



02/09/2024

REPORT

From Holiday to Homework: Mastering the September Shift



AUDIENCE

Demographics

United Kingdom, Age 25 to 75, Have Children

Custom Screening

Are your children currently at primary school or secondary school?

Qualified: Yes

Unqualified: No,



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OBJECTIVE

To identify and analyse the specific challenges, coping mechanisms and planning strategies that parents utilise during the back-to-school period, with a focus on budgeting for and procuring school necessities, time management and supporting their children's psychological adjustment to the academic routine after summer holidays.

BURNING QUESTION

How do parents allocate and manage their time during the back-to-school transition to ensure that all preparations are completed efficiently?



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CHAT GUIDE

1. What's your biggest concern when school term approaches?
2. What challenges do you face during back-to-school period?
3. What strategies do you use to manage time effectively?
4. How do you budget for school supplies? (Stationery, uniform, etc)
5. How do you ensure all school necessities are purchased?
6. Could you describe your last back-to-school shopping experience.?
Probe on where they were shopping
7. What have you learned from previous back-to-school periods?
8. What's your process for organizing school routines?
9. How do you support your child's return to school?
10. Do you find it hard to get your kids back in the routine after a long summer off?
11. What role do your children play in preparing for the new school year?
12. Are you nervous about the thought of your child/children going from primary school to secondary school? (This year or in future years)
Probe on why
13. How do you balance work/life/other activities with back-to-school tasks?
14. What's your go-to stress reliever during the back-to-school frenzy?
15. On a scale of 1-10, how efficient do you think your prep routine is?
16. What would make back-to-school prep easier for you?
17. Could you share any tips/advice you find helpful for back-to-school prep?
18. What's one thing you'll do differently next school year?



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AI SUMMARY

Parents in the United Kingdom are employing a variety of strategies to manage the back-to-school transition efficiently, with a focus on early preparation, budgeting, and maintaining a structured routine. Many parents start purchasing uniforms and supplies weeks in advance, often using lists to ensure nothing is missed and to avoid the last-minute rush that can lead to size and stock issues.

Budgeting for the new term is a common challenge, with some parents saving throughout the year, setting aside funds each month, or seeking out the best deals to manage costs. The use of technology, such as smartphone apps for scheduling and alerts, helps in organizing daily tasks and school routines.

Parents also emphasize the importance of preparing the night before, including laying out uniforms and making lunches, to ensure calm mornings. Emotional support for their children is a priority, with parents engaging in conversations about the school day and addressing any anxieties.

The transition from primary to secondary school is a particular concern, with worries about bullying and adapting to a larger school environment. To cope with these challenges, parents rely on their own experiences, advice from other parents, and online forums for guidance.





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AI SUMMARY

Work-life balance is maintained through clear boundaries and coordination between partners, with some parents benefiting from flexible work schedules. Stress relief through exercise, hobbies, and family activities is also highlighted as essential during this busy period.

Overall, parents rate their preparation routines highly, with most feeling confident in their approach, although there is a desire for more information from schools and the convenience of bundled school supplies to further ease the process.





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KEY INSIGHTS

Back-to-School Shopping Experiences

- Parents prioritize convenience and quality during back-to-school shopping, often choosing familiar brands and stores.
- Many parents opt for one-stop shopping locations like supermarkets and shopping centres to find all necessary items.
- Quality and durability of clothing items, particularly school uniforms and shoes, are important factors for parents.
- Some parents experience stress during back-to-school shopping, especially when struggling to find the right fit or items.

Quotes:

"We went to a shopping centre, this way we was able to get multiple items in one shopping trip. It was easy fast nd effective"

Age 32, Male

"My last back to school shopping experience was stressful as I couldn't find a uniform to fit my youngest"

Age 36, Male

"The supermarkets tend to have great value for money. For example, Asda and their back to school range is great quality and affordable."

Age 33, Female





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KEY INSIGHTS

Back-to-School Preparation Strategies

- Completing back-to-school shopping early can help avoid last-minute stress and chaos.
- Being organized and looking for good deals can make back-to-school prep smoother and more economical.
- Preparing lunches and laying out uniforms the night before can save time and reduce morning stress.
- Creating a checklist for needed items can ensure nothing is forgotten during back-to-school preparations.

