



Department
for Work &
Pensions



Government
Social Research

Technical Report

Experiences of non-ESA Move customers with No
Work Related Requirements Qualitative Research

September 2026

DWP research report no. 1153

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

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1 Technical Report

This report provides the technical and methodological details of research commissioned by the Department for Work and Pensions (DWP) to understand the experiences of Move to Universal Credit (UC) customers in the No Work Related Requirements (NWRR) group. This report provides detail on the research methodology, including sampling, recruitment and fieldwork. Copies of the research materials are appended.

1.1 Background and context

UC is a means-tested benefit that was introduced in the UK to replace six 'legacy' benefits: income-related Employment and Support Allowance (ESA), income-based Jobseeker's Allowance (JSA), Housing Benefit (HB), Income Support (IS), Working Tax Credit (WTC), and Child Tax Credit (CTC).

Since December 2018, UC has been available across the UK to all new customers. Since then, people have been moving to UC when their circumstances change (natural migration) or if they chose to do so (voluntary migration). Customers who do not have a change of circumstances that triggers a natural migration have been moved to UC through 'managed migration', also known as 'Move to UC'. Since May 2022, households have been invited to move to UC in different phases depending on which legacy benefits they were claiming.

When a new claim is made to UC, the customer is placed into one of four work related activity groups, more commonly known as [conditionality groups](#). Which group they are placed will depend on their personal circumstances and determine which of six [labour market regimes](#) they will follow. As circumstances change customers may also transition between different levels of conditionality.

At the point of migration, some Move to UC customers entered into the NWRR conditionality group on UC. Customers in this group are not expected to work, search for work, or prepare for work. By December 2025 (at the time this research was conducted), around 1.7 million people had moved to UC through managed migration, accounting for approximately 20% of the overall UC caseload. In the year to December 2025, the number of customers in the NWRR conditionality group increased by over one million. Around three quarters of this growth was driven by customers who moved to UC through managed migration, and around 15% of these customers were not claiming ESA before they moved to UC.

Customers who moved to UC and entered the NWRR group comprise a diverse population drawn from different legacy benefits. Further research was therefore required to develop a more detailed understanding of customers' benefit histories and lived experiences, the reasons and

circumstances for entering the NWRR group, how customers experienced their interactions with the DWP under UC and how this compared to their legacy benefits. Customers who were previously claiming income related ESA were not part of this research and did not have work requirements as part of their legacy claim.

1.2 Research aims

This research is part of a series focusing on Move to UC customers. The key objective of this research was to understand more about participants' experiences of entering into the NWRR group when transitioning to UC, who were previously not receiving ESA.

This study specifically covers:

- The circumstances leading non-ESA Move to UC customers to enter the NWRR group at the point of migration.
- Move to UC Customers' wider experience of moving to and claiming UC.
- How the Move to UC customer experience of being in the NWRR group compares to their legacy benefit, and whether this varied by legacy benefit type.

1.3 Research methodology

A qualitative research approach was used to ensure an in-depth understanding of the Move to UC customer experience. This approach was designed to allow for exploration of a broad range of customer circumstances and experiences. Participants had been claiming a range of legacy benefits prior to moving to UC, including benefits that would previously have suggested employment or work-related requirements.

Fieldwork focused on Move to UC customers who had previously been in receipt of the following legacy benefits:

- WTC only customers
- CTC only and CTC & WTC customers
- HB only customers
- HB & any TC customers
- IS only, IS & HB, IS & any TC and IS & HB & any TC customers
- JSA only, JSA & HB, JSA & any TC, and JSA & HB & any TC customers

For those customers who entered the NWRR group due to a functional assessment of their health condition resulting in an award of Limited Capability for Work and Work Related Requirements (LCWRA), it was necessary to allow sufficient time for

participants to receive a Work Capability Assessment (WCA) outcome following their transition. To facilitate this, the sample included all participants who entered the NWRR group within four months of moving to UC.

Fieldwork took place from between 13th January and 19th February 2026.

- 60 in-depth interviews were conducted with Move to UC customers to capture a broad range of experiences.
- The primary interview methodology was online followed by telephone with the option of a face-to-face interview available to ensure the research was fully accessible and that reasonable adjustments could be made.
- One interview was conducted in Polish with a native polish-speaking researcher.

DWP provided a sample of former legacy benefit customers and who migrated to UC and joined the NWRR group.

The sample fields included:

- Contact details: Name, address, email address, telephone number (both for claimant and appointee were applicable)
- Demographic details: Age band, sex
- Details about former legacy benefits with varying combinations
- Details about their claim for UC: joint or single claim, conditionality group, date of migration notice, date of UC claim, length of claim, carer element, child element, disabled child element, conditionality group

The full sample was constituted of 1,500 contacts.

1.5 Recruitment quotas

Minimum and monitoring quotas were set to ensure a good mix of representation in the achieved sample while maintaining recruitment feasibility. Table 1 shows the quotas for different characteristics and the achieved number of interviews in the final sample.

Description		Quota	Achieved
	Single claim		34

Joint couple or single claim	Joint claim	Mix and monitor	26
	Don't know		0
Legacy Benefit type	Working Tax Credits (WTC) only	Min 10	10
	Child Tax Credits (CTC) and WTC	Min. 10	12
	Housing Benefit (HB) only	Min. 5	7
	HB & any tax credits (TC)	Min. 5	7
	Income Support (IS) only, IS & HB, IS & any TC, and IS & HB & any TC	Min. 10 ¹	8
	Jobseekers Allowance (JSA) only, JSA & HB, JSA & any TC, and JSA & HB & any TC	Min. 10	16
Claim Management Type	Online	Mix and monitor	53
	Telephone		7
Gender	Male	Min. 20	27
	Female	Min. 20	33
	Non-binary	Mix and monitor	0
Age	Under 35	Mix and monitor	13
	35 – 44	Mix and monitor	19
	45 – 54	Mix and monitor	15
	55+	Mix and monitor	13

¹ A minimum quota of 10 interviews was set for the IS legacy benefit type. However, this quota reached saturation before the target number of interviews was completed, and subsequent interviewing efforts were therefore focused on other groups.

Presence of children	No children	Mix and monitor	30
	Children under 1 when moved to UC		0
	Pre-school aged children (aged over 1, up to and including 4)		2
	(Dependent children) aged 5-18		28
Work	Employed	Mix and monitor	11
	Self-employed		5
	Not working		44
Region	London	Max 15	8
	Wales	Min 10	10
	Scotland	Min 10	12
	England (outside of London)	Min 10	30
Health conditions, disabilities or illness	Yes	Mix and monitor	32
	No		28
Caring Responsibilities	Yes	Mix and monitor	42
	No		18

1.6 Fieldwork preparation and recruitment

1.6.1 Advance communication to participants

All cases in the sample frame were sent an advance letter providing information about the research and the opportunity to opt out of further contact by calling or emailing the supplied project contact details. The letter informed participants that Ipsos was carrying out research on behalf of DWP to understand the experiences of customers who had migrated to UC. The letter said that if they wanted to take part, they would be contacted by recruiters to schedule an interview to take place at a convenient time via telephone or online. The letter also included

links to DWP's and Ipsos' privacy policies and provided contact details for Ipsos and DWP so participants could ask any questions about the research. For those in the sample with an appointee named to manage the claim, the appointees were contacted directly in the same way. An insert in six commonly spoken languages (Arabic, Punjabi, Urdu, Spanish, Turkish, and Bengali) explaining the research was also included.

