



PFR COMMUNITY REPORT

UK BENEFITS REPORT 2024

A round-up of the latest statistical information on benefits and access needs shared by our community of participants in user research.



ABOUT PEOPLE FOR RESEARCH

At People for Research we specialise in providing participant recruitment for user research and usability testing. We work in partnership with clients including global technology companies and government departments.

The driving force behind our service is a commitment to help the UX sector deliver valuable insights by providing reliable and high-quality recruitment of people for research. Our process enables clients to focus on what they do best while we identify, screen, and book reliable and relevant participants.

Over the last three decades, we refined our user recruitment techniques and turned them into part of our tried and tested process to find the best participants to take part in your projects, assuring the quality and validity of our data. Thanks to years of experience, we have developed a consultative approach and robust screening and booking process that translates into one of the industry's lowest drop-out rates.

[Find out more about our services here](#)
or get in touch by emailing
info@peopleforresearch.co.uk.

OUR SERVICES

- **Consumer recruitment:** connecting you with a diverse range of everyday consumers.
- **B2B recruitment:** sourcing senior professionals and business owners.
- **International recruitment:** accessing participants from around the globe.
- **Unmoderated recruitment:** providing participants for unmoderated surveys and tasks.
- **Panel management:** building and managing bespoke panels of participants.
- **Low digital recruitment:** engaging participants with limited digital access.
- **Accessibility recruitment:** recruiting individuals with disabilities to ensure accessible and inclusive research.
- **Accessibility Collective:** a dedicated panel of participants with access needs at a fixed price per head.
- **Customer data recruitment:** utilising your customer data to recruit participants for targeted research.
- **Incentive management:** managing your participants' incentives on your behalf.
- **Recruitment & studio:** providing a full suite of recruitment and studio services.

ABOUT THE REPORT

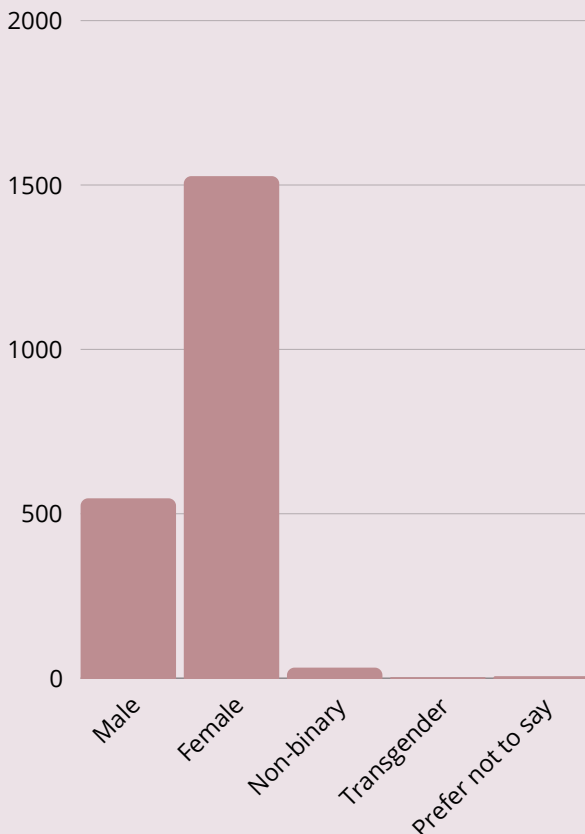
Throughout 2024, we recruited for numerous UK-based user research projects focused on benefits (not including state pension) and related demographic information and we have now collected all these statistics into one useful report.

The goal is to provide your research team with a document that could be used as a tool to help you prepare future research studies related to claiming or receiving benefits in the UK. Alternatively, it might just be a useful source of data for anyone outside of the user research industry looking for up-to-date information on this topic.

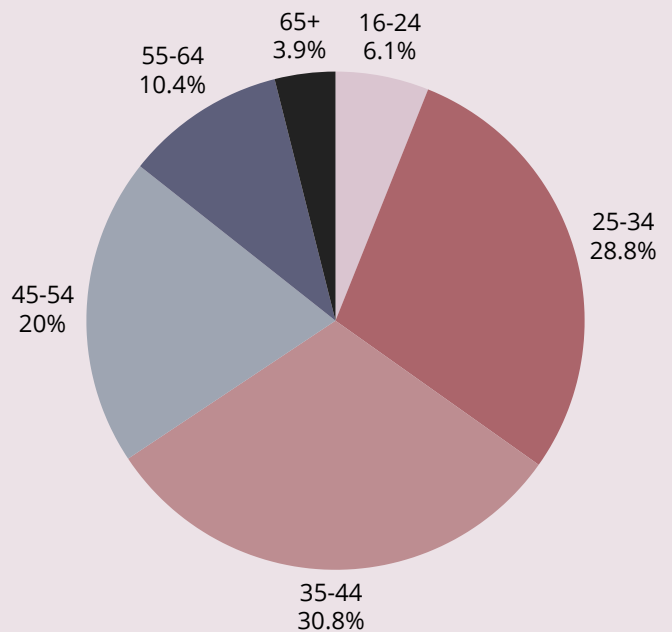
Demographics

Let's start by providing a breakdown of our sample's demographic information, which includes a total of 2,115 UK residents.