Quotes:

"Get it done early to avoid the chaos of everyone else trying to do it at the same time"

Age 40, Male

"Just be organised, take your time. And look for good deals"

Age 32, Male

"Make lunches the night before and iron and layout uniforms the night before. Make sure that all bags are in the kitchen and ready to go."

Age 38, Female

"It is having a list of everything you need and ticking it off"

Age 39, Female





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KEY INSIGHTS

Early Preparation and Budgeting Strategies

- Parents prioritize early preparation to avoid last-minute chaos, with many starting to purchase uniforms and essentials weeks or even months before the term starts.
- While some parents do not explicitly budget for school supplies, others save money throughout the year or set aside funds term by term to manage the financial burden of back-to-school expenses.
- There is an interest in exploring more cost-effective options through early purchases and online research.

Quotes:

"We try and get the new uniforms early to avoid the chaos"
Age 40, Male

"I purchase all the necessities about a month before the school term starts"
Age 41, Male

"To buy things in advance so we're not rushing around at the last minute "
Age 39, Female

"I tend to set aside some funds on a term by term basis. The greatest cost is the start of the year where my child will need a new uniform etc. thankfully, I save for this throughout the year"
Age 33, Female

"Try to shop around even more as there's plenty of good prices out there for early buyers. Also do more online research "
Age 48, Male





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KEY INSIGHTS

Utilizing Weekends and Non-Work Hours

- Parents often use weekends and non-working hours to manage back-to-school tasks, indicating a need to balance work commitments with the demands of preparing for a new school term.
- Strategies such as making lunches and laying out uniforms the night before, as well as using lists and smartphone apps for organization, are common among parents to ensure efficiency.

Quotes:

"I use the weekends, to get everything done. That's when I have the most time free"

Age 32, Male

"Make lunches and lay out uniforms the night before. "

Age 38, Female

"Make sure I am organised and do as much prep as I can the night before or in advance. "

Age 38, Female

"Everything is organised on my smartphone"

Age 41, Male





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KEY INSIGHTS

Supporting Children's Psychological Adjustment

- Parents actively engage in conversations with their children to support their psychological adjustment, asking about their day and discussing any concerns they may have.
- The transition from primary to secondary school is a particular concern for parents, with worries about bullying and the ability of their children to adapt to a larger school environment.

Quotes:

"I just keep it simple and ask them how their day was, making sure they have everything they need "

Age 36, Male

"I have a chat with them, I get to understand how their feeling, and if they have any issues. And if they do il do my best to give them advice and help them through it"

Age 32, Male

"A little because they will go from a small school to a much bigger school and it could overwhelm them. Fortunately my older son goes to the highschool they will go to and will keep an eye on his brother "

Age 40, Male

"I don't want them to get bullied, or become friends with the wrong sort that will get them into trouble."

Age 32, Male





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KEY INSIGHTS

Involvement of Children in Preparation

- Children are involved in the back-to-school preparation process, such as trying on uniforms and accompanying parents on shopping trips, which helps ensure that their needs are met and teaches them responsibility.
- Parents of older children or those with previous experience seem more confident in their preparation routines, suggesting that experience plays a role in easing the back-to-school transition.

Quotes:

"They try on uniform to see what new stuff they need, come to shops with us"

Age 40, Male

"They are too young to prepare much but my eldest will check his school bag. "

Age 38, Female

"I make sure they tell me any extra to buy. They motivate me and they know more of the school policies than I do. "

Age 29, Male

"Make lunches the night before and iron and layout uniforms the night before. Make sure that all bags are in the kitchen and ready to go. "

Age 38, Female





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KEY INSIGHTS

Back-to-School Stress Relief Strategies

- Parents employ a variety of stress relief methods during the back-to-school period, ranging from physical activities to leisure time with technology.
- Physical activities such as surfing, exercising, and bike riding are popular ways for parents to manage stress during the back-to-school frenzy.
- Some parents prefer indoor activities like playing video games or watching films to unwind from the stress of back-to-school preparations.
- Maintaining a routine and ensuring personal time in the evenings are also highlighted as effective stress management techniques.