Participants were given two weeks to opt out of the research before being contacted by recruiters. There were 9 opt outs.

1.6.2 Recruitment

Recruitment took place between 6th January 2026 and 17th February 2026.

Recruitment was conducted by Paton Williamson Consultancy on behalf of Ipsos. Individuals from the sample (excluding those who had opted out of the research) were called and asked if they would like to take part in a 45 interview. If in agreement, they were screened and scheduled for a discussion with an Ipsos interviewer.

All participants were offered a £30 online shopping voucher as a thank you for taking part.

1.7 Research materials and fieldwork

1.7.1 Research materials

Research materials were developed by Ipsos and signed off by DWP ahead of the fieldwork period. These materials included:

- Advance letter (Appendix 2.1) to invite customers to participate in the research and provide the opportunity for customers to opt out of further contact
- Insert containing information about the research in key languages (Appendix 2.1.2) for non-English speakers iterating the same details as the initial Advance letter
- Advance letter (Appendix 2.1.3) for appointees for UC claims with the same details as the Advance letter for those who manage their own claims
- Recruitment screener (Appendix 2.2) used to screen participants and to monitor and achieve quotas
- Interview discussion guide (Appendix 2.3)
- Follow-up support leaflet (Appendix 2.4)

The discussion guide (Appendix 2.3) covered topics including legacy benefit customers' backgrounds, personal circumstances prior to moving to UC, circumstances at the point of

moving to UC, and management of the UC claim and circumstances since migrating. Participants were also asked if they had any specific feedback for DWP on how DWP could better support them to manage their claim going forward.

The follow-up support leaflets (Appendix 2.4) were 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 need further support. The selected support organisations covered help with benefits, personal finances, relationships and health issues or disabilities.

1.7.2 Fieldwork

Between the 13th January and 19th February 2026 a total of 60 interviews were completed (1 online and 59 telephone interviews).

The primary interview methodology was by telephone, followed by online, with the option of a face-to-face interview available to ensure the research was fully accessible and that reasonable adjustments could be made. No research participants requested a face-to-face interview.

DWP staff observed one of these interviews, with the permission of the participant.

1.8 Analysis and deliverables

Interviews were recorded (audio only) for note-taking purposes. Interviews were then transcribed and key points and supporting anonymised verbatim quotations from the raw interview data were then summarised 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.

Two analysis sessions were conducted with all interview moderators as well as members of the DWP team to hear the emerging findings and add context. The purpose of the analysis sessions 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 these sessions, combined with transcripts and the data from the analysis grid was 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. This PowerPoint was shared with DWP, and revised to incorporate feedback, before being submitted and presented to the DWP research team and wider colleagues on 26th March 2026.

A written report was first delivered to DWP colleagues on 15th April 2026. After multiple rounds of feedback including a review by wider DWP colleagues, the written report was submitted as final on 21st August 2026.

1.9 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. These approaches are used to explore the nuances and diversity of experiences and the factors which shape or underlie them. The results are intended to be illustrative and explanatory, rather than statistically reliable. Customers were sampled from a range of characteristics, situations

and experiences and the findings are not intended to be statistically representative of the wider customer population.

It is not possible in qualitative research to provide a precise 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 in the presentation and written report represent common themes that emerged across multiple interviews.

Sometimes, ideas can be mentioned a number of 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, the focus is on exploring the breadth of experiences, and identifying the main themes, rather than the number of people who have expressed that thought. Any proportions used in qualitative reporting, such as “some” or “many”, should always be considered indicative, rather than exact.

Where examples are used, such as an insight or quote from one customer, this is typically to illustrate findings that emerged more broadly across multiple interviews but, in some cases, are unique to the one individual to which they are anonymously attributed.

2 Appendix

2.1.1 Advance email / letter

January 2026

Share your experience of Universal Credit and receive a £30 voucher

Dear [claimant_name],

We are writing to invite you to take part in an important research project that Ipsos is conducting for the Department for Work and Pensions (DWP). You have been selected because DWP records show that you have previously moved from [legacy_benefits] to Universal Credit. Your insights will be used to help the DWP improve services in the future.

Specifically, we want to understand:



Your experience of **making and managing your Universal Credit claim**.

How, if at all, your circumstances have changed since your previous [legacy_benefits] claim and any subsequent changes throughout your Universal Credit claim.



What will taking part involve?

If you want to take part, a researcher will interview you either online or over telephone, depending on your preference, and it will take up to 45 minutes. The interview will take place in January-February 2026 on a day and time that is convenient for you. We will give you a £30 shopping voucher as a thank you for taking part.



Is my information secure?

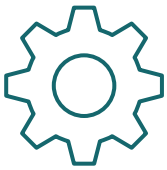
The interviews will be confidential and used for research purposes only. Nothing you say in the interviews will affect your relationship with DWP. You can read DWP's privacy policy at:

<http://www.gov.uk/government/organisations/department-for-work-pensions/about/personal-information-charter>, and Ipsos's privacy policy at: <https://assets-uk.ipsos.com/pa/dwp/m2uc/privacy2.pdf>



Do I have to take part?

Taking part is completely voluntary and you do not have to take part. It is up to you. No-one including DWP or your local authority will know who has taken part in the research. Any identifiable information that you provide will not be passed on to anyone, including DWP or your local authority. Whether or not you choose to take part, **it will not affect any benefits you claim now or in the future**, or your interaction with DWP, Jobcentre Plus or HMRC.



What do I need to do?

If you would like to take part online or over the phone, you don't need to do anything else right now. A member of team at our recruitment partner Paton Williams Consultancy (PWL) will be in touch by phone in January-February 2026 (calling from telephone number 07389 731212). You will be able to arrange a convenient day and time for a discussion with an Ipsos researcher.

Our records show your phone number as **[RESPONDENT PHONE NUMBER]**. **If this is not the best number to contact you, please let us know** the most suitable number to call by emailing us at UK-PA-DWP-claimingbenefits@ipsos.com or calling 08001510607 (free) with your name and User ID number, which can be found at the top of this letter.

If you do not want to be contacted about this research, feel you require reasonable adjustments in order to be able to participate, or have any other questions about the project please let Ipsos know by emailing UK-PA-DWP-claimingbenefits@ipsos.com, or by calling 08001510607 to leave a message, and we will not contact you again. If you would like to check that the research is genuine you can find it listed at www.gov.uk/guidance/current-dwp-research-in-the-field-undertaken-by-external-organisations. Alternatively, you can contact Charlotte Stubbs at DWP on UC.research@dwp.gov.uk.