Gender

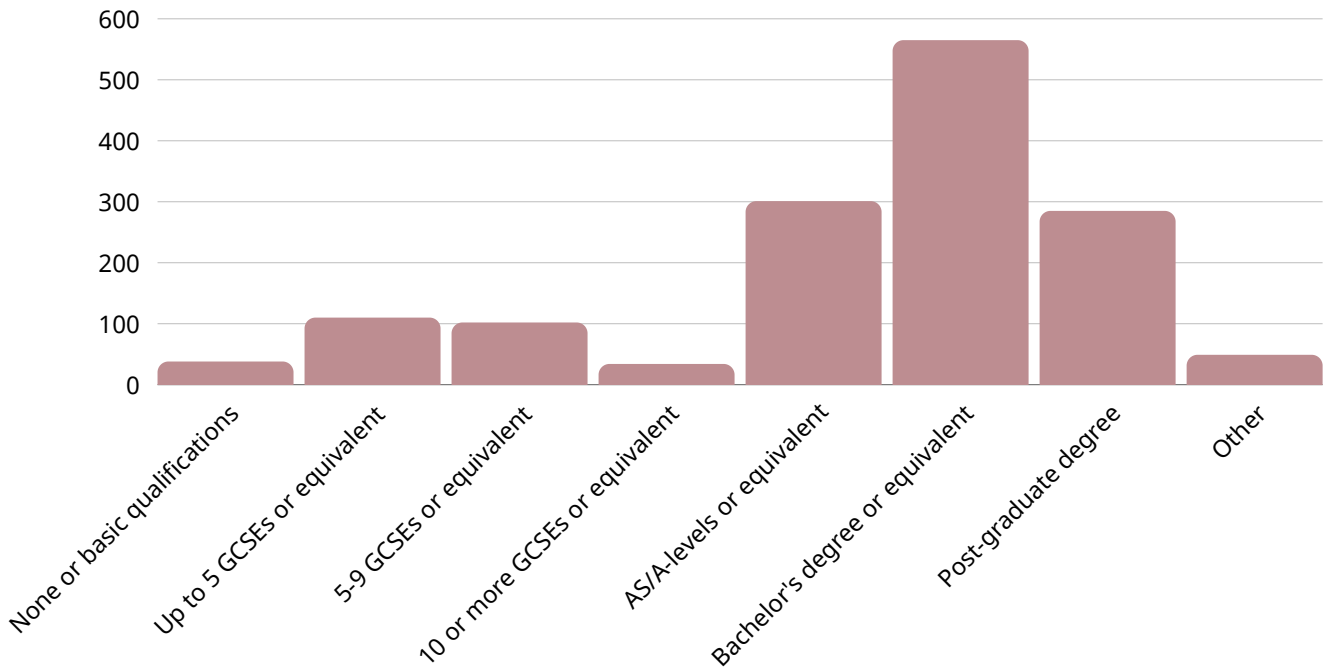


Age brackets

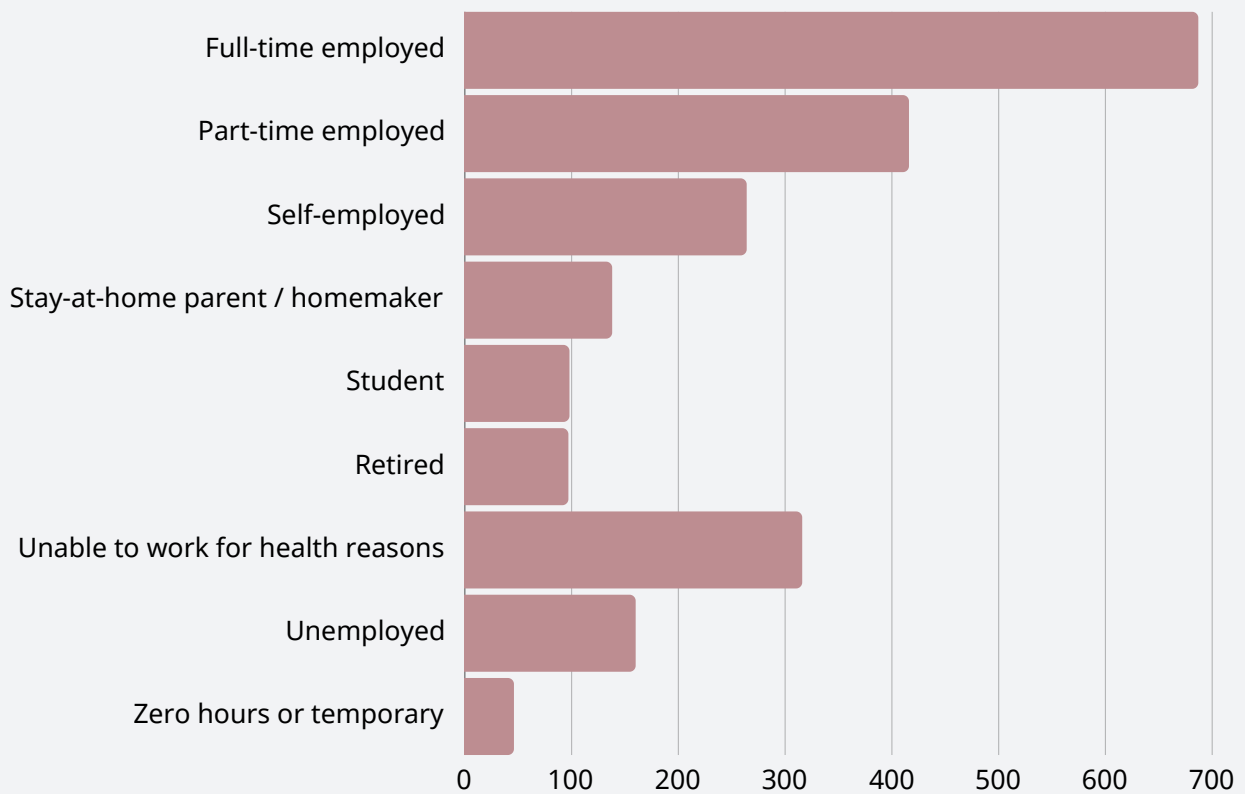


Education level

Out of our total sample, 631 respondents preferred not to reveal their education level. The chart below shows the breakdown for the participants who chose to reveal this information.

