don’t have enough to live on while you wait for your first Universal Credit payment you may be able to get an advance, which is a loan that you pay back from your future Universal Credit payments.” (*interviewer to check*) Have you heard about this before? How do you feel about it?

- If you had known more about this, would it have affected your decision to claim UC before the deadline?

IF HAS CHILDREN: What do you know about support with childcare through Universal Credit?

- **IF SOME KNOWLEDGE:** How did you learn about this? How do you feel about it?
- Did knowing about this feature of UC influence your decision to claim?
- **IF UNSURE OR NO KNOWLEDGE:** UC claimants can claim up to 85% of childcare costs through Universal Credit. UC claimants have to pay for their childcare costs, then report them to Universal Credit, and Universal Credit pays some of the money back.
 - If you had known more about this, would it have affected your decision to claim UC before the deadline?

IF WORKING: What do you know about the rules for working and claiming Universal Credit?

- **IF SOME KNOWLEDGE:** How do you feel about this? How did it affect your decision whether to make a claim to Universal Credit?

What do you know about the rules for having savings and claiming Universal Credit?

PROBE SENSITIVELY ON THIS AS ANYONE WHO CLAIMS MORE THAN ONE MONTH AFTER THE MIGRATION DEADLINE WILL NO LONGER BE ELIGIBLE FOR THE CAPITAL DISREGARD.

- Are you aware Tax Credit claimants moving as part of the managed move to UC can have more than £16,000 in savings for up to 12 months and still be eligible for UC?
 - **IF YES:** Did this affect your decision about whether to claim Universal Credit?
 - **IF NO – READ FULL DESCRIPTION IF NEEDED:** Typically, individual or couple claimants who have £16,000 or more in capital are not eligible to claim UC. An exemption is in place for TC claimants who claim UC as part of the managed move to UC, which means that for up to twelve months, they can have £16,000 or more in capital and still be eligible to claim UC.
 - If you had known more about this, would it have affected your decision to claim UC before the deadline?

Do you think a Universal Credit fact sheet detailing all its features and common misconceptions would have been useful in helping you make a decision? (interviewer note: lower priority question)

- Are there any features you would like UC to have that would impact your decision about making a claim?

Perceptions of UC process	
<p>How much do you know about the Universal Credit claims process?</p> <ul style="list-style-type: none"> • IF AWARE: How did you find out about the Universal Credit claims process? • Do you know the ways that you can make a claim? (online/phone) • Do you think the process is straightforward? • IF SELF-EMPLOYED: What do you know about managing claim if you're self-employed? PROBE: <i>monthly earnings submission</i> • IF NOT AWARE: Have you received any support to learn more about the Universal Credit claims process? <ul style="list-style-type: none"> ○ IF YES: From whom / where from? Was it useful? Could it be improved? <p>How did your perception of the claim process influence your decision to not claim / delay making a claim, if at all? (interviewer note: lower priority question)</p> <ul style="list-style-type: none"> • What would change your impression of the claim process? • Would you like more information about the claim process? <p>IF AWARE OF PROCESS: How do you think the process for claiming Universal Credit is different to claiming Tax Credits?</p>	5 mins
Intentions to make or not make a claim to Universal Credit	
<p>Do you intend to make a claim for Universal Credit?</p> <ul style="list-style-type: none"> • IF YES: In the survey you said that [INSERT RESPONSES TO MOTIVATIONNC] might motivate you to claim, can you tell me more about why this would motivate you? • Are there any other reasons that might motivate you to make a claim for Universal Credit in the future? • IF NO: What do you think are the reasons or concerns, if any, for this decision? • Do you think you might intend to claim Universal Credit in the future? <p>Have you previously changed your mind about making a claim for Universal Credit since receiving the migration notice?</p> <ul style="list-style-type: none"> • IF YES: What changed your mind if anything? • IF NO: What were the reasons for this? What, if anything, could change your mind about this? 	3 mins
Intention to make a claim: motivations and barriers	
<i>Please ask <u>only to those who intend</u> to make a Universal Credit claim</i>	

I'd now like to ask a few questions about your intention to make a claim for Universal Credit.

10 mins

When do you plan to make a Universal Credit claim?

- Why is this the right time for you to make a claim to Universal Credit?
- Did a change in circumstances (work related or not) impact the timing of your decision?

Did you try to find information about Universal Credit to help you decide?