Thank you in advance for your help.
Yours sincerely,

Charlotte Stubbs, Social Researcher
Department for Work and Pensions



Andrew Shaw, Project Director
Ipsos



2.1.2 Insert for non-English speakers

نحن شركة أبحاث مكلفة من قبل DWP لإجراء دراسة حول Universal Credit، ونريد أن نعرف عن تجاربك معها، وخاصةً إذا ساعدك أحد الأصدقاء أو أحد أفراد العائلة في تقديم مطالبتك. سنقدم قسيمة بقيمة 30 جنيهًا إسترلينيًا تعبيرًا عن شكرنا لك على المشاركة.

إذا كنت مهتمًا، فيرجى الاتصال بنا وإخبارنا باسمك ولغتك المفضلة للتحدث معنا، وإذا كان متحدث بالغة الإنجليزية يساعدك في مطالبتك.

سنرتب مع شخص يتحدث لغتك المفضلة للاتصال بك وشرح البحث، ويمكنك أن تقرر ما إذا كنت ترغب في المشاركة أم لا. يمكنك أيضًا الترتيب لانضمام صديق أو أحد أفراد العائلة إليك في المكالمات، إذا كنت ترغب في ذلك. المشاركة هي اختيارك ولن تؤثر على مزاياك أو علاقتك مع DWP أو أي هيئة حكومية أخرى.

Universal Credit hakkında çalışma yapmak üzere DWP tarafından görevlendirilen bir araştırma şirketiyiz ve Universal Credit ile ilgili deneyimlerinizi (özellikle bir arkadaşınız veya aile üyeniz iddianızda size yardımcı olabiliyorsa) duymak istiyoruz. **Katılmanız halinde teşekkür olarak 30 İngiliz Sterlini değerinde bir kupon sunuyoruz.**

İlgileniyorsanız lütfen bizimle iletişime geçip adınızı ve konuşmak istediğiniz dili iletin ve İngilizce konuşan bir kişinin iddianızla ilgili size yardımcı olup olmayacağını belirtin.

Tercih ettiğiniz dili konuşan bir kişi sizi arayıp araştırmayı açıklayacaktır, ardından katılmak isteyip istemediğinize karar verebilirsiniz. İsterseniz bir arkadaşınız veya aile üyeniz aramada size eşlik edebilir. **Katılmak sizin seçiminizdir ve DWP veya başka bir devlet kurumuyla aranızdaki yardımları veya ilişkiyi etkilemeyecektir.**

আমরা ইউনিভার্সাল ক্রেডিট সম্পর্কে স্টাডি করার জন্য DWP দ্বারা নিযুক্ত একটি গবেষণা সংস্থা এবং আমরা এটি সম্পর্কে আপনার অভিজ্ঞতা কেমন তা জানতে চাই, বিশেষত কোনও পরিবার বা পরিবারের সদস্য আপনাকে আপনার দাবি নিয়ে সাহায্য করে। **আমরা অংশ নেওয়ার জন্য ধন্যবাদ হিসাবে একটি £30 ভাউচার অফার করতে চলেছি।**

আপনি আগ্রহী হলে অনুগ্রহ করে আমাদের সাথে যোগাযোগ করুন অথবা আপনার নাম ও আপনি যে ভাষায় আমাদের সাথে কথা বলতে চান না কি কোনও ইংরাজি ভাষী আপনার দাবী নিয়ে আপনাকে সাহায্য করবেন কি না তা জানান।

আমরা আপনার পছন্দের ভাষাতে কথা বলেন এমন কেউ যাতে আপনাকে কল করে গবেষণাটি ব্যাখ্যা করেন ও আপনি অংশ নেবেন কি না সে সিদ্ধান্ত নিতে পারেন তার ব্যবস্থা করব। আপনি চাইলে কলটিতে আপনার কোনও বন্ধু বা পরিবারের সদস্যকে যোগ দেওয়ার ব্যবস্থাও করতে পারি। অংশ নেওয়ার সিদ্ধান্ত আপনার ও এটি DWP-এর অথবা অন্য কোনও সরকারী সংস্থার সাথে আপনার সুবিধা অথবা সম্পর্কে প্রভাবিত করবে না।

Somos una empresa de investigación encargada por el Departamento de Trabajo y Pensiones del Reino Unido (DWP, por sus siglas en inglés) para llevar a cabo un estudio sobre Universal Credit. Nos gustaría conocer sus experiencias con este programa, especialmente si un amigo o familiar le ayuda con su solicitud. **Ofrecemos un cupón por valor de 30 £ a modo de agradecimiento por participar.**

Si le interesa la propuesta, póngase en contacto con nosotros e indique su nombre y el idioma en el que prefiere comunicarse, y confirme si un hablante de inglés le ayuda con su solicitud.

Le pondremos en contacto con una persona que hable su lengua para que le llame y le explique en qué consiste el estudio, y podrá decidir si desea participar. Si lo prefiere, también puede pedir que un amigo o familiar se una a la llamada con usted. **Participar o no en esta investigación es su decisión y no afectará de ningún modo a sus prestaciones ni a su relación con el DWP o cualquier otro organismo gubernamental.**

ਅਸ 'ਇੱਕ ਰਿਸਰਚ ਕੰਪਨੀ ਹਾਂ ਜਿਸਨੂੰ DWP ਵੱਲੋਂ ਯਨੀਵਰਸਲ ਕ੍ਰੈਡਿਟ ਬਾਰੇ ਇੱਕ ਅਧਿਐਨ ਕਰਨ ਲਈ ਨਿਯੁਕਤ ਕੀਤਾ ਗਿਆ ਹੈ ਅਤੇ ਅਸ 'ਤੁਹਾਡੇ ਤੋਂ ਇਸਦੇ ਅਨੁਭਵਾਂ ਬਾਰੇ ਜਾਣਨਾ ਚਾਹੁੰਦੇ ਹਾਂ, ਖਾਸ ਕਰਕੇ ਜੇ ਕੋਈ ਦੇਸ਼ ਜਾਂ ਪਰਿਵਾਰਕ ਮੈਂਬਰ ਤੁਹਾਡੇ ਦਾਅਵੇ ਵਿੱਚ ਤੁਹਾਡੀ ਮਦਦ ਕਰਦਾ ਹੈ। ਅਸ 'ਹਿੱਸਾ ਲੈਣ ਲਈ ਧੰਨਵਾਦ ਵਜੋਂ ਇੱਕ £30 ਵਾਊਚਰ ਦੀ ਪੇਸ਼ਕਸ਼ ਕਰ ਰਹੇ ਹਾਂ।

ਜੇ ਤੁਸ 'ਦਿਲਚਸਪੀ ਰੱਖਦੇ ਹੋ, ਤਾਂ ਕਿਰਪਾ ਕਰਕੇ ਸਾਡੇ ਨਾਲ ਸੰਪਰਕ ਕਰੋ ਅਤੇ ਆਪਣਾ ਨਾਮ ਅਤੇ ਆਪਣੀ ਤਰਜੀਹੀ ਭਾਸ਼ਾ ਦੱਸੋ ਜਿਸ ਵਿੱਚ ਤੁਸ 'ਸਾਡੇ ਨਾਲ ਗੱਲ ਕਰਨਾ ਚਾਹੁੰਦੇ ਹੋ, ਅਤੇ ਇਹ ਵੀ ਦੱਸੋ ਕਿ ਕੀ ਕੋਈ ਅੰਗਰੇਜ਼ੀ ਬੋਲਣ ਵਾਲਾ ਵਿਅਕਤੀ ਤੁਹਾਡੇ ਦਾਅਵੇ ਵਿੱਚ ਮਦਦ ਕਰਦਾ ਹੈ।

