

Parents Survey 2025

PE and School Sport Report

Youth Sport Trust / YouGov
20th – 24th February 2025

About the PE & School Sport Report

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.

Not only is physical activity, PE, play and sport vital for the future health of the nation but it is also a critical tool to improve mental, social and emotional wellbeing and positive academic outcomes for young people.

To inform the annual Youth Sport Trust PE and School Sport Report, we commissioned YouGov Plc to conduct research into the current attitudes and views of the GB population, and parents specifically, on the importance of sport and play. This report provides a summary of the key findings from the parent's survey.



All figures in this report, unless otherwise stated, are from YouGov Plc. Total sample size was 4,188 adults of which 1,076 adults were parents of children aged 18 and under within Great Britain. 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+). All data in this report relates to the views of parents of children aged 18 or under, unless otherwise stated.

British parents prioritise their child's wellbeing

The wellbeing of their child is the priority of parents when choosing a school. Parents view wellbeing as more important than academic attainment.



48% of parents
are concerned about their
child's mental health



43% of parents
are concerned about their
child's physical health

- Over three quarters (**76%**) of parents agree that they would like to see more information about what schools are doing to support the wellbeing of pupils
- **73%** of parents agree that pupil wellbeing is likely to be better in schools which prioritise sport, PE and physical activity
- **73%** of parents agree that all schools should measure and track the wellbeing of pupils just as they do with academic progress.
- Nearly one in three parents (**28%**) believe that their child's school needs to do more to support pupil wellbeing.

Source: YST/YouGov Plc, 20th-24th (2025), PE and School Sport Survey, weighted and are representative of all GB parents of children aged 18 or under (aged 18+): Sample size: 1,076 adults.

British parents recognise the benefits of sport and play

Almost all parents (98%) agree that sport and play helps young people in some way, in particular their physical health, mental wellbeing, life skills, confidence and social wellbeing.

91% 

of parents also believe that sport and play are important parts of every young person's education and development.

71% 

of parents agree that physical activity is important to them as a family

65% 

of parents say they encourage their children to be active and play sport

How does sport and play help young people?



Source: YST/YouGov Plc, 20th-24th (2025), PE and School Sport Survey, weighted and are representative of all GB parents of children aged 18 or under (aged 18+): Sample size: 1,076 adults.

British parents see challenges for activity levels

Parents see barriers to physical activity in their child(ren)'s school, and they see challenges in the impact of the cost-of-living crisis and digital distractions.



School-related challenges

- Only half (**51%**) of parents believe that their child enjoys PE at school
- **60%** of parents believe a school breakfast club should include play or sports activities to give their child the best start to their day



Cost-of-living crisis

- Over half (**52%**) of parents agree that the cost-of-living increases have had a negative impact on the number of opportunities their children have to be physically active, play and take part in sport.
- Half (**50%**) of parents agree that the challenges associated with the cost-of-living increases make it harder for them to be active as a family.



Digital distractions

- **85%** of parents are concerned that young people are spending too much time sitting and not enough time being active.
- **84%** of parents are concerned that young people are spending too much time online and not enough time with each other in person.
- **84%** of parents agree that the teaching of interpersonal skills is even more important for young people growing up in today's digital age than it was for previous generations.
- **70%** of parents agree that digital distractions mean their child is spending less time being active.

Source: YST/YouGov Plc, 20th-24th (2025), PE and School Sport Survey, weighted and are representative of all GB parents of children aged 18 or under (aged 18+): Sample size: 1,076 adults.

British parents are unaware of activity guidelines

Most parents (82%) are concerned that young people are not getting enough physical activity, and over half (54%) are concerned that their child does not do as much physical activity as they should. However, the majority are unaware of the Chief Medical Officers' physical activity guidelines for young people.

i

The **Chief Medical Officers (CMOs)** recommend that young people (aged 5-18) should be active, defined as participating in 'moderate-to-vigorous physical activity' (MVPA), for an average of **at least 60 minutes every day**.



Only **32%** of parents believe that children should be active for **at least 60 minutes** a day



Worryingly, **59%** of parents believe that children should be active for **30 minutes or less** a day

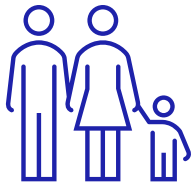
Source: YST/YouGov Plc, 20th-24th (2025), PE and School Sport Survey, weighted and are representative of all GB parents of children aged 18 or under (aged 18+): Sample size: 1,076 adults.

Schools have a role to play to support activity

Over half of British parents (58%) agree that their child's school plays a vital part in helping them to achieve 30 active minutes a day. Almost a half would want their child's school to make a pledge to get children more active in school.



The **Government's Childhood Obesity Plan guidelines** recommend that children and young people should get **30 minutes** of their daily 60 minutes of physical activity **during the school day**.



Most parents seem to concur with the Childhood Obesity Plan, as **88%** of parents agree that schools should be ensuring that every pupil is active for **at least 30 minutes a day**.

Parents recognise the role schools can play in helping children be active...

- **85%** of parents are concerned that cuts to PE, school sport and breaktimes in schools are likely to have a negative impact on pupils' wellbeing.
- **58%** of parents agree that their child's school plays a vital part in helping them to achieve 30 active minutes a day.
- **21%** of parents would be more inclined to choose a school which has a strong focus on PE and school sport.

...and are calling for a focus on PE and activity in schools

- **85%** believe that schools should be providing at least 2 hours of PE a week and ensure every pupil is active for 30 minutes a day.
- **71%** of parents agree that PE should be a core subject on the national curriculum
- **44%** of parents would like to see their child's school making a pledge to get children more active in school.

Source: YST/YouGov Plc, 20th-24th (2025), PE and School Sport Survey, weighted and are representative of all GB parents of children aged 18 or under (aged 18+): Sample size: 1,076 adults.



**YOUTH
SPORT
TRUST**

 www.youthsporttrust.org | @YouthSportTrust