



Pulse Survey 2025



In August each year, we invite you to complete our Pulse Survey.

This survey helps us understand how your family is managing the cost of school needs and raises challenges or issues important to you.

2025

1,109 families

completed the Pulse Survey.

What you told us

School has been hard or very hard for their children.



Found it hard or very hard to afford everything their children need for school.



Are worried about affording school needs for 2026.

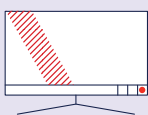


Families say *Learning for Life* really helps. It covers uniforms, shoes, books, and school excursions so kids don't miss out. This support takes pressure off parents and helps children participate in school.

Families are proud of their children's growth this year. Many worked hard, kept going through challenges, and improved in learning. Parents are happy about better reading, confidence, and new friendships.

The most common hope for 2026 is that their children do well at school. We share this hope too!

Your feedback helped us show that many families are doing it tough—and that we need to work together to change this.



1.4 million* viewers



2.7 million* listeners



12.34 million* readers

Thanks to you, we raised awareness about how current issues affect children's education.

*This includes results from our 2024 and 2025 Pulse Survey.