ਅਸ 'ਕਿਸੇ ਅਜਿਹੇ ਵਿਅਕਤੀ ਦਾ ਪ੍ਰਬੰਧ ਕਰਾਂਗੇ ਜੋ ਤੁਹਾਡਾ ਤਰਜੀਹੀ ਭਾਸ਼ਾ ਬੋਲਦਾ ਹੋਵੇ, ਤੁਹਾਨੂੰ ਕਾਲ ਕਰੇ ਅਤੇ ਰਿਸਰਚ ਬਾਰੇ ਸਮਝਾਏ, ਅਤੇ ਉਸ ਤੋਂ ਬਾਅਦ ਤੁਸ 'ਫ਼ੈਸਲਾ ਕਰ ਸਕਦੇ ਹੋ ਕਿ ਤੁਸ 'ਹਿੱਸਾ ਲੈਣ ਚਾਹੁੰਦੇ ਹੋ ਜਾਂ ਨਹੀਂ। ਜੇ ਤੁਸ 'ਚਾਹੋ, ਤਾਂ ਤੁਸ 'ਕਿਸੇ ਦੇਸ਼ ਜਾਂ ਪਰਿਵਾਰਕ ਮੈਂਬਰ ਨੂੰ ਵੀ ਕਾਲ 'ਤੇ ਸ਼ਾਮਲ ਹੋਣ ਲਈ ਬੁਲਾ ਸਕਦੇ ਹੋ। **ਹਿੱਸਾ ਲੈਣਾ ਤੁਹਾਡਾ ਫ਼ੈਸਲਾ ਹੈ ਅਤੇ ਇਸਦਾ ਤੁਹਾਡੇ ਲਾਭ ਜਾਂ DWP ਜਾਂ ਕਿਸੇ ਹੋਰ ਸਰਕਾਰੀ ਸੰਸਥਾ ਨਾਲ ਤੁਹਾਡੇ ਸੰਬੰਧ 'ਤੇ ਕੋਈ ਪ੍ਰਭਾਵ ਨਹੀਂ ਪਵੇਗਾ।**

ہم ایک تحقیقی کمپنی ہیں جسے DWP کی جانب سے یونیورسل کریڈٹ کے بارے میں ایک مطالعہ کرنے کے لیے مقرر کیا گیا ہے، اور ہم آپ کے تجربات جاننا چاہتے ہیں، خاص طور پر اگر کوئی دوست یا گھر کا فرد آپ کے دعوے میں آپ کی مدد کرتا ہو۔ ہم شرکت کرنے پر بطور شکریہ 30£ کا وائچر پیش کر رہے ہیں۔

اگر آپ دلچسپی رکھتے ہیں، تو براہ کرم ہم سے رابطہ کریں اور ہمیں اپنا نام، ہم سے بات کرنے کے لیے اپنی ترجیحی زبان، اور یہ بھی بتائیں کہ کیا آپ کے دعوے میں کوئی انگریزی بولنے والا شخص آپ کی مدد کرتا ہے۔

ہم آپ کی ترجیحی زبان بولنے والے شخص کو آپ کو کال کرنے اور تحقیق کی وضاحت کرنے کا انتظام کریں گے، اور پھر آپ فیصلہ کر سکیں گے کہ آپ حصہ لینا چاہتے ہیں یا نہیں۔ اگر آپ چاہیں، تو آپ اپنے ساتھ کسی دوست یا گھر کے فرد کو بھی کال میں شامل کر سکتے ہیں۔ یہ آپ کی اپنی مرضی ہے کہ آپ حصہ لیں یا نہیں، اور اس کا آپ کے فوائد، یا DWP یا کسی بھی دیگر سرکاری ادارے کے ساتھ آپ کے تعلق پر کوئی اثر نہیں پڑے گا۔

2.1.3 Advance letter – Appointees

January 2026

Share your experience of Universal Credit and receive a £30 voucher

Dear [appointee_name],

We are writing to invite you to take part in an important research project that Ipsos is conducting for the Department for Work and Pensions (DWP). You have been selected because DWP records show that you act as an appointee for [claimant_name], whose benefit claim has previously moved from [legacy_benefits] to Universal Credit. Your insights will be used to help the DWP improve services in the future.

Specifically, we want to understand:



Your experience of **making and managing your Universal Credit claim on behalf of [claimant_name]**.

How, if at all, their circumstances have changed since their previous [legacy_benefits] claim and any subsequent changes throughout their Universal Credit claim.



What will taking part involve?

If you want to take part, a researcher will interview you either online or over telephone, depending on your preference, and it will take up to 45 minutes. If appropriate, we would be happy to speak with both yourself and [claimant_name] present, alternatively we would be happy to speak solely with you in your capacity as their formal appointee. The interview will take place in January-February 2026 on a day and time that is convenient for you. We will give you a £30 shopping voucher as a thank you for taking part.



Is my information secure?

The interviews will be confidential and used for research purposes only.

Freephone: **08001510607**

Email: **UK-PA-DWP-claimingbenefits@ipsos.com**

Nothing you say in the interviews will affect your relationship with DWP. You

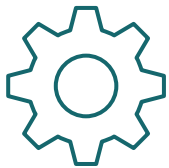
can read DWP's privacy policy at:

<http://www.gov.uk/government/organisations/department-for-work-pensions/about/personal-information-charter>, and Ipsos's privacy policy at: <https://assets-uk.ipsos.com/pa/dwp/m2uc/privacy2.pdf>



Do I have to take part?

Taking part is completely voluntary and you do not have to take part. It is up to you. No-one including DWP or your local authority will know who has taken part in the research. Any identifiable information that you provide will not be passed on to anyone, including DWP or your local authority. Whether or not you choose to take part, **it will not affect any benefits you claim now or in the future**, or your interaction with DWP, Jobcentre Plus or HMRC.



What do I need to do?

If you would like to take part online or over the phone, you don't need to do anything else right now. A member of team at our recruitment partner Paton Williams Consultancy (PWL) will be in touch by phone in January-February 2026 (calling from telephone number 07389 731212). You will be able to arrange a convenient day and time for a discussion with an Ipsos researcher.

Our records show your phone number as **[RESPONDENT PHONE NUMBER]**. **If this is not the best number to contact you, please let us know** the most suitable number to call by emailing us at DWP-UC-NeedsandCircumstances@ipsosresearch.com or calling 08001510607 (free) with your name and User ID number, which can be found at the top of this letter.