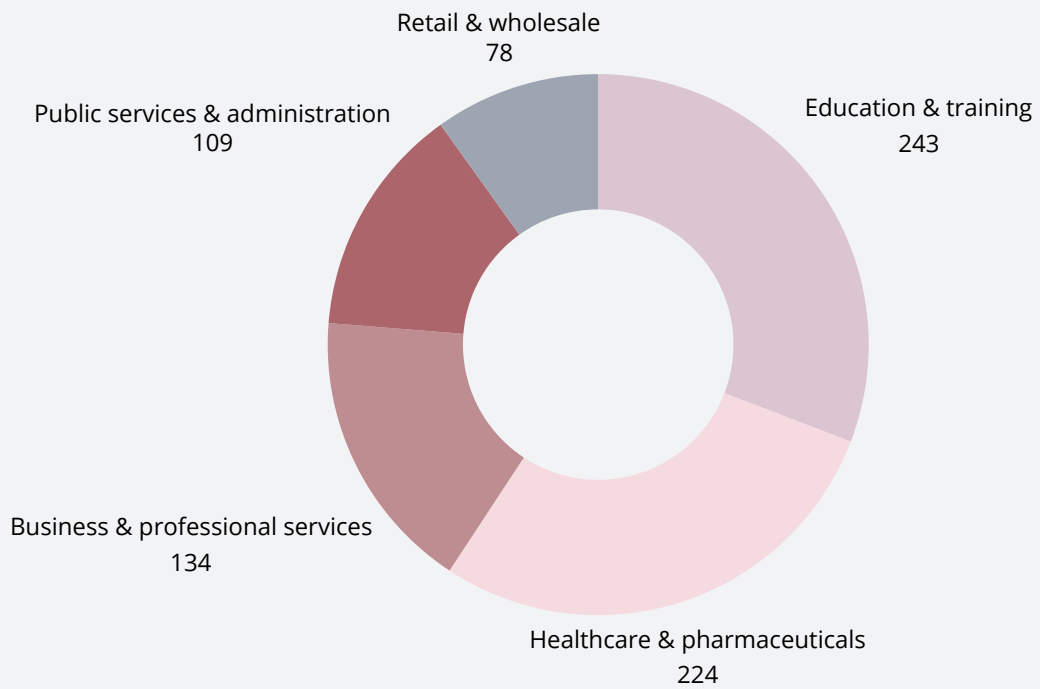


Employment

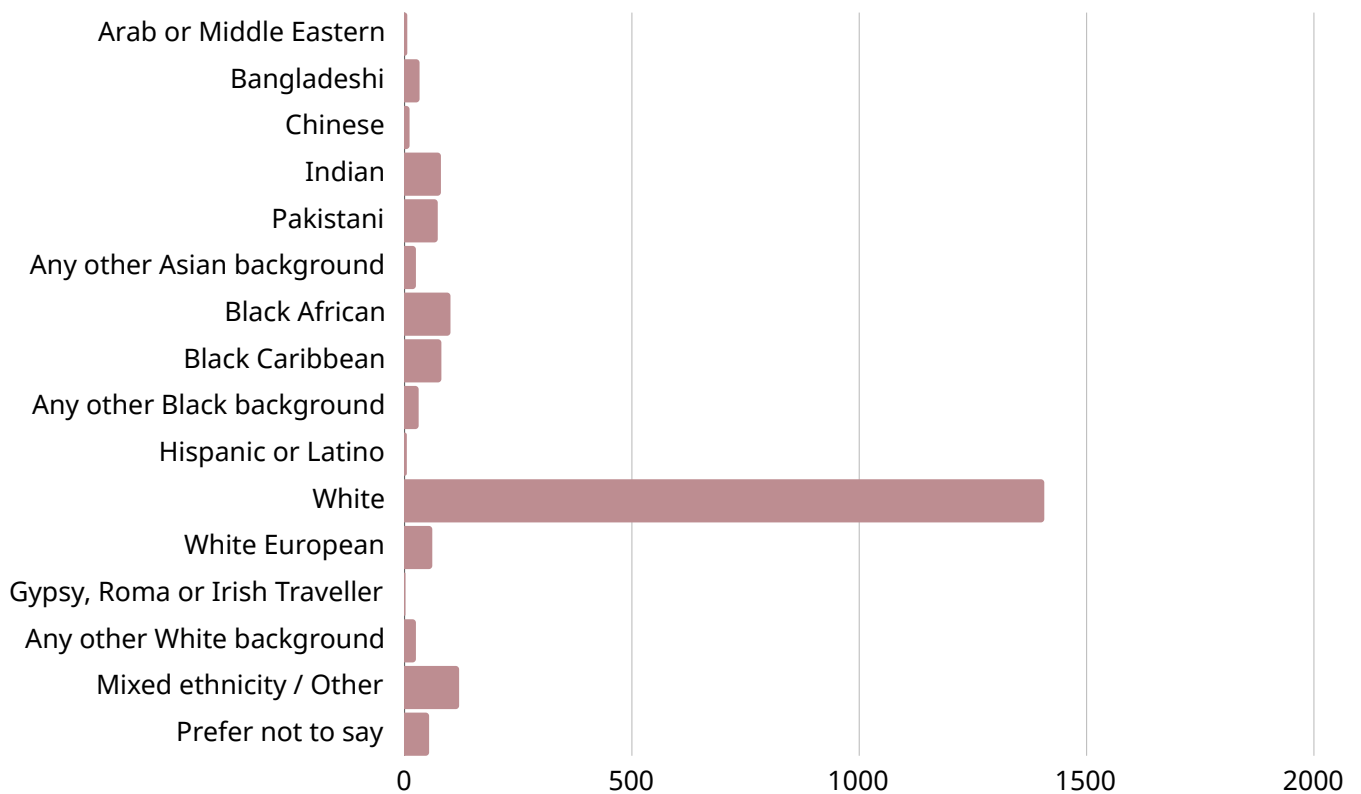


Industry

Out of those currently in employment, these are the top five industries our respondents work in.

