A young boy in a red shirt and a young girl in a white shirt are looking out a window. Their hands are resting on the light-colored curtains. The scene is brightly lit from the window, creating a warm, hopeful atmosphere. The boy is on the left, and the girl is on the right, both looking towards the window.

**KANTAR**

## Inside Lives

Longitudinal qualitative  
community of citizens and  
small business owners

**Bulletin 7 (17/06/2020)**

**Views on home schooling and  
returning to education post-lockdown**

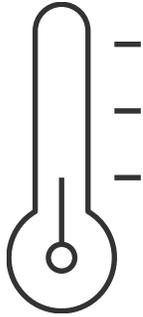
Kantar's Public Division UK

Inside Lives is a longitudinal qualitative study created by Kantar to offer our clients rapid access to a rich qualitative understanding of public experiences, feelings and beliefs during the COVID-19 crisis.

**In this bulletin we look at views on home schooling and returning to education post-lockdown**

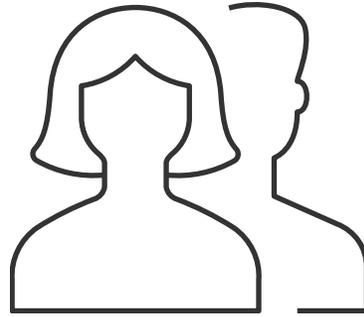
Please [get in touch](#) to discuss any of the issues covered in this bulletin in greater depth

# Community members take part in three weekly tasks



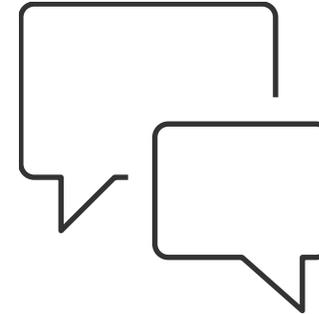
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**Temperature  
check tracking  
and diary activities**



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**Thematic  
community activities**



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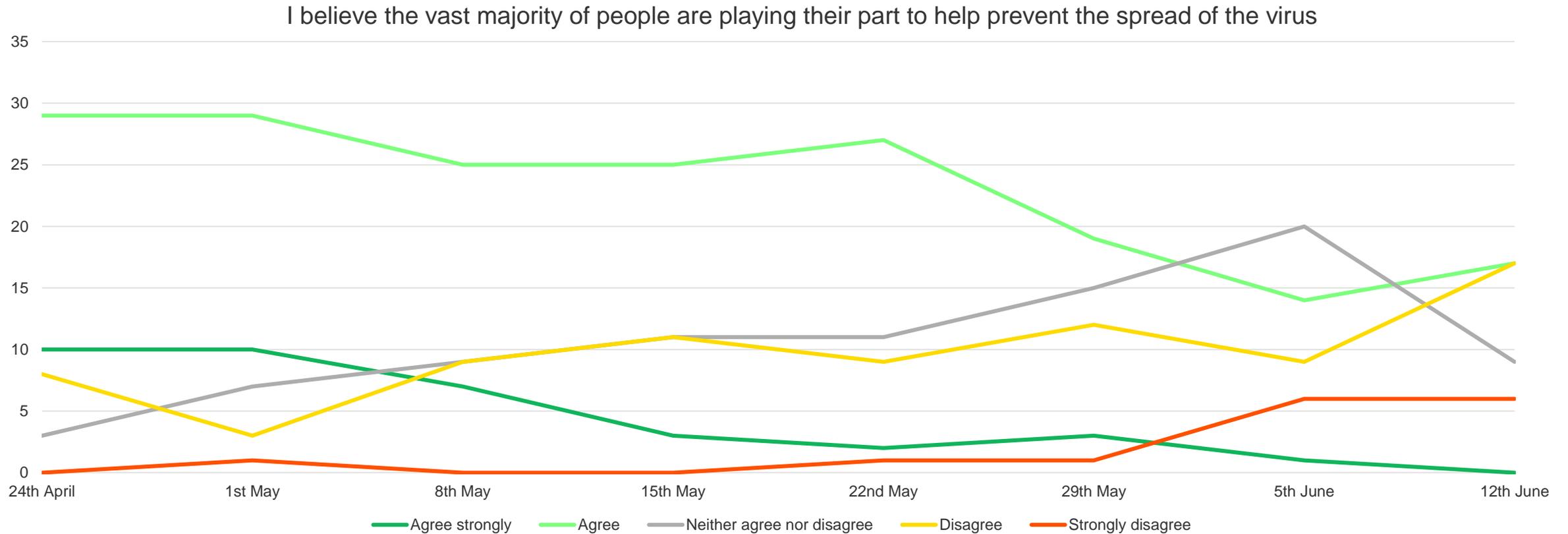
**Topical message  
board discussion**

Findings in this document are drawn primarily from tasks conducted in w/c 8<sup>th</sup> June

# Trust in others to uphold measures have continued to decline



*The majority of the community now disagree or strongly disagree that others are playing their part in helping to prevent the spread of the virus, although few admit to breaking measures themselves*