If you do not want to be contacted about this research, feel you require reasonable adjustments in order to be able to participate, or have any other questions about the project please let Ipsos know by emailing DWP-UC-NeedsandCircumstances@ipsosresearch.com, or by calling 08001510607 to leave a message, and we will not contact you again. If you would like to check that the research is genuine you can find it listed at www.gov.uk/guidance/current-dwp-research-in-the-field-undertaken-by-external-organisations. Alternatively, you can contact Charlotte Stubbs at DWP on UC.research@dwp.gov.uk.

Thank you in advance for your help.

Yours sincerely,

Charlotte Stubbs, Social Researcher
Department for Work and Pensions



Andrew Shaw, Project Director
Ipsos



2.2.1 Recruitment screener

DWP M2UC NWRR - Recruitment Screener

Recruiter instructions:

- Interviews will be carried out as an online interview or as a telephone call and participants will be offered a £30 voucher.
- Sample will provide the primary quota (benefit claimed) and region.
- When sharing participant profiles, please include which legacy benefits they were claiming using the sample information. This is for information only.

Screener:

ALL

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

We are currently conducting research on behalf of the Department for Work and Pensions (DWP) and we were hoping [NAME FROM SAMPLE] could spare some time to assist us. Would it be possible to speak with [NAME FROM SAMPLE]?

RECRUITER: IF [NAME FROM SAMPLE] is not available.

Thank you for your time, is there another date or time we can call back to speak with [NAME FROM SAMPLE]?

RECRUITER: IF [NAME FROM SAMPLE] is available.

Thank you for sparing some time for us. The DWP provided us with your contact information so we could invite you to participate in this research. You should have recently received an email or letter about this from Ipsos and DWP.

We are looking for people to take part in an interview lasting 45-minutes (either online or as a phone call via Zoom, 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 making and managing a Universal Credit claim, and how, if at all, your circumstances may have changed and any subsequent changes throughout your Universal Credit claim. Your insights will offer the DWP valuable feedback on how to improve their services for people in the future. Everyone who participates in a 45-minute interview for this study will be given a £30 retail voucher as a thank you for their time.

To ensure we hear from a range of different people with different characteristics, we want to first ask a few questions about you and your circumstances to find out if you are eligible to take part.

Any information that you provide Ipsos during this conversation or during the interview will be treated as strictly confidential. All research findings reported back to the DWP will be anonymised, meaning it will be impossible to identify any individuals from the results. We can also provide you with a copy of Ipsos' privacy policy, which details how

your data is managed. Should you decide to take part, you have the right to withdraw at any time by sending an email to UK-PA-DWP-claiminggbenefits@ipsos.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.

Participation in this research is entirely voluntary and will not affect any benefits or your relationship with DWP and the services you receive either now or in the future. Would you be interested in taking part in this research?

RECRUITER: IF NO, THANK AND CLOSE [SCREENOUT].

- I just need to ask you a few questions before we confirm the interview and further details about it. Are you happy to proceed?

RECRUITER: IF NO, THANK AND CLOSE [SCREENOUT].

Screener questions:

SECTOR SCREENING

ASK ALL. SINGLE CODE.

QA	Do you work in DWP or Jobcentre Plus?		
	Yes	1	CLOSE AND THANK
	No	2	CONTINUE

UNIVERSAL CREDIT QUESTIONS

ASK ALL:

Q1A	Are you currently claiming Universal Credit? SINGLE CODE ONLY		
	Yes	1	CONTINUE
	No	2	THANK YOU AND CLOSE [SCREENOUT]
	Don't know	3	THANK YOU AND CLOSE [SCREENOUT]

ASK CODE 1 @Q1A:

Q1B	Is this a single or joint claim with a partner? SINGLE CODE ONLY		
	Single claim	1	CONTINUE – MIX AND MONITOR
	Joint claim	2	
	Don't know	3	THANK YOU AND CLOSE [SCREENOUT]

ASK CODE 1 @Q1 AND CODES 1 & 2 @Q1B

Q2.	Immediately before transitioning to Universal Credit, did you claim any of the following benefits? Please select all that apply. RECRUITER: CHECK AGAINST SAMPLE DATA MULTI CODE		
	Working Tax Credits (WTC)	1	RECRUIT TO QUOTAS
	Child Tax Credits (CTC) and WTC	2	
	Housing Benefit (HB) only	3	
	HB & any Tax Credits (TC)	4	
	Income Support (IS) only, IS & HB, IS & any TC, and IS & HB & any TC	5	
	Jobseekers Allowance (JSA) only, JSA & HB, JSA & any TC, and JSA & HB & any TC	6	
	Employment and Support Allowance (ESA)	7	THANK YOU AND CLOSE [SCREENOUT]
	Any other benefit type	8	RECRUITER PROBE IF ONLY THIS IS CHOSEN SCREENOUT IF CHOSEN ALONGSIDE OPTION 1-9 then note in respondent profile
	Don't know	-98	PROMPT TO SAMPLE INFORMATION IF STILL DON'T KNOW

			THANK AND CLOSE [SCREENOUT]
	None	-99	PROMPT TO SAMPLE INFORMATION IF STILL NO THANK YOU AND CLOSE [SCREENOUT]

ASK IF CODES 1- 9 @ Q2:

Q3	How do you manage your claim for Universal Credit? SINGLE CODE ONLY		
	Online	1	MONITOR FOR A MIX
	Via telephone	2	

DEMOGRAPHIC QUESTIONS

ASK ALL:

Q4.	Which of the following describes how you think of yourself? SINGLE CODE		
	Male	1	RECRUIT TO QUOTAS
	Female	2	
	In another way (please specify)	3	
	Prefer not to say	-97	RECRUITER DO NOT READ OUT

ASK ALL:

Q5.	How old were you on your last birthday?				
	WRITE IN & CODE EXACT AGE				
	Exact Age				
			Under 35	1	MONITOR FOR A MIX
			35 – 44	3	
			45 – 54	4	
			55+	5	

ASK ALL:

Q6.	Were there any children belonging to the following approximate age groups living in your household at the time that you moved over to Universal Credit?		
	SELECT ALL THAT APPLY		
	Under 1 year old	1	MONITOR FOR A MIX
	Over 1 but under 5 Years old	2	
	5-18 years old	3	
	18+	4	
	There are no children in my household	5	

ASK ALL:

Q7.	What is your current work status?		
	If you have been permanently made redundant, please choose your current work status.		
	In paid work	1	RECRUIT TO QUOTAS CODE 1 = EMPLOYED CODE 2 = SELF_EMPLOYED CODES 3-5,7,8 – NOT WORKING RECORD ALL CODES FOR INFORMATION INCLUDING CODES NOT INCLUDED IN QUOTAS (CODES 6,9,10)
	Self-employed	2	
	On a government training / employment programme / doing unpaid voluntary work	3	
	Not working, but waiting to take up employment already accepted	4	
	Unemployed and looking for work	5	
	In full or part-time education	6	
	Long-term sick/disabled	7	
	Looking after the home/unpaid family carer	8	
	Fully retired (including retired early)	9	
	Other (please specify)	10	

ASK ALL:

Q8.	In what region do you live?		
	SINGLE CODE		
	London	1	RECRUIT TO QUOTA
	Wales	2	
	Scotland	3	
	England (outside London)	4	

RECRUITER READ OUT: The following questions are considered sensitive information. Please let me know if you'd prefer not to answer the questions.