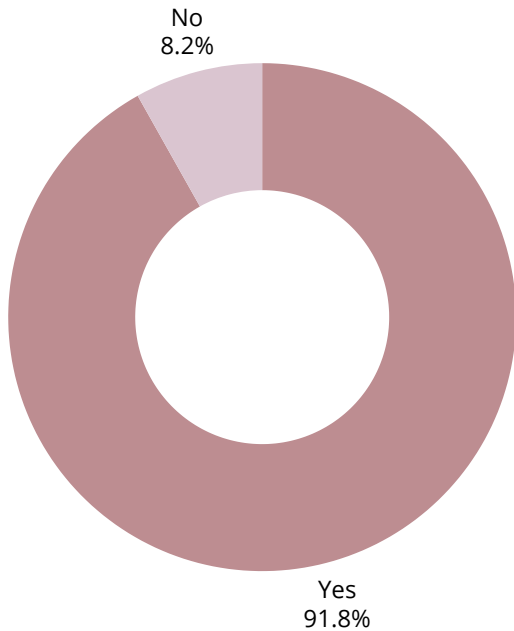


Ethnicity breakdown

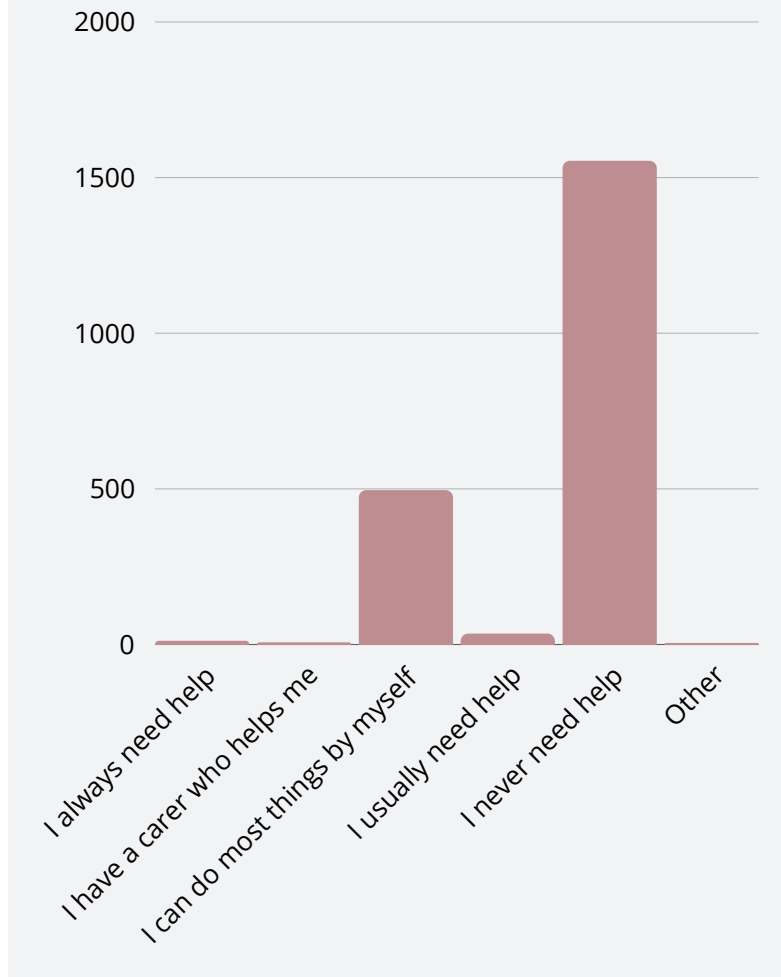


English as a first language

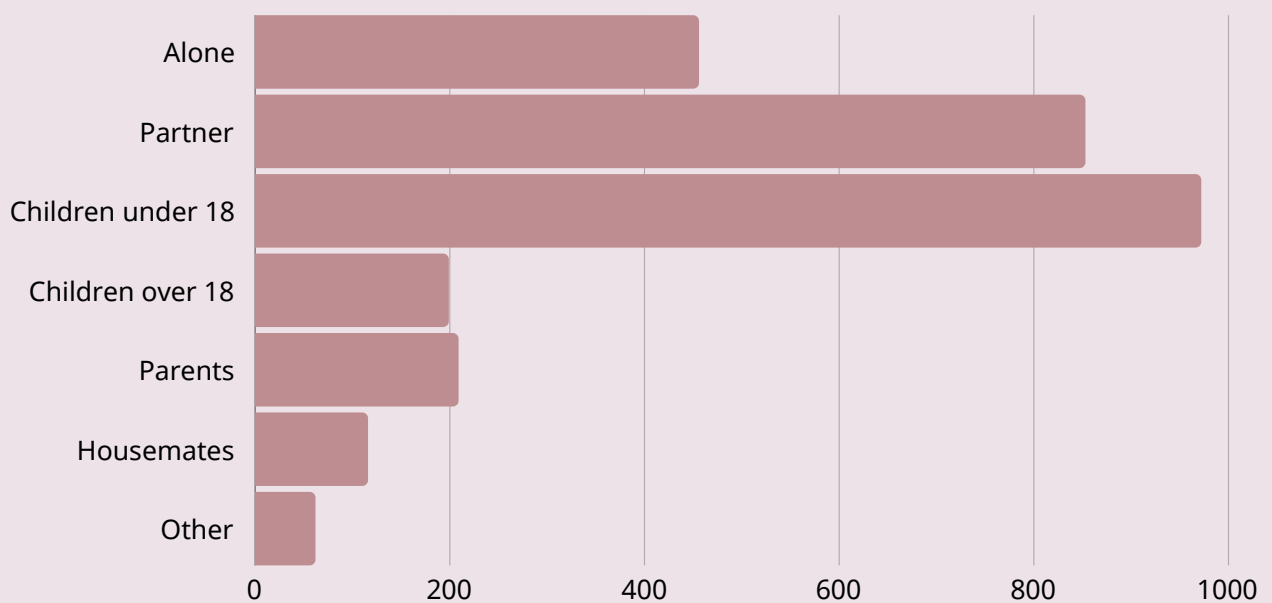
Next we asked our respondents if they spoke English as a first language.



Do you need help with online tasks?