Quotes:

"I like to relax by going surfing, it clears my head"

Age 40, Male

"I like to relax with watching films or playing video games"

Age 41, Male

"Keeping to a routine and doing regular exercise."

Age 38, Female

"I enjoy going for bike rides with my child along the canal. We find that very relaxing and that's how I like to unwind"

Age 48, Male



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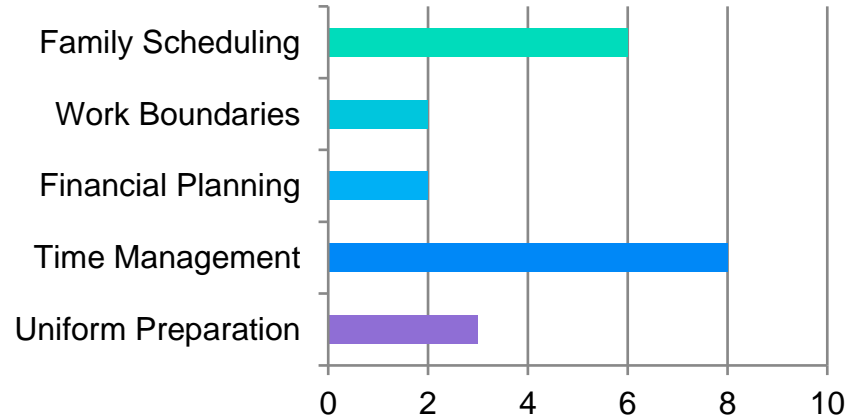
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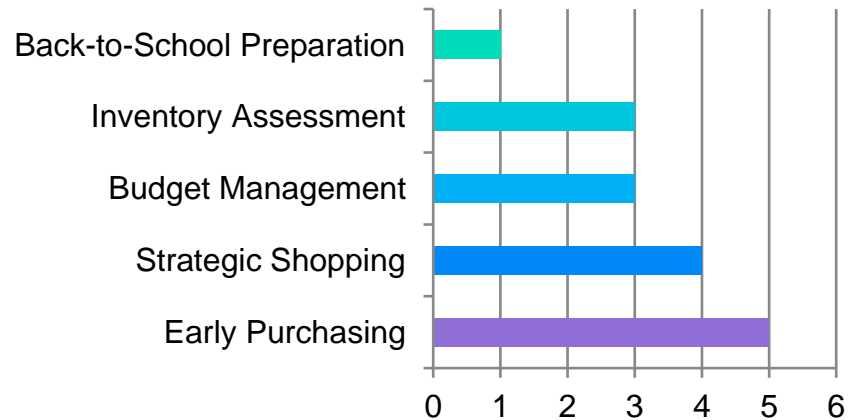
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TOPICS

What strategies do you use to manage time effectively?



What have you learned from previous back-to-school periods?



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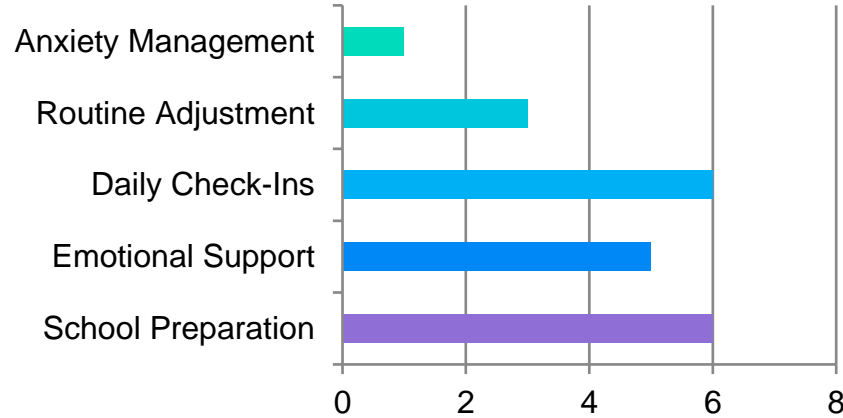
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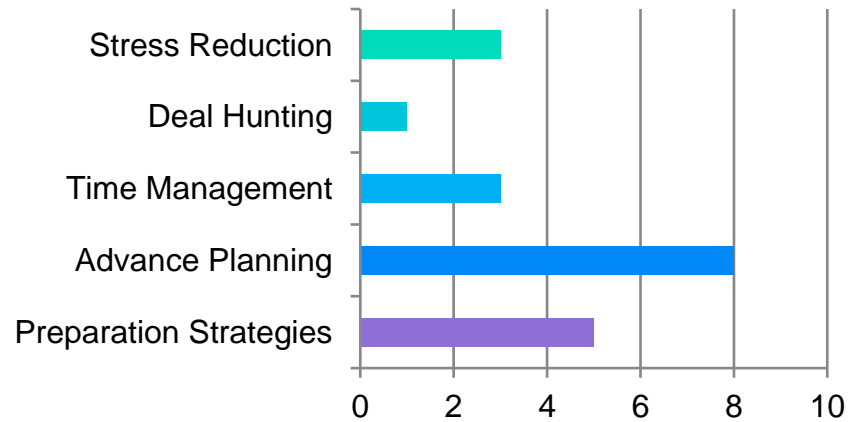
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TOPICS