- **IF YES:** Where did you find more information?
- Did you use any resources?
 - **PROMPT:** *such as an online benefit calculator, the Move to UC webpage from the letter, or something else?*
- Did you have conversations with anyone about claiming Universal Credit, such as friends, family, the dedicated helpline, an advisor from the Jobcentre?
- Were these resources / conversations useful? Why? Why not?
- Did they help to inform your decision to not claim Universal Credit?
- **IF NO:** Are there any reasons why not?
- Were you aware of where to look for support for information about Universal Credit?
- What other support would you like?

Are there any reasons why you delayed making a claim to Universal Credit after the deadline in your Migration Notice?

- **IF YES:** What were the reasons?
- Did anything influence these reasons?
- Have they changed since? Did anything influence the change in reasons?

Have you experienced any barriers making it difficult to make a claim?

PROBE ON EACH RESPONSE TO BARRIERS2 AND BARRIERS1

- Why is **[INSERT BARRIER]** a barrier to you claiming UC?
- What if anything could help you overcome this barrier?
- Were there any other barriers you experienced preventing you from making a claim or delaying you making a claim?

IF SPEAKS ENGLISH AS A SECOND LANGUAGE: Have you experienced any difficulties or barriers to make a claim because English is not your first language?

<ul style="list-style-type: none"> • <i>This could include, trying to source or learn information about UC, trying to make a claim, trying to get support such as on the GOV.UK website or helpline</i> <p>IF FACED BARRIERS: Have you received any support to help remove or overcome those barriers?</p> <ul style="list-style-type: none"> • IF YES: What kind of support / who from? • Was it useful? • What, if anything, could be improved to prevent or remove the same barriers? • IF NO: What support would you like to receive? <p>Is there anything (else) you feel you would need support with to make a claim for Universal Credit that hasn't been mentioned?</p> <ul style="list-style-type: none"> • PROMPT IF NEEDED: <ul style="list-style-type: none"> ○ <i>Finding out if eligible</i> ○ <i>Finding out how much you would receive</i> ○ <i>Language barriers / translation needs</i> ○ <i>Knowing how to make a claim or help with the application</i> ○ <i>Access to a device (phone/laptop) to make the claim online</i> <p>Do you have any particular concerns about moving to Universal Credit?</p> <ul style="list-style-type: none"> • IF YES: Where do these concerns come from? <ul style="list-style-type: none"> ○ <i>Examples if needed: what's been in the media, experiences of friends and family</i> 	
<p>NOT intending to make a claim: motivations or barriers</p> <p><i>Please ask only to those who do not intend to make a Universal Credit claim</i></p>	
<p><i>I'd now like to ask a few questions about the reasons why you're not intending to make a claim for Universal Credit.</i></p> <p>Did you try to find information about Universal Credit to help you make a decision about whether to make a claim?</p> <ul style="list-style-type: none"> • IF YES: Where did you go to find more information? • Did you use any online resources? <ul style="list-style-type: none"> ○ PROMPT: <i>such as an online benefit calculator, the Move to UC webpage from the letter, or something else?</i> • Did you have conversations with anyone about claiming Universal Credit, such as: <ul style="list-style-type: none"> ○ friends or family ○ the dedicated helpline ○ Citizen's advice (Help to claim) or similar ○ an advisor from the Jobcentre? • Did you speak to someone or look anywhere else? 	<p>10 mins</p>

<ul style="list-style-type: none"> • Were these resources / conversations useful? Why? Why not? • Did they help to inform your decision to not claim Universal Credit? • IF NO: Are there any reasons why not? • Were you aware of where to look for support for information about Universal Credit? • What other support would you like? <p>In the survey you completed, you mentioned that the following were barriers preventing you from making a claim: PROBE ON EACH RESPONSE TO BARRIERS2 AND BARRIERS1</p> <ul style="list-style-type: none"> • Why is [INSERT BARRIER] a barrier to you claiming UC? • What if anything could help you overcome this barrier? <p>Are there any other reasons why you are not planning to make a claim to Universal Credit?</p> <p>IF FACED BARRIERS: Have you received any support to help remove or overcome those barriers?</p> <ul style="list-style-type: none"> • IF YES: What kind of support / who from? • Was it useful? • What, if anything, could be improved to prevent or remove the same barriers? • IF NO: What support would you have like to receive? <p>IF NOT COVERED ABOVE: Were personal circumstances or concerns an important factor in your decision to not make a claim?</p> <p>IF NOT COVERED ABOVE: Were concerns around eligibility an important factor in your decision to not make a claim?</p> <p>What, if anything, would change your mind about whether to make a claim to Universal Credit?</p> <ul style="list-style-type: none"> • What would need to change about it to make you want to apply? • What would need to change in your personal circumstances? 	
Impacts of not claiming UC and actions taken	
<p><i>The next questions are about how you are managing your finances since Tax Credits stopped. I understand these questions might be sensitive, so please let me know if there are questions you would prefer not to answer.</i></p> <p>Since your Tax Credits have stopped, has anything been impacted by no longer receiving benefit payments?</p> <ul style="list-style-type: none"> • PROMPT: <ul style="list-style-type: none"> ○ <i>change in childcare arrangements?</i> 	7 mins