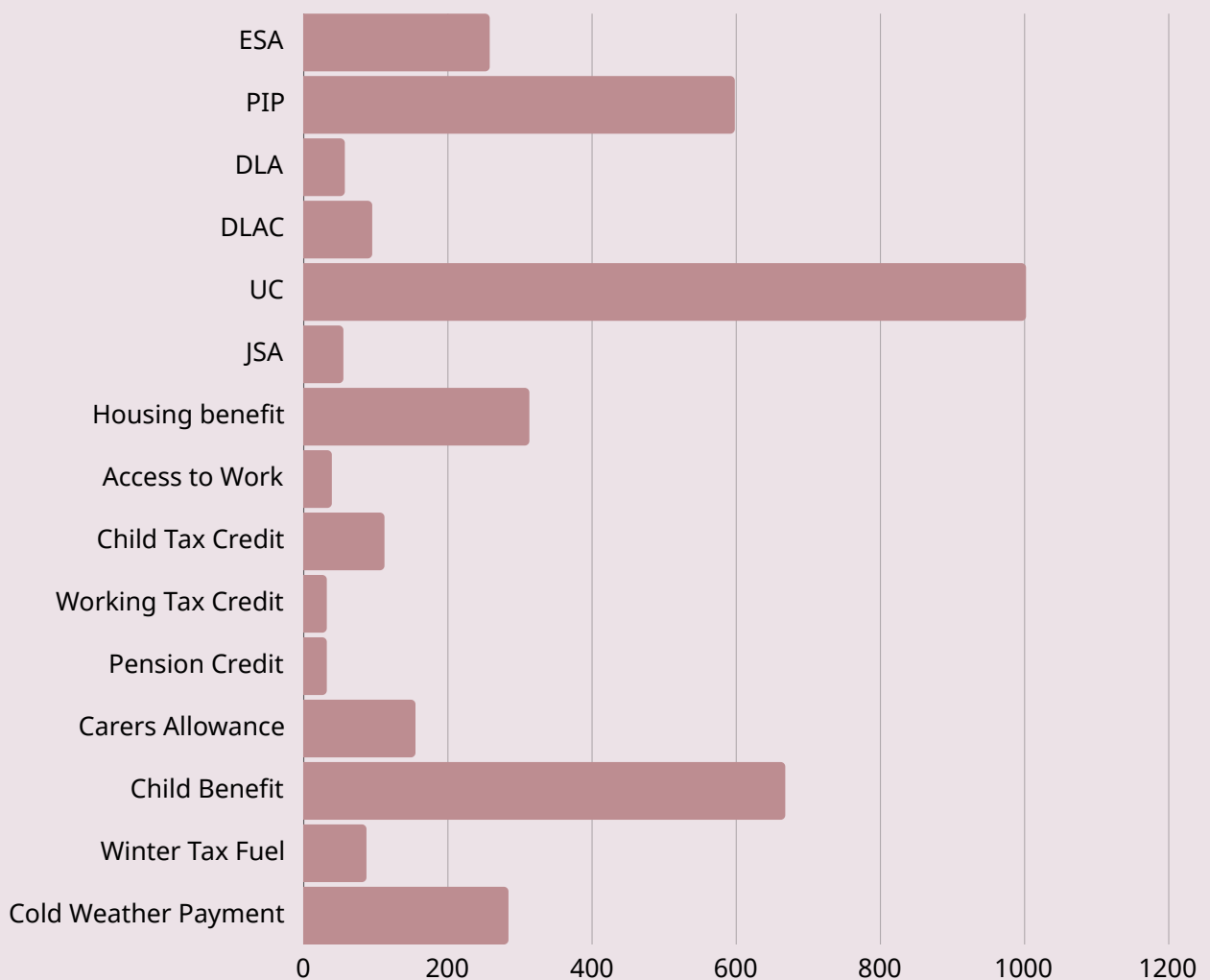
Who do you live with?



BENEFITS BREAKDOWN

- Only 179 of our 2,115 respondents don't currently claim benefits. Out of these 179, 16 are either currently applying to receive benefits or planning to do it.
- With 1,936 people claiming a total of 3,787 benefits (not including state pension), this means each of our respondents are currently claiming 1.95 benefits.

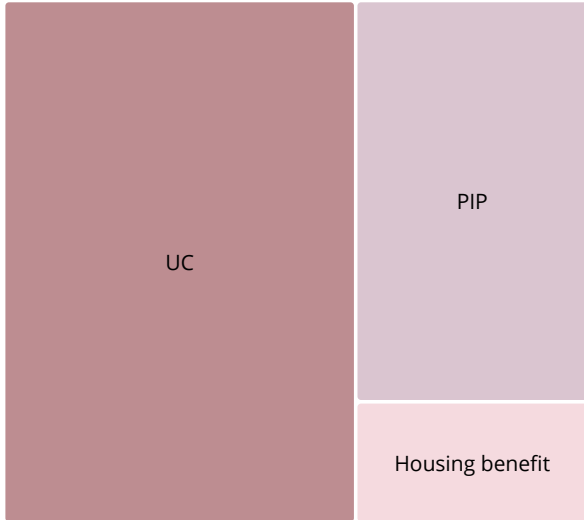
What benefits do you currently claim?



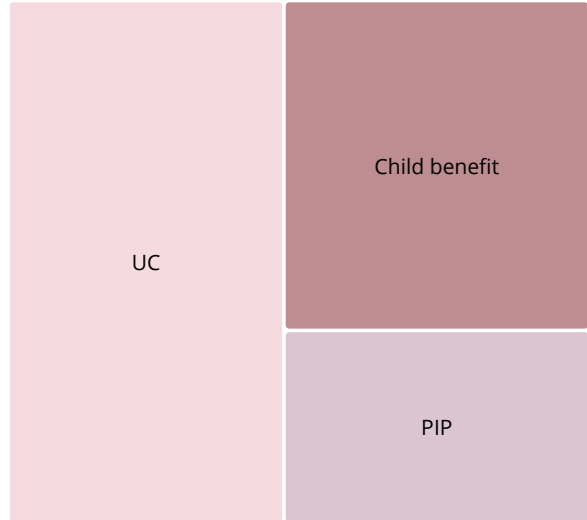
- Employment & Support Allowance (ESA)
- Personal Independent Payment (PIP)
- Disability Living Allowance (DLA)
- Disability Living Allowance for children (DLAC)
- Universal Credit (UC)
- Job Seekers Allowance (JSA)

