

KANTAR PUBLIC

Key findings:

- Among parents, women much more likely to say that they are most responsible for childcare or home schooling when schools are closed than men: 71% vs 26% of men
- Two thirds of Britons believe childcare should be equally shared when there are two working parents at home

1. Compared with before the Coronavirus pandemic, would you say that now you do more or less household chores (such as childcare, cleaning, cooking, food shopping) that you did before? (Base: All adults GB 18+)

- 25% of people say **'I do more of this than I did before'**
- 27% of women say this, compared to 22% of men
- Younger people more likely to say this than middle aged and older people - 32% of 18-24 year olds and 40% of 25-34 year olds vs 29% of 35-44, 23% 45-54, 14% 55-64 and 16% 65+
- 14% say **'I do less than I did before'**
- 16% of women vs 12% of men
- 56% say **'there has been no difference'**
- 51% of women vs 60% of men
- Older people more likely to say this than young people – 74% of 55-64, 68% of 65+, 62% of 45-54, compared to 28% of 18-24 year olds

2. Who is currently most responsible for looking after children or assisting with home schooling while schools are closed due to Coronavirus? (Base: Parents of children aged under 16)

- 51% say **'me'**
- Women much more likely to say this – 71% vs 26% of men
- 18% say **'my partner/spouse'**
- Men more likely to say this – 33% vs 5% of women
- 25% say **'the responsibility is shared equally between me and my partner/spouse'**
- Men more likely to say this – 34% of men vs 17% of women

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3. In a household with two parents, where both parents are working, who do you think should be primarily responsible for looking after children or assisting with home schooling while schools are closed due to Coronavirus? (Base: All adults GB 18+)

- Almost two thirds (64%) say it should be **'shared equally between parents'**
- 66% of women say this vs 62% of men

- 8% say **'mothers'**
- 10% of men say this vs 6% of women

- 3% say **'fathers'**
- 4% of men say this vs 2% of women

- 15% say **'it depends'**
- 17% of women say this vs 12% of men

Methodological information

The survey data and further details on the methodological approach are attached. A total of 1,114 interviews were conducted online among adults living in Great Britain between the 18th and 22nd February 2021. All interviews were conducted as online self-completion. The Kantar online access panel was the main sample source.

The data was weighted to match population totals for age, gender, 2019 General Election voting patterns, 2016 EU referendum voting patterns, education, region, and likelihood to vote in the next General Election. Any use of this research must cite Kantar as the source.

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. Kantar Public is part of Kantar and its experts provide the evidence needed for successful decision-making in government and the public sector. They have expertise in public policy design, formulation and evaluation, public opinion and election studies, national statistics and longitudinal studies, data science and analytics plus consulting and advisory services in behaviour change and public communications.

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Methodological Note – Household chores polling

A representative sample of 1,114 adults in Great Britain were interviewed between the 18th and 22nd February 2021. All interviews were conducted as online self-completion. The Kantar online access panel was the main sample source.

Weighting

Weights have been applied to the sample to ensure that it is representative of the general public in Great Britain aged 18+. The sources for the population totals are provided in each table.

Gender* and age

Source: ONS Mid Year-2018 Population Estimates:

| | Unweighted count | Weighted count |
|--------------|------------------|----------------|
| Male 18-24 | 64 | 62 |
| Male 25-34 | 103 | 96 |
| Male 35-44 | 89 | 88 |
| Male 45-54 | 100 | 96 |
| Male 55-69 | 129 | 118 |
| Male 70+ | 66 | 83 |
| Female 18-24 | 62 | 59 |
| Female 25-34 | 94 | 95 |
| Female 35-44 | 92 | 90 |
| Female 45-54 | 100 | 99 |
| Female 55-69 | 148 | 123 |
| Female 70+ | 67 | 104 |

*Those reporting an “other” gender are randomly allocated to male or female.