ASK ALL:

Q9.	Do you have any physical or mental health conditions, disabilities or illnesses lasting or expected to last for 12 months or more?
------------	---

	SINGLE CODE		
	Yes	1	MONITOR FOR A MIX.
	No	2	
	Prefer not to say	-97	RECRUITER DO NOT READ OUT

ASK ALL:

Q10.	Do you look after, or give any help or support to, anyone because they have long-term physical or mental health conditions or illnesses, or difficulties related to old age? Exclude anything you do as part of your paid employment		
	SINGLE CODE		
	Yes	1	MONITOR FOR A MIX.
	No	2	
	Don't know / Prefer not to say	-97	RECRUITER DO NOT READ OUT

ASK ALL:

Q11.	Ipsos and the DWP are committed to ensuring that our research is inclusive and accessible for all, including those with specific accessibility needs and requirements. We know that many people may need us to make some changes to how we carry out our discussion with them so that they are able to participate in the way that works best for them. Do you feel you require any of the following adjustments to participate in this research? Y/N RECRUITER: CHECK FOR POSSIBLE ASSISTANCE REQUIRED AND RECORD. DO NOT READ OUT		
	MULTICODE		
	Carrying out the conversation in a different way or providing the information in a different format (e.g. Easy Read)	1	RECORD FOR INFORMATION AND INCLUDE IN PARTICIPANT PROFILES
	Giving you more help to prepare in advance	2	

	Someone to accompany you in taking part in the discussion (e.g. a family member, carer, or friend)	3	IF CODE 5 RECORD WHAT ADDITIONAL SUPPORT PARTICIPANT REQUIRES
	None of the above	4	
	Something else	5	

RECRUITER EXPLAIN RESEARCH IN FURTHER DETAIL:

The research would involve taking part in a single interview taking around 45 minutes. This could be carried out as a telephone call or online depending on what you prefer. If you feel you require a face-to-face interview we can also arrange for this.

Topics which will be discussed will focus on how you made and manage your UC claim, as well as any changes in your needs and circumstances you may have experienced since your previous legacy claim. We will also discuss your experience of moving over to Universal Credit from your previous legacy benefit. Any information you disclose will remain confidential, and you will not be asked to disclose any amounts of money or answer any questions which you are not comfortable with. You can also withdraw from the interview at any time.

We would like to offer a £30 voucher as a “thank you” for your time.

Does this sound like it would be of interest to you?

ASK ALL:

Q12.	Are you happy to take part in an interview?		
	Yes	1	CONTINUE
	No	2	CLOSE

ASK IF CODE 1 @ Q12:

Q13.	Are you happy to take part in a telephone or online interview?
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	Yes	1	CONTINUE
	No	2	RECRUITER TO CHECK IF A FACE-TO-FACE INTERVIEW IS A REASONABLE ADJUSTMENT

ASK IF YES TO CODE 2 @Q13:

Q14.	Where would you prefer your in-person interview to take place: are you comfortable with an interviewer coming to your home, or if you would prefer, we can arrange an alternative location which is convenient for you. ?		
	In-home interview	1	CONTINUE
	Alternative location	2	CONTINUE
	Does not want to do face to face		CLOSE

ASK ALL:

Q15.	It may be necessary for Ipsos UK to contact you by email or telephone after the research has taken place to follow up on ideas generated during the discussion. You would only be contacted if strictly necessary and only in connection with this research. Are you happy to agree to be re-contacted on this basis?		
	Yes	1	CONTINUE
	No	2	REFER TO OFFICE

Q16.	<p>The interviews will be conducted by experienced researchers from Ipsos. For some interviews a member of the DWP team may want to observe so they can hear people's experiences firsthand and to help inform ongoing work by DWP. They will only listen to the interview and will not directly take part.</p> <p>Would you be willing to take part in an interview with an observer from the DWP team? We will not share any of your personal information with them before or after the interview.</p> <p>Please note, you do not have to agree to an observer being present in your interview to take part in this research.</p>		
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	SINGLE CODE		
	Yes	1	CONTINUE IF YES: PLEASE LET THE RESEARCH TEAM KNOW AND WE WILL PASS ON DATES AND TIMES TO DWP TO ARRANGE INTERVIEW OBSERVATIONS
	No	2	

ASK ALL:

Q17.	As a thank you for taking part, would you like to receive an e-voucher via email or a paper voucher through the post?		
	e-voucher	1	RECORD FOR INFORMATION
	Paper voucher	2	

PERSONAL IDENTIFIERS

Recruitment details	Participant
Date of recruitment:	
Time of recruitment:	
Consent to take part acquired:	
Full name:	
Phone number:	
Email address (to receive voucher and online link to interview):	
Home address (if F2F interview or receiving voucher by post):	

Additional notes (including alternative location, if any)

2.3. Discussion Guide

Move to UC: No Work Related Requirements (NWRR) Discussion Guide

Interviewer information:

- Fieldwork will run across January 2026 (front loaded as much as possible to feed into the delivery of interim insights by 23rd Jan)
- **A total of 60 claimants** will be interviewed. The interviews will be conducted as a telephone call or online, unless claimants have specific adjustments that would require an in-person interview.
- **Please familiarise yourself the participant profile before the interview.** This will be important to understand participants' backgrounds and claiming histories prior to moving to UC.
- Participants will be given **a £30 shopping voucher for taking part. This can be issued in the form of a digital or paper voucher depending on their preference.**
- All interviews will be audio recorded and transcribed (with participant permission).

Questions highlighted in **yellow** are to be prioritised if pressed for time.

Section	Approximate timings
1. Introduction	2-3 mins
2. Background and context	5 mins
3. General background to legacy claim and circumstances prior to moving to UC	5 mins
4. Universal Credit – circumstances at the point of moving to UC (and entering the NWRR group)	25 mins
5. Universal Credit – circumstances now and general experiences of managing claim (inc. compared to legacy claim)	10 mins
6. Summing up	2-3 mins

1. Introduction	2 3 mins
<ul style="list-style-type: none"> • Thank participants for taking part. Introduce self and explain nature of interview: informal conversation; all opinions valid. Interviews should take around 45 minutes (telephone) / 60 minutes (f2f). • Role of Ipsos – Independent research organisation (i.e. independent of government), we adhere to the MRS Code of Conduct. • Introduce research and topic – The Department for Work and Pensions (DWP) has commissioned Ipsos to conduct research among customers who have moved to Universal Credit. The purpose of the research is to learn about your experience of moving over to Universal Credit and your experiences of now managing your UC claim. We're also keen to talk to you about how, if at all, your circumstances may have changed since your previous [LEGACY] claim. Findings from the research will be used to help improve the service offered to customers. • Voluntary nature of discussion: reiterate that their participation is voluntary (they can withdraw at any time during the interview). We will be asking you some general questions about how you manage your household finances, but we will not ask you for any actual figures about your income or outgoings, or for details of your spending. 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. • Confidentiality – reassure all responses are anonymous and that identifiable information about them will not be passed on to anyone, including back to DWP or any other government department. Inform participants that the only situation in which Ipsos might have to pass on something they tell us or that happens during an interview, or their personal details, would be if something made the interviewer seriously concerned that they, or someone else, was at serious risk of harm. Reassure them that participation will have no impact on their Universal Credit claim or any dealings with DWP now or in the future. • 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 	<p><i>Orientates interviewee, prepares them to take part in the interview.</i></p>