<ul style="list-style-type: none"> ○ <i>social life / hobbies changed or stopped?</i> ○ <i>change in mortgage or rent payments?</i> ○ <i>Anything else?</i> <ul style="list-style-type: none"> ● Has your working or home life changed in any way because of this? <p>Have any other benefits you were receiving been affected since your Tax Credits stopped?</p> <ul style="list-style-type: none"> ● PROMPT IF NEEDED: <ul style="list-style-type: none"> ○ <i>Free school meals</i> ○ <i>Council tax reductions</i> ○ <i>Help with health costs – probe: free prescriptions</i> ○ <i>Healthy Start scheme</i> ○ <i>Savings schemes e.g., Help to Save, Cost of Living Payments</i> ○ <i>What has been the impact, if any?</i> <p>Since your Tax credits stopped, have you done anything to make up the difference in your income at all?</p> <ul style="list-style-type: none"> ● PROBE ON: ● Are you working more hours or got an additional job? Changed job to get higher pay? ● Borrowed money from family or friends? ● Used credit card / overdraft / or a loan? ● Used any savings? ● Cut down on spending? ● Delay or miss payments ● Anything else? <p>Do you plan to [INSERT RESPONSE FROM ABOVE] long term to make up the difference since Tax Credits has stopped?</p> <ul style="list-style-type: none"> ● Are you exploring any alternative options for the future? <p>Do you feel concerned about money at all since your Tax credits stopped?</p> <ul style="list-style-type: none"> ● In what ways? ● Will this change in the future for you? 	
Wrap up and further support	
<p><i>We are coming to the end of the interview, but a couple final questions before we finish.</i></p> <p>Is there anything else you would like to mention that we haven't had the opportunity to discuss?</p> <p>Would you be happy for Ipsos to recontact you in the next 3 months to possibly take part in further research on this topic? It does not commit you to anything and you can change your mind at any point. (Interviewer make a note of consent to recontact in the analysis grid)</p>	<p><i>2 mins</i></p>

THANK AND REITERATE CONFIDENTIALITY. INCENTIVE: A £40 VOUCHER 'THANK YOU' FROM IPSOS FOR THEIR TIME AND CONTRIBUTION.

Signpost for further information / if any concerns about discussion and reminder they will receive the support sheet: gov.uk/universal-credit, citizensadvice.org.uk

4.8 Ipsos standards and accreditations

Ipsos' standards and accreditations provide our clients with the peace of mind that they can always depend on us to deliver reliable, sustainable findings. Our focus on quality and continuous improvement means we have embedded a "right first time" approach throughout our organisation.



ISO 20252

This is the international market research specific standard that supersedes BS 7911/MRQSA and incorporates IQCS (Interviewer Quality Control Scheme). It covers the five stages of a Market Research project. Ipsos was the first company in the world to gain this accreditation.



Market Research Society (MRS) Company Partnership

By being an MRS Company Partner, Ipsos endorses and supports the core MRS brand values of professionalism, research excellence and business effectiveness, and commits to comply with the MRS Code of Conduct throughout the organisation. We were the first company to sign up to the requirements and self-regulation of the MRS Code. More than 350 companies have followed our lead.



ISO 9001

This is the international general company standard with a focus on continual improvement through quality management systems. In 1994, we became one of the early adopters of the ISO 9001 business standard.



ISO 27001

This is the international standard for information security, designed to ensure the selection of adequate and proportionate security controls. Ipsos was the first research company in the UK to be awarded this in August 2008.



The UK General Data Protection Regulation (GDPR) and the UK Data Protection Act (DPA) 2018

Ipsos is required to comply with the UK GDPR and the UK DPA. It covers the processing of personal data and the protection of privacy.



HMG Cyber Essentials

This is a government-backed scheme and a key deliverable of the UK's National Cyber Security Programme. Ipsos was assessment-validated for Cyber Essentials certification in 2016. Cyber Essentials defines a set of controls which, when properly implemented, provide organisations with basic protection from the most prevalent forms of threat coming from the internet.



Fair
Data™

Fair Data

Ipsos is signed up as a “Fair Data” company, agreeing to adhere to 10 core principles. The principles support and complement other standards such as ISOs, and the requirements of Data Protection legislation.