# Parents are balancing concerns about home-schooling and safety



*Whilst many now feel that it would be in the interests of children to return to school, continued concerns about safety are causing hesitation and some appear to be taking a 'wait and see' approach*

Most parents express **concerns about the challenges of maintaining a regular routine for home-schooling alongside work** and some also mention worries about the impact on children of being separated from their peers

Provision of lessons and **material from schools is highly variable** and some parents have now abandoned the curriculum in place of more 'practical life lessons' or activities to simply keep children entertained

Despite this, **worries about safety continue to outweigh other considerations** and the majority feel schools should not reopen until September for younger children especially

— Fears relate directly to the spread of the virus but also, for with younger children, fears that enforcing social distancing measures will be impossible or in itself harmful

Amongst panellists with kids who are eligible to return to school most have done so, but a number cite **concerns about relatives with pre-existing vulnerabilities** as a reason not to return



*I think it is generally more negative. It allows more time for families to be together however not all parents are teachers. Not all schools are keeping to the same standards of work being sent out. Not everyone is carrying out the same levels of home schooling. There is a lot more discrepancy between teaching and learning at home which overall may be detrimental to the child and their development.*

Female, Family, Mids

*I think older students should of had priority and been able to go back now as they're more mature in terms of being able to social distance and their education is more important at that age as they need to progress. I think younger children could have waited until after the summer*

Female, Student, London

# Teachers express concerns about a lack of support from government

*Teachers on our panel have found the experience of working from home challenging and express concern about the lack of consultation from government*



For teachers on our panel, all of whom also have their own children at home, the **experience of adapting to home working has been stressful** particularly in the early stages – although some express surprise at how quickly both teachers and pupils have adapted to the new environment

The level of **coordination from within schools varies** - whereas some teachers have been left to their own devices to develop online teaching approaches, others feel that the school has laid down a more centralised plan for switching to remote learning via Zoom or Google classroom etc.

Whilst most generally rate their school as supportive there is **universal criticism of government messaging**, with the perception that plans for reopening have been made without consultation or a realistic assessment of the scale of the challenge

“

*It's been very stressful. Having to plan and set work remotely while home schooling my own children. Having to give parents advice 24/7 and making sure all the children are not just educated but cared for has been tough. Getting in touch with certain children. Agreeing what the best way of remote learning is. Trying to cater for a massive difference in opinions on how work should be carried out while in lockdown. Some parents don't care. Some parents expectations are pretty unrealistic.*

Male, Family, London

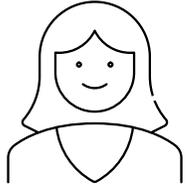
*I don't think [the Government] have been particularly supportive at all. I feel it was a bit like "this is the date, deal with it and get on with it"! There were lots of concerns about starting back last Monday and they were just ignored!*

Female, Family, South West

## As shops open, other SME owners still worry about how to operate

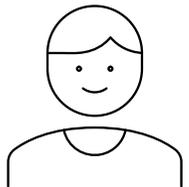
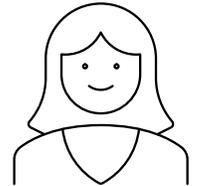


*SMEs in our panel have been able to return to work, but others continue to express concerns about how restrictions will continue to affect their businesses in different ways and struggle to work out how they may operate in the near future*



*Our business relies on travel and customers staying here. We have only had cancellations so far; I hope we get some more business. However this week we had a very good enquiry to property management a commercial business which would be good. Only thing is I now have to study all the new cleaning protocols as everything must be Covid secure, super clean and it's quite scary! Still reading through all the information.*

*Our business will not be able to open yet. We are going to struggle to open if social distancing is still a thing due to it been a soft play centre. So will see as the days/weeks go on.*



*It will be some time before we are able to open up the synagogue again. Given the very nature of communal gatherings in places of worship, the 'super spreading' activity of singing and the fact that many of our regular attendees are over 65, the only certain \*safe\* way we can fully re-open is once a tested vaccine is available, and attendees can confirm they have had it. Any decision to open before a vaccine will necessitate making choices about who can and cannot attend, with all the inherent complications and upset that would cause. Quite a worrying situation.*