<p>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.</p> <ul style="list-style-type: none"> • Consent – check that they are happy to take part in the interview. • Ask for permission to digitally audio record – START RECORDING - 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 the end of January 2026 - after this time the data would have been analysed and cannot be removed). Are you happy to continue? • Any questions before we begin? 	
2. Background and context	5 mins
<p><i>To start off with, I'd like to ask a few general questions about yourself.</i></p> <p>Cover briefly:</p> <p>Home and family life....</p> <ul style="list-style-type: none"> ○ Who, if anyone, do you live with? Any children in the household? <p>Health and caring responsibilities....</p> <ul style="list-style-type: none"> ○ [MODERATOR – Using pre-recorded profile information]: <ul style="list-style-type: none"> ○ Can I confirm that you do/do not have any caring responsibilities? [Defined as looking after, or giving help or support to, anyone because they have long-term physical or mental health conditions or illnesses, or difficulties related to old age? Excluding anything done as part of your paid employment] ○ Can I confirm that you currently do/do not have any long term health conditions or disabilities? [Defined as any physical or mental health conditions, disabilities or illnesses lasting or expected to last for 12 months or more] <p>Universal Credit...</p> <ul style="list-style-type: none"> ○ For how long have you been claiming Universal Credit? ○ What payments does your Universal Credit cover you for? <ul style="list-style-type: none"> ○ For example, childcare? Housing? <p>Other benefits...</p> <ul style="list-style-type: none"> ○ Are you currently claiming any other benefits (for example, Personal Independence Payment (PIP), Disability Living Allowance (DLA), Carer's Allowance, Contributory Jobseekers Allowance or Contributory Employment and Support Allowance)? ○ Are there any other benefits that you automatically receive or any other services that you are entitled to discounted or reduced 	<p><i>Cover briefly to get a general sense of current situation and claiming background</i></p>

rates for (e.g. TV license? Council Tax? NHS Prescriptions? School meals?)	
3. General background to legacy claim and circumstances prior to moving to UC KEY CONTEXT SETTING SECTION	5 mins
<p>Moderator to explain: First of all, I'd like to hear more about your previous [LEGACY] benefit claim and your experience of claiming this before you moved over to Universal Credit</p> <ul style="list-style-type: none"> ○ Legacy benefit(s) <ul style="list-style-type: none"> ○ How long were you claiming [legacy benefit] before moving over to UC? ○ Were there any work related activities that you had to do in order to receive your [legacy benefit]? E.g. any expectations to look for work, be in work or working a certain number of hours? ○ Were there any other benefits you claimed/received alongside this? If so, explore; What? When? Why? ○ What led you to claim [legacy benefit] in the first instance? ○ We'll come on to talk about any specific changes in more detail but I'm keen to get a general sense of how much, if it all, your circumstances changed over the course of your [legacy benefit] claim? How consistent or variable were they, generally speaking, over the course of your claim? What impact did these changes in circumstances have on your claim? ○ How would you describe your general experiences of claiming [legacy benefit]? 	<p>This section seeks to explore the participant's circumstances during the time of their legacy benefit claim and to understand any reasons why these were / were not part of their claim</p>
4. Universal Credit circumstances at the point of moving to UC (and entering the NWRR group) KEY SECTION	25 mins
<p>Moderator to explain: I'd now like us to move on and think about what life looked like for you when you came to make your application to Universal Credit</p> <ul style="list-style-type: none"> ○ Moving over to UC <ul style="list-style-type: none"> ○ When did you make your claim to move over to UC? ○ How did you find the general experience of making your claim? [MODERATOR NOTE – get a general sense of positive vs. negative experience but keep brief] <p>Using dates/timeframe mentioned: I'd like us to think about the time that you first made your UC application</p> <ul style="list-style-type: none"> ○ Firstly, let's think about your home and family life <ul style="list-style-type: none"> ○ Home/housing <ul style="list-style-type: none"> ▪ Between claiming your [legacy benefit] and making your UC claim, had there been any changes to what your home life looked like? These could include, for example, changes to who you live, 	<p>This section seeks to explore the participant's circumstances at the point of making their UC claim and to understand how, if at all, these had changed since making their legacy claim</p>

