

**Education Issues Poll
October 2026**

CLIENT:	NZ Parents' Alliance
POLL DATES:	Thursday 08 to Monday 12 October 2026. The median response was collected on Sunday 11 October 2026.
TARGET POPULATION:	Adults aged 18+ who live in New Zealand and are eligible and likely to vote.
SAMPLE POPULATION:	Adults aged 18+ who live in New Zealand and are eligible and likely to vote, who are contactable on a landline or mobile phone or online panel.
SAMPLE SIZE:	1,000 respondents agreed to participate, 500 by phone and 500 by online panel.
SAMPLE SELECTION:	A random selection of 10,000 NZ phone numbers (landlines and mobiles) and a random selection from the target population from a global online panel (that comply with ESOMAR guidelines for online research). If the call is to a landline, the person who is home and next has a birthday is asked to take part. Those who take part through an online panel are excluded from further polls on the same topic for six months.
RESPONSE RATE:	Multiple call-backs occurred to maximise the response rate. Those who said they were unlikely or very unlikely to vote were excluded.
OMNIBUS STATUS:	The poll was part of a wider omnibus survey for multiple clients. The questions were asked in the order they are listed.
WEIGHTING:	The results are weighted to reflect the overall voting adult population in terms of gender, age, and area.
SAMPLE ERROR:	Based on this sample of 1,000 respondents, the maximum sampling error (for a result of 50%) is +/- 3.1%, at the 95% confidence level. Results for sub-groups such as age and area will have a much higher margin of error and Opposet seen as precise.

Do you support or oppose there being a requirement for primary and intermediate schools to devote a minimum of one hour a day to each of reading, writing and mathematics?

		Count	Col %
Support minimum 1 hour a day on reading, writing, maths	Support	742	74%
	Oppose	151	15%
	Unsure	107	11%
	Total	1000	100%

A majority of 74% of respondents supported a requirement for primary and intermediate schools to devote a minimum of one hour a day to each of reading, writing and mathematics, with only 15% opposed. The ratio of those in support to those opposed is almost 5:1.

		Gender	
		Female	Male
		Col %	Col %
Support minimum 1 hour a day on reading, writing, maths	Support	73%	76%
	Oppose	15%	14%
	Unsure	12%	9%

		Age		
		18 - 39	40 - 59	60+
		Col %	Col %	Col %
Support minimum 1 hour a day on reading, writing, maths	Support	62%	75%	87%
	Oppose	21%	14%	9%
	Unsure	17%	12%	4%

		Area					
		Akl	Wgtn	Chch	Prov Cities	Towns	Rural
		Col %	Col %	Col %	Col %	Col %	Col %
Support minimum 1 hour a day on reading, writing, maths	Support	75%	76%	65%	70%	85%	77%
	Oppose	13%	19%	25%	17%	9%	10%
	Unsure	12%	5%	10%	12%	6%	13%

		Decided Party Vote						
		Nat Col %	Lab Col %	TPM Col %	ACT Col %	NZF Col %	TOP Col %	Greens Col %
Support minimum 1 hour a day on reading, writing, maths	Support	90%	63%	55%	90%	90%	68%	63%
	Oppose	5%	23%	37%	6%	5%	21%	23%
	Unsure	5%	15%	8%	5%	4%	12%	14%

Net support, by current party vote is:

1. National +85%
2. NZF +85%
3. ACT +84%
4. TOP +47%
5. Labour +40%
6. Greens +40%
7. TPM +18%

		Children < 18	
		Yes Col %	No Col %
Support minimum 1 hour a day on reading, writing, maths	Support	67%	78%
	Oppose	20%	12%
	Unsure	13%	10%

Parents of children aged under 18 support the requirement by more than 3:1. There were 303 parents in the sample of 1,000.

		European Yes Col %	Māori Yes Col %	Pacific Yes Col %	Indian Yes Col %	Chinese Yes Col %
Support minimum 1 hour a day on reading, writing, maths	Support	77%	69%	62%	64%	68%
	Oppose	16%	17%	19%	10%	16%
	Unsure	7%	14%	19%	26%	16%

Very strong support from all ethnic groups.

		Income Quintile				
		Bottom Col %	Low Col %	Middle Col %	High Col %	Top Col %
Support minimum 1 hour a day on reading, writing, maths	Support	74%	71%	77%	75%	75%
	Oppose	12%	20%	14%	17%	16%
	Unsure	14%	9%	9%	7%	8%

Also very strong support regardless of household income.

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Monday 12 October 2026