Region

Source: ONS Mid Year-2018 Population Estimates:

| | Unweighted count | Weighted count |
|--------------------|------------------|----------------|
| North East England | 71 | 47 |
| North West England | 122 | 126 |
| Yorkshire & Humber | 103 | 94 |
| East Midlands | 86 | 83 |
| West Midlands | 128 | 101 |
| East of England | 108 | 106 |
| London | 104 | 151 |
| South East England | 135 | 157 |
| South West England | 108 | 98 |
| Wales | 75 | 55 |
| Scotland | 74 | 96 |

Education by age

Source: Annual Population Survey (Jul 2018-Jun 2019)

| | Unweighted count | Weighted count |
|--------------------------|------------------|----------------|
| Aged 18-24 with a degree | 33 | 22 |
| Aged 25-44 with a degree | 184 | 156 |
| Aged 45-69 with a degree | 149 | 118 |
| Other | 748 | 819 |

Vote in the 2016 EU referendum*

Source: EU referendum & ONS Mid Year-2018 Population Estimates

| | Unweighted percentage | Weighted percentage |
|--------------|-----------------------|---------------------|
| Remain | 40% | 31% |
| Leave | 43% | 33% |
| Did not vote | 17% | 36% |

*An imputed response is given for those that prefer not to say who they voted for in the referendum.

Vote in the 2019 General Election*

Source: General Election & ONS Mid Year-2018 Population Estimates

| | Unweighted percentage | Weighted percentage |
|-------------------------|-----------------------|---------------------|
| England - Labour | 26% | 18% |
| England - Conservative | 35% | 25% |
| England - Lib Dem | 6% | 7% |
| England - Other | 6% | 3% |
| England - No vote | 14% | 34% |
| Scotland - Labour | 1% | 1% |
| Scotland - Conservative | 2% | 1% |
| Scotland - SNP | 2% | 2% |
| Scotland - Other | 1% | 2% |
| Scotland - No vote | <0.5% | 1% |
| Wales - Labour | 2% | 1% |
| Wales - Conservative | 2% | 1% |
| Wales - PC | 1% | <0.5% |
| Wales - Other | 1% | <0.5% |
| Wales - No vote | 1% | 2% |

*An imputed response is given for those that prefer not to say who they voted for in the 2019 General Election.

Likelihood to Vote in General Election

We have estimated the likelihood that each respondent will vote in the next General Election. This value is based on respondents' stated intention to vote and whether they voted in the last general election. The expected population turnout has been included as a population total in the weighting matrix. This turnout has been estimated based on the relationship between sample and population turnout rates in the 2017 general election.

| | Unweighted percentage | Weighted percentage |
|---|------------------------------|----------------------------|
| Estimated Voting Age Population turnout if General Election were to be held tomorrow | 83% | 61% |

The model was developed using data from respondents that participated in Kantar polls immediately prior to the 2019 general election and immediately after the election.

Further details

Please contact Luke Taylor luke.taylor@kantar.com for further details on the methodology used in this polling.

HHchores.Compared with before the Coronavirus pandemic, would you say that you now do more or less household chores (such as childcare, cleaning, cooking, food shopping) than you did before?

Base: All adults GB 18+

| | GENDER | | | AGE | | | | | | GE Vote 2019 | | | | |
|--|--------------------------|-----------------|------------|-------------------|-------------------|-----------------|-------------------|--------------------|-------------------|---------------|------------|----------------|----------------|------------|
| | Total | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservatives | Labour | Lib Dems | Other | No vote |
| | A | B | C | D | E | F | G | H | I | J | K | L | M | |
| Unweighted Base | 1114 | 548 | 563 | 126 | 197 | 181 | 200 | 191 | 219 | 420 | 311 | 67 | 112 | 159 |
| Weighted Base | 1114 | 540 | 570 | 121 | 191 | 178 | 195 | 161 | 268 | 284 | 201 | 86 | 78 | 391 |
| I do more of this than I did before | 276 25% | 119 22% | 155 27% | 39 32% GH* | 76 40% FGH* | 51 29% G* | 44 23% * | 22 14% * | 44 16% | 66 23% | 49 25% | 21 25% * | 24 31% * | 101 26% |
| I do less of this than I did before | 154 14% | 64 12% | 90 16% | 29 24% FG* | 32 17% F* | 34 19% F* | 11 6% * | 15 9% * | 33 12% | 44 16% | 35 18% | 12 14% * | 15 19% * | 36 9% |
| There has been no difference | 621 56% | 327 60% B | 292 51% | 34 28% * | 72 38% * | 90 51% C* | 122 62% CD* | 120 74% CDE* | 183 68% CDE | 169 59% | 105 52% | 50 59% * | 37 48% * | 232 59% |
| Don't know | 63 6% | 31 6% | 33 6% | 19 16% EGH* | 11 6% * | 2 1% * | 18 9% * | 4 3% * | 8 3% | 5 2% | 12 6% | 2 2% * | 2 2% * | 23 6% |