<p>partners moving in or leaving, and new children added to claim, or adult children leaving, or whether you own or rent your property.</p> <ul style="list-style-type: none"> ▪ If yes to changes, was this something that you reported as part of making your UC claim? <ul style="list-style-type: none"> • If declared, was there a reason why you chose to make this part of your UC claim when it hadn't been part of your previous [legacy benefit]? • If not declared, what was the reason for this and how do you manage these circumstances? • As far as you are aware, were you expected to declare this as part of your [LEGACY BENEFIT]? What about for your UC claim? ▪ If no changes, were there any home/housing circumstances that weren't new or different but you declared for the first time at the point of making your UC claim? (MODERATOR NOTE - i.e something that wasn't new but something that was not declared previously as part of legacy claim) <ul style="list-style-type: none"> • If yes to declaring something - why did you decide to declare when making your UC application but not when claiming your [legacy benefit]? What impact has this had on how you manage this? • If no to declaring – Explore reasons for not declaring. <ul style="list-style-type: none"> ○ As far as you are aware, were you expected to declare this as part of your [LEGACY BENEFIT]? What about for your UC claim? ○ Family/caring <ul style="list-style-type: none"> ▪ Between claiming your [legacy benefit] and making your UC claim, had there been any changes to any children, dependents or caring responsibilities you had? ▪ If yes to changes, was this something that you reported as part of making your UC claim? <ul style="list-style-type: none"> • If declared, was there a reason why you chose to make this part of your UC claim when it hadn't been part of your previous [legacy benefit]? • If not declared, how do you manage this? As far as you are aware, were you expected to 	
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<p>declare this as part of your [LEGACY BENEFIT]? What about for your UC claim?</p> <ul style="list-style-type: none"> ▪ If no changes, were there any family/caring circumstances that weren't new or different but you declared for the first time at the point of making your UC claim? (MODERATOR NOTE - i.e something that wasn't new but something that was not declared previously as part of legacy claim) <ul style="list-style-type: none"> • If yes to declaring something - why did you decide to declare when making your UC application but not when claiming your [legacy benefit]? What impact has this had on how you manage this? • If no to declaring – Explore reasons for not declaring. <ul style="list-style-type: none"> ○ As far as you are aware, were you expected to declare this as part of your [LEGACY BENEFIT]? What about for your UC claim? ○ What about work <ul style="list-style-type: none"> ▪ Between claiming your [legacy benefit] and making your UC claim, had there been any changes to your work status? ▪ If yes to changes, what were these changes (e.g. If working, what did you do? Was this self-employed or employed? Part-time or Full-time?) Was this something that you reported as part of making your UC claim? <ul style="list-style-type: none"> • If declared, was there a reason why you chose to make this part of your UC claim when it hadn't been part of your previous [legacy benefit]? • If not declared, how do you manage this? • As far as you are aware, were you expected to declare this as part of your [LEGACY BENEFIT]? What about for your UC claim? ▪ If no changes, were there any work circumstances that weren't new or different but you declared for the first time at the point of making your UC claim? (MODERATOR NOTE - i.e something that wasn't new but something that was not declared previously as part of legacy claim) <ul style="list-style-type: none"> • If yes to declaring something - why did you decide to declare when making your UC 	
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<p>application but not when claiming your [legacy benefit]? What impact has this had on how you manage this?</p> <ul style="list-style-type: none"> • If no to declaring – Explore reasons for not declaring. <ul style="list-style-type: none"> ○ As far as you are aware, were you expected to declare this as part of your [LEGACY BENEFIT]? What about for your UC claim? ○ Thinking specifically about any work related requirements associated with your claim when you first made it (i.e. any expectations that you would look for work / undertake and report any work search related activity as part of your claim), were there any changes to these when you started claiming UC compared to your previous [legacy benefit]? <ul style="list-style-type: none"> ▪ If so, tell me more about this. What was the reason for the change? What impact did this have on the activity you undertook/how you managed your claim? ○ And your health <ul style="list-style-type: none"> ▪ Between claiming your [legacy benefit] and making your UC claim, had there been any changes to your health (for example, diagnosis of a new health condition or worsening of an existing condition)? ▪ If yes to changes, what were these changes <ul style="list-style-type: none"> • Was this something that you reported as part of making your UC claim? <ul style="list-style-type: none"> ○ If declared, was there a reason why you chose to make this part of your UC claim when it hadn't been part of your previous [legacy benefit]? ○ If not declared, how do you manage this? ○ As far as you are aware, were you expected to declare this as part of your [LEGACY BENEFIT]? What about for your UC claim? ▪ If no changes, were there any health circumstances that weren't new or different but you declared for the first time at the point of making your UC claim? (MODERATOR NOTE - i.e something that wasn't new but something that was not declared previously as part of legacy claim) 	
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<ul style="list-style-type: none"> • If yes to declaring something - why did you decide to declare when making your UC application but not when claiming your [legacy benefit]? What impact has this had on how you manage your health? • If no to declaring – Explore reasons for not declaring. <ul style="list-style-type: none"> ○ ○ As far as you are aware, were you expected to declare this as part of your [LEGACY BENEFIT]? What about for your UC claim? ○ If health condition mentioned, thinking specifically about your health/health condition when you made your UC claim, were you required to provide a fit note or have a work capability assessment? <ul style="list-style-type: none"> ▪ If so, tell me more about this. How did you find the experience? What impact did this have on the activity you undertook/how you managed your claim? ○ And finally, your finances <ul style="list-style-type: none"> ▪ Between claiming your [legacy benefit] and making your UC claim, had there been any changes to your finances or income (e.g. receiving additional benefits)? ▪ Did you face any challenges (finance related or otherwise), at that time? If so, what were the main challenges? ▪ How, if at all, were these different to any challenges you may have faced previously when claiming [legacy benefit]? 	
5. Universal Credit circumstances now and general experiences of managing claim	10 mins
<p>Moderator to explain: I'd now like to move on to think about your current needs and circumstances</p> <ul style="list-style-type: none"> ○ Have there been any changes in your life more recently/since first making your UC claim? (For example, moving house, having a baby, changing jobs, receiving a promotion etc.) <ul style="list-style-type: none"> ▪ Is this something that you have reported as part of managing your UC claim? If yes, what was the prompt to do this? What was the impact of this (probe specifically to explore impact on work 	<p><i>This section briefly explores the participant's current (and expected future) circumstances as well as their general experiences of managing</i></p>

<p>related requirements and any changes to these)? If no, explore reasons for this. How do you manage? As far as you're aware are you expected to declare as part of your UC claim? Etc.</p> <ul style="list-style-type: none"> ○ Do you expect there to be any changes in the near future that might affect the work related requirements associated with your UC claim? <p>General experiences of ongoing management and support needs</p> <ul style="list-style-type: none"> • How would you describe your general experience of managing your UC claim so far? • Do you receive any support in relation to helping you to manage your ongoing claim? For what purposes? From who? How do they help? <ul style="list-style-type: none"> ○ IF YES: To what extent do you feel you rely on this support to manage your claim? Is this the same level of support you felt you needed to manage your legacy claim? Can you tell me a little bit about how the support differs, if at all? • How confident do you/would you feel about managing your UC claim independently/without support? <ul style="list-style-type: none"> ○ Why is this the case? • How does your experience on UC compare to your experience of [legacy benefit]? • In what ways would you say Universal Credit differs to your previous [legacy benefit] claim? Spontaneous but <u>probe to fully explore any mentions</u> around changes to work related requirements and the impact these have on how they manage/engage with their claim/ journal/DWP <p>Are these seen to be positive/beneficial changes or less so?</p> <ul style="list-style-type: none"> • (For each mention) How does this change affect you? How do you manage this? Are there any challenges you face? Is there any support you receive/need in relation to this? (probe to explore by DWP or other external support services) 	<p><i>their ongoing Universal Credit claim</i></p>
<p>6. Summing up</p>	<p>2 3mins</p>
<p><i>We are coming to the end of the interview, but I have a few final questions before we finish.</i></p> <ul style="list-style-type: none"> • If there was one thing that DWP could do to best support you going forward, what would it be? • What would be the most important thing for us to feed back to DWP about your experience of Universal Credit? • Finally, is there anything else you would like to mention that we haven't had the opportunity to discuss? 	<p><i>Brings the conversation to a close, and allows participants time to mention anything that has not</i></p>

<i>Thank and reiterate confidentiality. Incentives = a £30 e-voucher or paper voucher as a 'thank you' from Ipsos for their time and contribution.</i>	<i>already been covered</i>
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2.4. Follow-up support leaflet

Further information for participants

Thank you for taking part in an interview about your experiences of claiming 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. The interviews will be confidential and used for research purposes only. You can read DWP's privacy policy [here](#) and Ipsos's privacy policy.

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 your Universal Credit claim, you can contact Universal Credit through your [online account](#) or by calling 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 UK-PA-DWP-claimingbenefits@ipsos.com or you can call Louis Falkingham at Ipsos on 0800 328 5644.

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</p> <p>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</p> <p>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</p> <p>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 Saturday 9am to 2pm</p>

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 Fighting injustice for disabled people</p>	<p>Disability Law Service is a charity that provides free legal advice on care, employment, housing and benefits to disabled people and their carers.</p> <p>http://www.dls.org.uk</p>	<p>020 7791 9800</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>

2.5 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

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.