Top 3 most claimed benefits per age bracket

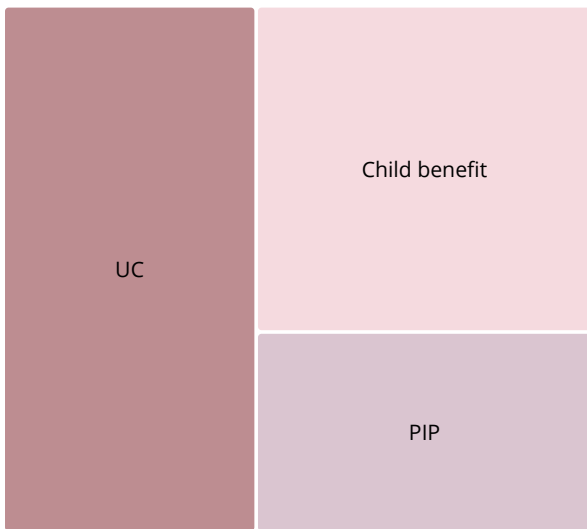
18-24 years old



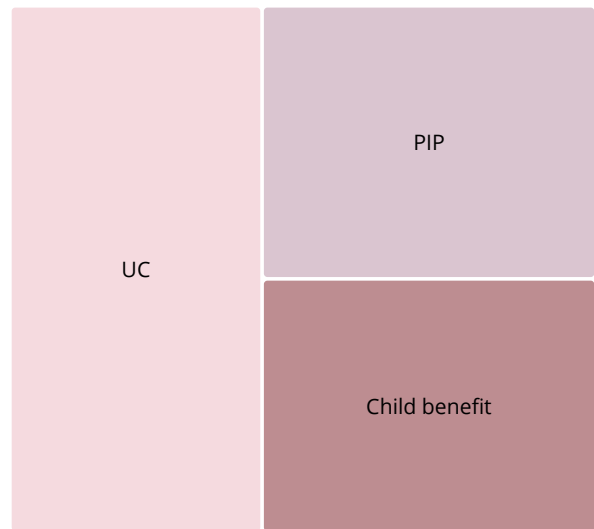
25-34 years old



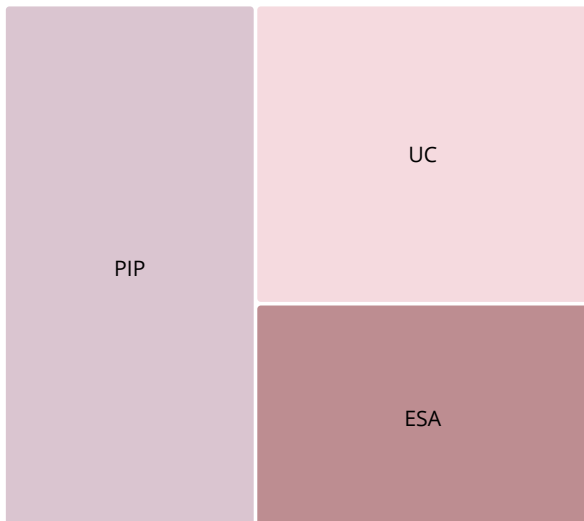
35-44 years old



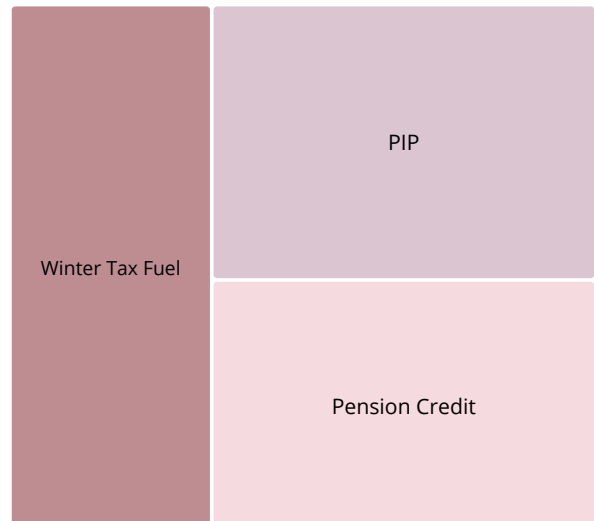
45-54 years old



55-64 years old

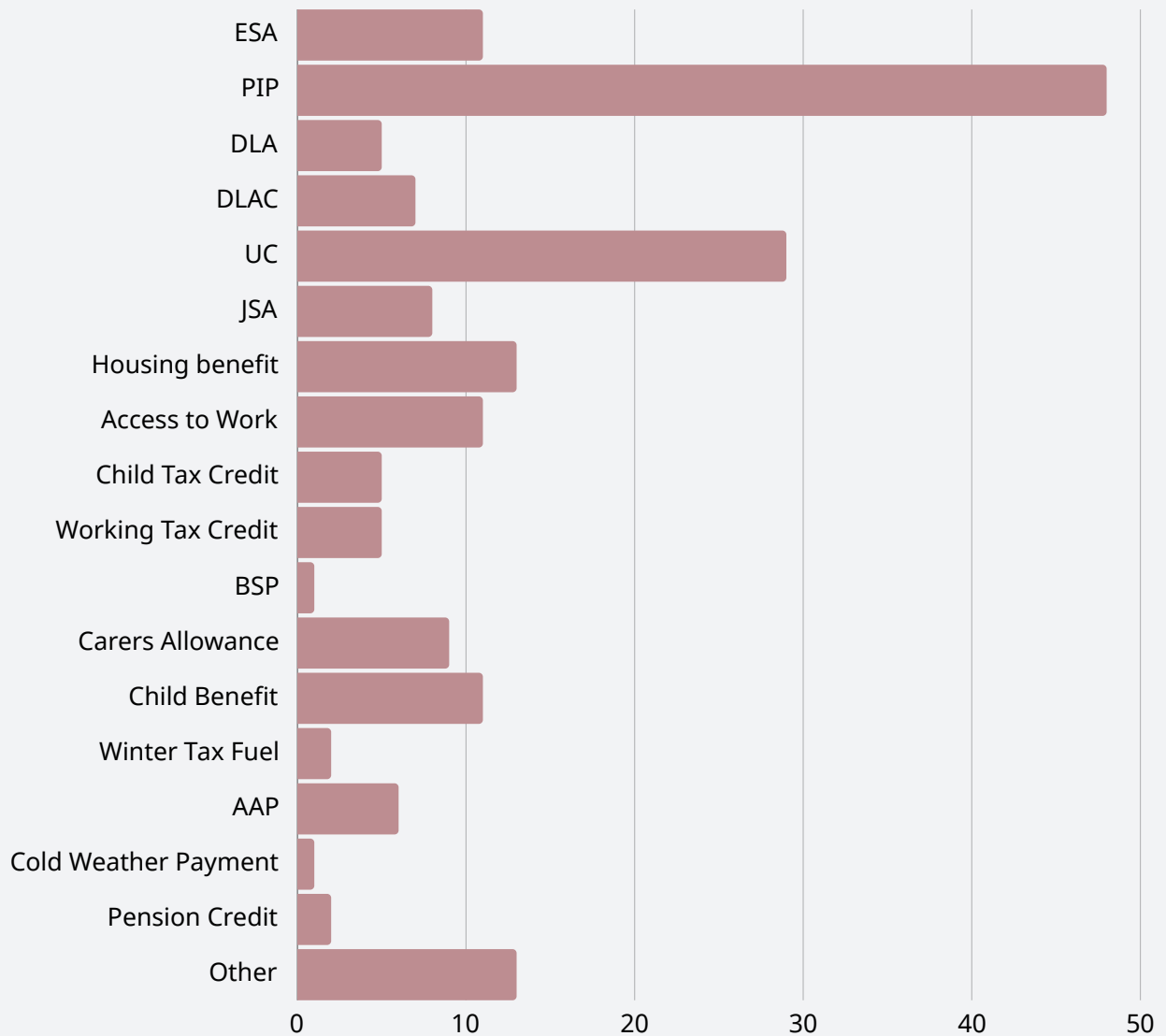


65+ years old



A total of **121 people are currently applying** to receive either their first benefit or additional benefits on top of the one(s) they already claim.

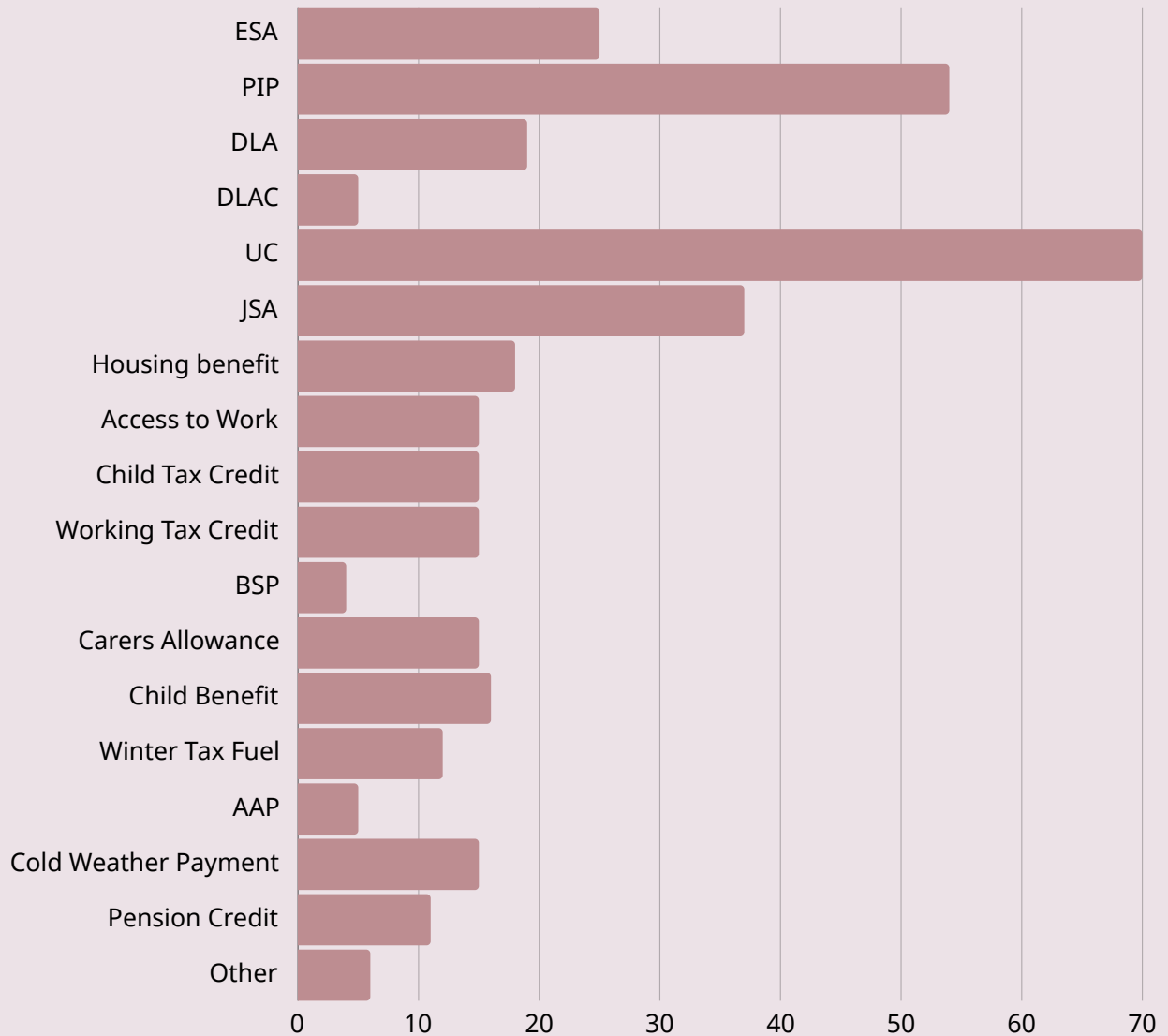
