

Wellbeing Survey

#BeeWell and Youth Sport Trust (March 2025)



About the survey

The Youth Sport Trust is a children's charity founded in 1995 to harness the power of play and sport in children's education and development. Our vision is a future where every child enjoys the life changing benefits of play and sport.

#BeeWell is a youth centred programme led by the University of Manchester, The Gregson Family Foundation and Anna Freud. #BeeWell listens to young people about their wellbeing, and drives action in response to what they say.

The following questions were asked in collaboration between the Youth Sport Trust and #BeeWell.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 4,188 adults, of which 1,081 are parents with children under 18. Fieldwork was undertaken between 20th - 24th February 2025. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).



Survey Questions

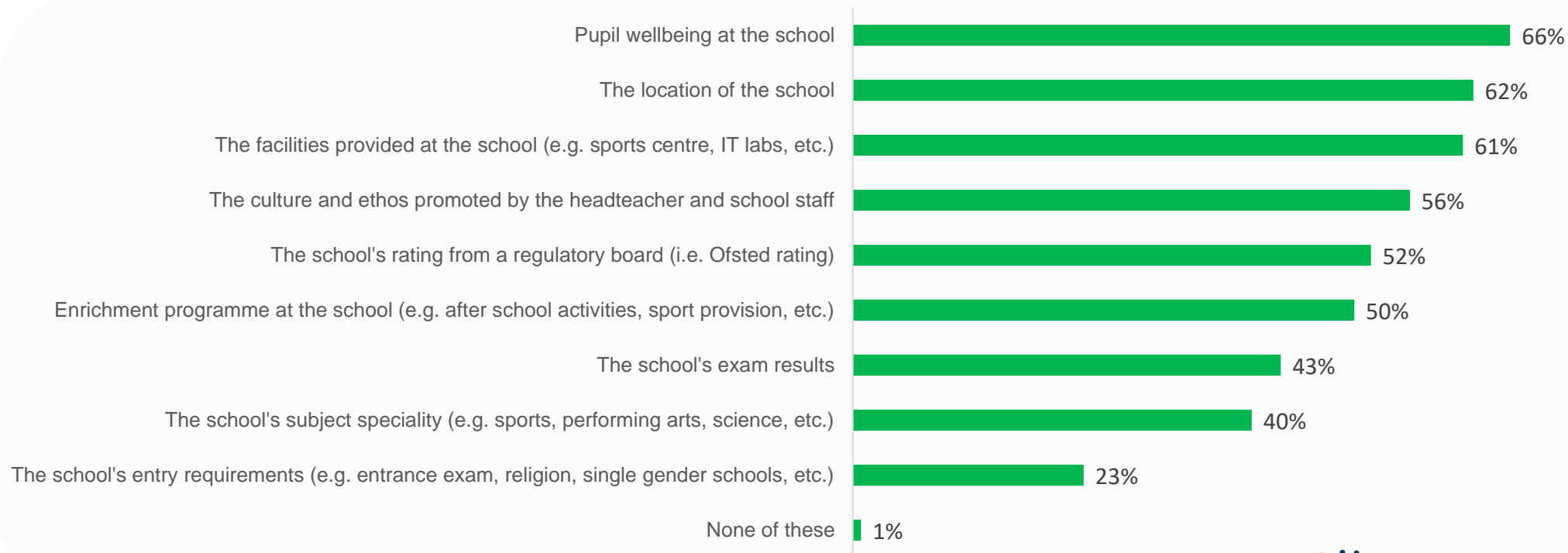
- The wellbeing of pupils is more important than their academic attainment (*strongly agree – strongly disagree*)
- There should be an agreed way for the wellbeing of children to be measured (*strongly agree – strongly disagree*)
- We need to measure young people's wellbeing if we are going to improve it (*strongly agree – strongly disagree*)
- In general, which if any, of the following best describes the focus your child(ren)'s school places on pupil wellbeing?
- In general, which, if any, of the following factors would be most important to you when looking at secondary schools for your child to attend?



Parental choice of secondary school

The top 3 things parents look for when choosing a secondary school for their children are, pupil wellbeing at the school, the location of the school and the facilities provided at the school.

In general, which, if any, of the following factors would be important to you when looking at secondary schools for your child(ren) to attend?
(Please select all that apply)



Source: YST / #BeeWell / YouGov PLC, 20th – 24th February (2025). Sample size: All GB parents of children aged 18 and under n=1081 .



Importance of pupil wellbeing

64%

of parents agree that the wellbeing of pupils is more important than their academic attainment.

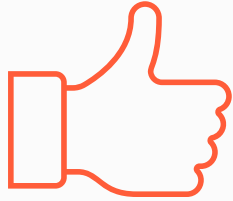
- This is similar to last year, where 66% of parents agreed
- The agreement to this statement decreased with parental age, with parents aged 55+ less likely to agree with this statement than younger parents.
- 9% of parents disagree that wellbeing is more important than academic attainment (25% neither agree nor disagree)

Source: YST / #BeeWell / YouGov PLC, 20th – 24th February (2025). Sample size: All GB parents of children 18 and under n=1081



Measuring Wellbeing

75%



of parents agree we need to measure young people's wellbeing if we are going to improve it.

66%



of parents agree that a there should be an agreed way for the wellbeing of children to be measured.

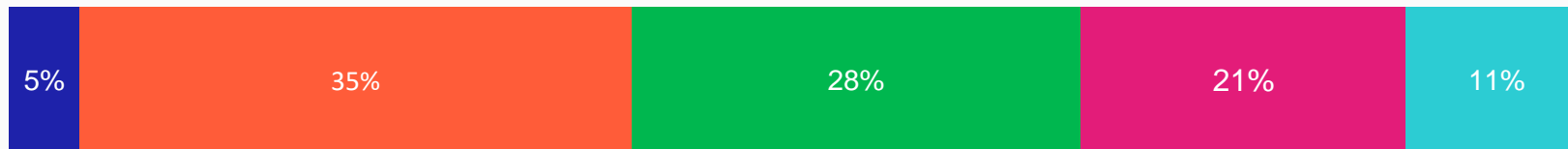
Source: YST / #BeeWell / YouGov PLC, 20th – 24th February (2025). Sample size: All GB parents of children aged 18 and under n=1081.



Schools' emphasis on wellbeing

Nearly half (49%) of parents believe that their child's school should be doing more to support pupil wellbeing.

In general, which, if any, of the following best describes the focus your child(ren)'s school places on pupil wellbeing?



- They have too much focus on wellbeing
- They have the right amount of focus on wellbeing
- They need to do a bit more to support wellbeing
- They need to do a lot more to support wellbeing
- Don't know

Source: YST / #BeeWell / YouGov PLC, 20th – 24th February (2025). Sample size: All GB parents having children aged above 4 to under 18 n=926 .