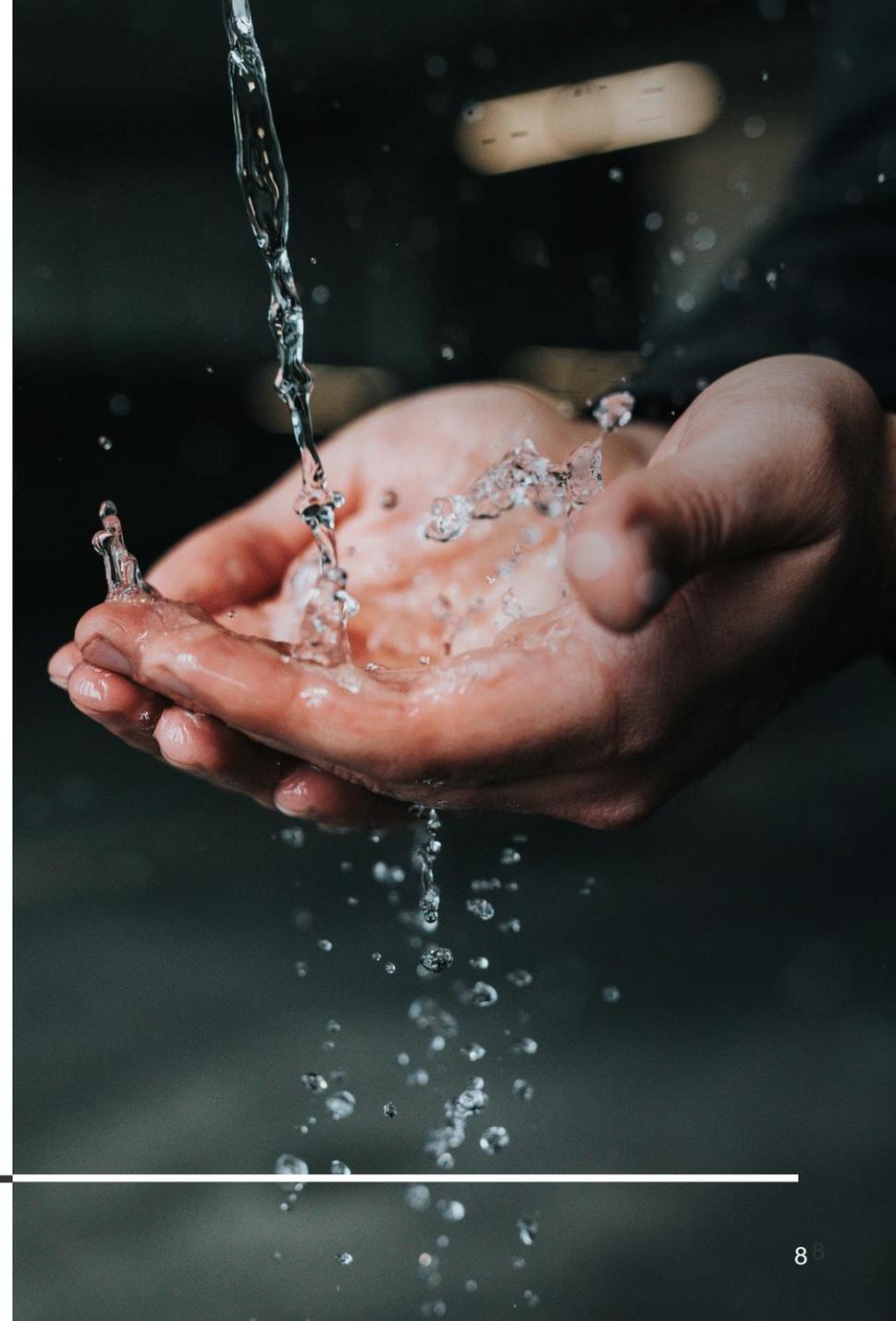
# Upcoming topics

New activities launch every Friday and run for a week

**Bulletin 8:** Flexible working post-lockdown

**Bulletin 9:** Looking back and looking forward

Please [get in touch](#) to discuss any topics or issues that you would like to see explored with the community in future weeks



# Inside Lives offers rapid access to a rich qualitative understanding of public experiences, feelings and beliefs during the Covid-19 crisis

**Measures taken to prevent the spread of Covid-19 present new challenges for policy makers needing to respond rapidly to changing conditions.**

Inside Lives offers a bridge between policy-makers and those they represent at a time when face-to-face research routes have become impossible.

**Inside Lives is an ongoing online community of 50 individuals to provide longitudinal qualitative insight into responses to the pandemic.**

Coverage includes a diverse range of life stages and relevant circumstances – including those who have lost work, key workers in health & education and those living alone – as well as 10 SME owners drawn from a variety of sectors.

**It offers fast-turnaround access to experiences, behaviours, feelings and beliefs of people living with, and looking beyond, Covid-19.**

We collect insight via individual tasks to illuminate personal stories and moderated activities to deepen understanding of issues such as home-schooling, flexible working, travel, food practices, and attitudes to sustainability.

**We engage participants via regular tracking measures and video diaries, alongside weekly bespoke community activities and discussions.**

Participants log on twice each week for at least 30 minutes to engage with tasks, moderator probes, and other community members. Reporting is powered by our expert qualitative analysis, and brought to life via video and other multimedia material.

**Alongside these free weekly bulletins, we also offer curated access to the panel on a weekly basis and bespoke analysis for your topic of interest.**

Curation of the panel for one week, with custom-designed activities and outputs delivered in as little as 2-3 weeks, is available from only £8,275

In-depth analysis of non-curated weeks is available from £2,800 (excl. VAT)

## About Kantar

Kantar is the world's leading evidence based insights and consulting company. We have a complete, unique and rounded understanding of how people think, feel and act; globally and locally in over 90 markets. By combining the deep expertise of our people, our data resources and benchmarks, our innovative analytics and technology, we help our clients understand people and inspire growth.

Kantar's Public Division is the global leader in public policy research, evaluation and consultancy.

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