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied



HHchores.Compared with before the Coronavirus pandemic, would you say that you now do more or less household chores (such as childcare, cleaning, cooking, food shopping) than you did before?

Base: All adults GB 18+

| | Total | EU Ref 2016 | | |
|--|--------------------------|-------------|------------|--------------|
| | | Leave | Remain | Did not vote |
| | | N | O | P |
| Unweighted Base | 1114 | 472 | 462 | 158 |
| Weighted Base | 1114 | 366 | 356 | 364 |
| I do more of this than I did before | 276 25% | 87 24% | 87 25% | 93 26% |
| I do less of this than I did before | 154 14% | 43 12% | 56 16% | 52 14% |
| There has been no difference | 621 56% | 221 60% | 202 57% | 195 53% |
| Don't know | 63 6% | 15 4% | 10 3% | 24 7% |

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

HHchildcare.Who is currently most responsible for looking after children or assisting with home schooling while schools are closed due to Coronavirus?

Base: All parents

| | Total | GENDER | | AGE | | | | | | GE Vote 2019 | | | | |
|--|--------------------------|-----------------|------------------|-----------------|----------------|----------------|-----------------|-----------------|-----------------|-----------------|----------------|----------------|----------------|----------------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservatives | Labour | Lib Dems | Other | No vote |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Unweighted Base | 279 | 141 | 137 | 25 | 89 | 97 | 55 | 12 | 1 | 95 | 89 | 15 | 27 | 41 |
| Weighted Base | 266 | 119 | 147 | 26 | 76 | 98 | 45 | 19 | 1 | 55 | 58 | 15 | 15 | 103 |
| Me | 136 51% | 31 26% * | 104 71% A* | 10 39% ** | 36 47% * | 51 52% * | 24 54% ** | 15 75% ** | - - ** | 24 43% * | 27 47% * | 4 24% ** | 8 52% ** | 56 54% * |
| My partner/spouse | 48 18% | 40 33% B* | 8 5% * | 6 22% ** | 16 21% * | 16 17% * | 5 11% ** | 3 18% ** | 1 100% ** | 15 28% M* | 14 25% * | 6 40% ** | 1 9% ** | 9 9% * |
| The responsibility is shared equally between me and my partner/spouse | 65 25% | 40 34% * | 25 17% * | 8 30% ** | 21 27% * | 20 21% * | 15 34% ** | 1 4% ** | - - ** | 10 18% * | 13 23% * | 5 36% ** | 1 8% ** | 35 34% * |
| Someone else | 10 4% | 4 3% * | 6 4% * | - 1% ** | 2 2% * | 8 8% * | - 1% ** | - - ** | - - ** | 4 8% * | - - * | - - ** | 4 31% ** | 1 1% * |
| Don't know | 7 3% | 4 3% * | 3 2% * | 2 8% ** | 2 3% * | 3 3% * | - - ** | 1 3% ** | - - ** | 1 3% * | 3 5% * | - - ** | - - ** | 3 3% * |

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HHchildcare. Who is currently most responsible for looking after children or assisting with home schooling while schools are closed due to Coronavirus?