What benefits have you applied for and are awaiting for a response?



- Employment & Support Allowance (ESA)
- Personal Independent Payment (PIP)
- Disability Living Allowance (DLA)
- Disability Living Allowance for children (DLAC)
- Universal Credit (UC)
- Job Seekers Allowance (JSA)
- Bereavement Support Payment (BSP)
- Attendance Allowance Payment (AAP)

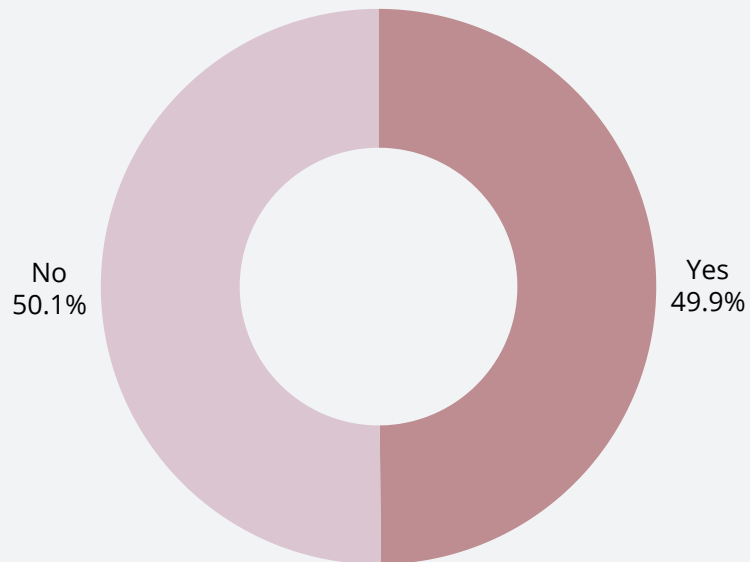
A total of **195 people are planning to apply** to either claim their first benefit or additional benefits on top of the one(s) they already claim.