How do you support your child's return to school?



Could you share any tips/advice you find helpful for back-to-school prep?



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The Proactive Planner

Description:

- Mixed age, mixed gender, full-time employed, with children in primary or secondary school.
- Prioritizes early preparation, purchasing uniforms and stationery weeks before term starts, and does not strictly budget for school necessities, viewing them as essential regardless of cost.
- Utilizes a structured morning routine, engages with children about their school day, and relies on quality and convenience when shopping for school supplies.

Insights:

- Early preparation is key to avoiding last-minute size and stock issues.
- Quality of school supplies, particularly uniforms and shoes, is a significant factor in store choice.
- Maintaining a consistent morning routine and open communication with children helps ease the back-to-school transition.



The Budget-Conscious Organizer

Description:

- Mixed age, mixed gender, full-time employed, with children in primary or secondary school.
- Focuses on affordability, saving money for school supplies, and finding the best deals on weekends.
- Coordinates to manage school routines and supports his children's emotional adjustment to school.

Insights:

- Saving money and looking for deals are essential strategies for managing the cost of school supplies.
- Weekends are crucial for preparing for the back-to-school period, allowing for focused shopping and checklist completion.
- Open communication with children about their feelings and school experiences is a vital part of the support system.





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SAVED SEARCHES

Where there any exact school items mentioned?

Yes, there were specific school items mentioned across the chats. Respondents referred to uniforms, shoes, coats, PE kits, stationery, backpacks, books, pencil cases, jumpers, polo shirts, trousers, shorts, and school bags as items they needed to purchase for their children's back-to-school preparations.

What did respondents say about their children going from primary to secondary school?

Respondent 1 expressed a bit of concern about their child going from a small primary school to a much larger secondary school, particularly regarding the number of pupils per class and the potential influence of children from rougher areas.

Respondent 2 shared concerns about their child settling in and making good friends at secondary school, with specific worries about bullying and the child befriending the wrong crowd that could lead to trouble.

Respondent 3 mentioned that their child has already been in high school for three years and is quite ready to go back, attributing their child's readiness and confidence to their maturity and previous positive experiences in high school.

Respondent 4 is concerned about the transition from a small rural primary school to a larger secondary school, particularly the increased number of children and the possibility that the children at the new school may be more street savvy.

Respondent 5 worries about how her older son will cope with the big change, especially since he is very quiet in group settings, which could affect his social interactions.





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SAVED SEARCHES

Respondent 6 has no worries about the transition as their oldest child is already settled in secondary school, which takes away most of the pressure.

Respondent 7 is very worried about the transition, especially due to the prevalence of bullying, including cyberbullying, and the potential for older pupils to be even worse than younger ones when it comes to bullying.

Respondent 8 feels slightly nervous about the transition, not knowing what to expect, but finds reassurance and preparation help through interactions with other parents and online forums.

Respondent 9 has already been through the transition with an older child and feels confident and ready for the next child to reach secondary school, citing organization and mental preparation as key factors.

Respondent 10 is definitely nervous about the transition, particularly how her son's additional needs will impact it and concerns about bullying.





**REACH OUT TO US IF YOU HAVE
FURTHER QUESTIONS ABOUT THIS
REPORT**

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