Base: All parents

| | Total | EU Ref 2016 | | |
|--|--------------------------|----------------|----------------|-----------------|
| | | Leave | Remain | Did not vote |
| | | N | O | P |
| Unweighted Base | 279 | 105 | 126 | 41 |
| Weighted Base | 266 | 71 | 87 | 100 |
| Me | 136 51% | 43 60% * | 36 41% * | 51 51% ** |
| My partner/spouse | 48 18% | 13 18% * | 26 29% * | 9 9% ** |
| The responsibility is shared equally between me and my partner/spouse | 65 25% | 9 12% * | 22 26% * | 33 33% ** |
| Someone else | 10 4% | 1 1% * | 2 3% * | 7 7% ** |
| Don't know | 7 3% | 6 8% * | 1 2% * | - - ** |

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied

HHshare.In a household with two parents, where both parents are working, who do you think do you think should be primarily responsible for looking after children or assisting with home schooling while schools are closed due to Coronavirus?

Base: All adults GB 18+

| | Total | GENDER | | AGE | | | | | | GE Vote 2019 | | | | |
|---|--------------------------|------------|------------|-----------------|-----------------|-----------------|-----------------|-----------------|------------|---------------|------------|----------------|----------------|------------|
| | | Male | Female | 18-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65+ | Conservatives | Labour | Lib Dems | Other | No vote |
| | | A | B | C | D | E | F | G | H | I | J | K | L | M |
| Unweighted Base | 1114 | 548 | 563 | 126 | 197 | 181 | 200 | 191 | 219 | 420 | 311 | 67 | 112 | 159 |
| Weighted Base | 1114 | 540 | 570 | 121 | 191 | 178 | 195 | 161 | 268 | 284 | 201 | 86 | 78 | 391 |
| Mothers | 87 8% | 52 10% | 35 6% | 8 6% * | 20 11% * | 15 8% * | 10 5% * | 20 12% * | 14 5% | 25 9% | 15 7% | 3 3% * | 1 1% * | 42 11% |
| Fathers | 37 3% | 24 4% | 13 2% | 5 4% * | 17 9% GH* | 6 3% * | 7 4% * | - - * | 2 1% | 9 3% | 9 5% | 5 6% * | 8 10% M* | 6 2% |
| Shared equally between parents | 712 64% | 333 62% | 375 66% | 65 54% * | 113 59% * | 108 61% * | 126 64% * | 112 70% * | 187 70% | 184 65% | 129 64% | 67 78% * | 49 63% * | 239 61% |
| Another family member (e.g. grandparent) | 34 3% | 19 4% | 15 3% | 5 4% * | 13 7% * | 3 2% * | 1 * * | 7 5% * | 4 2% | 10 4% | 7 3% | 3 3% * | 8 10% M* | 7 2% |
| It depends | 162 15% | 67 12% | 95 17% | 19 16% * | 18 9% * | 36 20% * | 32 16% * | 17 11% * | 40 15% | 38 13% | 31 16% | 5 6% * | 11 14% * | 59 15% |
| Don't know | 82 7% | 46 8% | 37 6% | 19 16% G* | 9 5% * | 10 5% * | 20 10% * | 5 3% * | 20 8% | 18 6% | 10 5% | 4 5% * | 2 3% * | 39 10% |

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HHshare.In a household with two parents, where both parents are working, who do you think do you think should be primarily responsible for looking after children or assisting with home schooling while schools are closed due to Coronavirus?

Base: All adults GB 18+

| | Total | EU Ref 2016 | | |
|---|--------------------------|-------------|------------|--------------|
| | | Leave | Remain | Did not vote |
| | | N | O | P |
| Unweighted Base | 1114 | 472 | 462 | 158 |
| Weighted Base | 1114 | 366 | 356 | 364 |
| Mothers | 87 8% | 21 6% | 21 6% | 45 12% |
| Fathers | 37 3% | 7 2% | 19 5% | 11 3% |
| Shared equally between parents | 712 64% | 234 64% | 246 69% | 220 60% |
| Another family member (e.g. grandparent) | 34 3% | 9 3% | 8 2% | 13 3% |
| It depends | 162 15% | 66 18% | 43 12% | 48 13% |
| Don't know | 82 7% | 29 8% | 19 5% | 27 8% |

Overlap formula used - Column Means: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) - Column Proportions: Columns Tested (5%): A/B, C/D/E/F/G/H, I/J/K/L/M, N/O/P Minimum Base: 30 (**), Small Base: 100 (*) Continuity correction applied