What benefits are you currently planning to apply for, but haven't started the process yet?



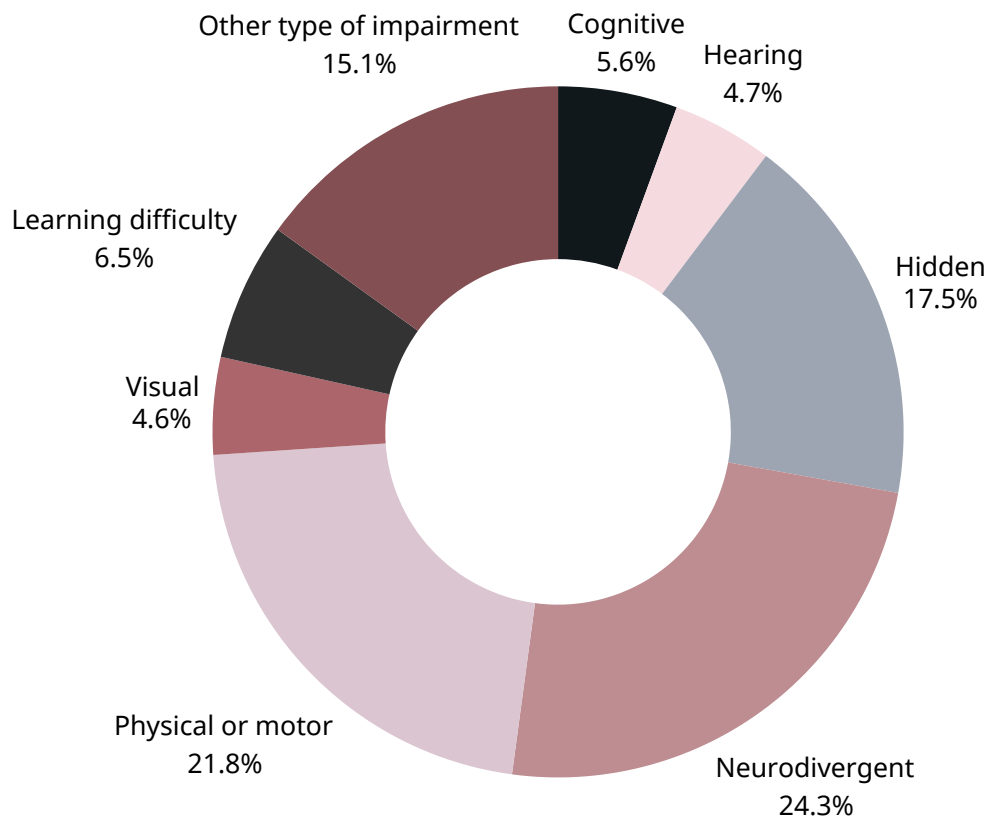
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- Job Seekers Allowance (JSA)
- Bereavement Support Payment (BSP)
- Attendance Allowance Payment (AAP)

Have you ever helped someone else complete a benefit application?



Do you have any kind of condition or access need?

A total of **880 respondents** confirmed they have a disability or long-term health condition or impairment.



KEY TAKEAWAYS

- The most claimed benefit among our sample is Universal Credit (UC), followed by Personal Independent Payment (PIP) and Housing Benefit.
- The benefit most of our sample is currently applying for is Personal Independent Payment (PIP), followed by Universal Credit (UC) and Housing Benefit.
- The benefit that most of our sample is currently considering applying for, but haven't started the process yet, is Universal Credit (UC), followed by Personal Independent Payment (PIP). In third place is Job Seekers Allowance (JSA).
- The ethnic background claiming most benefits is White, with English being their first language.
- Less than half the people currently claiming benefits have a disability or long-term health condition/impairment.
- 4.5% of our sample that are currently claiming benefits are parents or legal guardians in receipt of Disability Living Allowance for Children (DLAC).
- Autism is the leading children's disability when it comes to participants claiming Disability Living Allowance for Children (DLAC), closely followed by physical/motor disabilities.
- Most of the respondents have some level of education. For those who didn't have any or had only basic qualifications, roughly two thirds of them are claiming more than one benefit.
- For the full-time/part-time employed and self-employed respondents, the most claimed benefits are Universal Credit (UC), followed by child benefit and Personal Independent Payment (PIP). Housing benefit was also a popular benefit among the working sample, with 8.40% claiming this.
- Between 18 and 54 years old, Universal Credit (UC) is the most claimed benefit. For the group aged between 55 and 64 years old, the top benefit claimed changes to Personal Independent Payment (PIP). Finally, for the respondents aged 65+, the top claimed benefits in joint first place are Winter Tax Fuel and Personal Independent Payment (PIP).



THE LEADING USER RECRUITMENT AGENCY

We are recognised leaders in the field of participant recruitment. At People for Research, we specialise in providing participant recruitment for user research and usability testing. We work in partnership with clients including global brands, innovative start-ups and government departments.

About our community

At the core of our business is our community of participants, a diverse group of people based around the globe. When you select People for Research to be your user recruitment partner, you know you are also getting access to a large community of verified participants all over the world.



250,000+
community
members



2,000+ new
members
added every
month



50,000+
followers on
social media



140+
countries
around the
world

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As part of our services, we offer compliance advice. We believe in sharing our data protection knowledge and experience to ensure your research remains fully compliant.

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