



Pulse Survey 2026



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 the challenges that matter most to you. We use this feedback to raise awareness of the issues families face.

2026

2,293 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 2027.

Learning for Life helps

Parents and carers said the program helps pay for school essentials and activities, including:

- uniforms
- shoes
- books and stationery
- excursions
- sport



Families said this support reduces financial pressure and helps children feel included at school.

What families are proud of

Parents and carers told us they are proud of their children's achievements this year.

Many shared that their children:

- worked hard and kept going through challenges
- grew in confidence
- made progress in their learning
- built new friendships
- settled well into school life

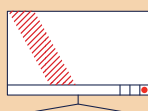
Looking ahead to 2027

The most common hope families shared for 2027 is that their children do well at school.

Families also hope their children feel happy, confident and supported in their education. We share this hope too!

Your feedback helps create changes

Thanks to you, we raised awareness through media stories and campaigns.



1.67 million* viewers



5.68 million* listeners



13.52 million* readers

*These figures show the audience reached through media stories and campaigns during 2025-26 that used finding from our 2025 Pulse Survey.