YouGov / Clydesdale and Yorkshire Bank Survey Results

Sample Size: 4462

Fieldwork: 26th - 28th May 2010

	Total	Gender		Age					Social Grade		Region						
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland
Unweighted Base	1291	1291	-	*6*	59	159	261	806	760	531	311	208	146	124	308	69	125
All GB Fathers	1181	1181	-	*11*	99	205	281	585	623	558	287	213	128	112	261	69	110
Which ONE, if any, of the following football manager's style of management reflect your style of parenting?																	
Martin O'Neill The good guy - The good guy - a manager whom is full of admiration and motivation for the growth of his team and players - a man who openly shows how much he loves his players and team. As a father he is a big softy who loves his kids and shows it.	18%	18%	-	*24%*	23%	19%	20%	15%	21%	14%	16%	23%	15%	15%	19%	14%	18%
Arsene Wenger The calm guy - The calm guy - does not show much emotion at all, angry or happy. Is always relaxed, always has you guessing but adopts the perfect father-child relationship with guidance and support. As a father he is calm and collected, someone you can talk and share your problems with.	10%	10%	-	-	7%	8%	8%	13%	11%	9%	13%	8%	7%	15%	11%	9%	5%
Jose Mourinho The special one - The special one - uses a lot of psychology and mind-games. As a father he is a real family man, stylish with a lot of love and loyalty but very competitive and pushy.	3%	3%	-	-	7%	5%	3%	2%	3%	3%	4%	3%	3%	2%	2%	6%	2%
Sir Alex Ferguson Old School - an authoritarian who invented terms like the 'hairdryer treatment', meaning to scream in someone's face to motivate them. As a father he is strict and expects his rules to be obeyed, but his parenting style gets things done.	8%	8%	-	-	8%	8%	10%	7%	6%	10%	10%	7%	8%	5%	6%	8%	10%
Harry Redknapp The wheeler-dealer - The wheeler-dealer - cockney guy who's one of the boys. As a father he is traditional in his parenting, but is more like a friend than a dad – he gets on well with all your mates.	8%	8%	-	-	7%	12%	8%	7%	5%	11%	5%	11%	15%	8%	5%	12%	6%

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	Total	Working Status						Marital Status					Children in household			
	Base	Working full time	Working part time	Full time student	Retired	Un-employed	Not working/ Other	Married/ Civil Partnership	Living as married	Separated/Divorced	Widowed	Never Married	0	1	2	3+
Unweighted Base	1291	677	106	*1*	419	*29*	59	1018	94	118	*25*	*24*	840	196	157	*48*
All GB Fathers	1181	702	78	*2*	307	*32*	60	896	119	105	*19*	*31*	681	216	183	*54*
Which ONE, if any, of the following football manager's style of management reflect your style of parenting?																
Martin O'Neill The good guy - The good guy - a manager whom is full of admiration and motivation for the growth of his team and players - a man who openly shows how much he loves his players and team. As a father he is a big softy who loves his kids and shows it.	18%	20%	18%	-	14%	*5%*	15%	17%	20%	17%	*18%*	*22%*	17%	22%	18%	*22%*
Arsene Wenger The calm guy - The calm guy - does not show much emotion at all, angry or happy. Is always relaxed, always has you guessing but adopts the perfect father-child relationship with guidance and support. As a father he is calm and collected, someone you can talk and share your problems with.	10%	9%	16%	*100%*	12%	*12%*	5%	11%	6%	8%	*13%*	*13%*	12%	8%	7%	*6%*
Jose Mourinho The special one - The special one - uses a lot of psychology and mind-games. As a father he is a real family man, stylish with a lot of love and loyalty but very competitive and pushy.	3%	4%	1%	-	1%	*2%*	3%	3%	5%	3%	*3%*	-	3%	3%	6%	*3%*
Sir Alex Ferguson Old School - an authoritarian who invented terms like the 'hairdryer treatment', meaning to scream in someone's face to motivate them. As a father he is strict and expects his rules to be obeyed, but his parenting style gets things done.	8%	8%	3%	-	10%	*3%*	8%	9%	3%	7%	-	*6%*	8%	4%	9%	*17%*
Harry Redknapp The wheeler-dealer - The wheeler-dealer - cockney guy who's one of the boys. As a father he is traditional in his parenting, but is more like a friend than a dad – he gets on well with all your mates.	8%	9%	6%	-	7%	*7%*	11%	7%	10%	10%	*11%*	*14%*	8%	6%	8%	*14%*

	Total	Gender		Age					Social Grade		Region						
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All GB Fathers	1181	1181	-	*11*	99	205	281	585	623	558	287	213	128	112	261	69	110
Claudio Ranieri Tinker-man - famous for interfering and always trying to make unnecessary changes, even when his team is already successful. As a father he thinks you can always do better and is rarely satisfied. Nothing is ever as good as when he did it. He can also be controlling.	1%	1%	-	-	1%	1%	1%	0%	1%	1%	1%	-	-	1%	1%	-	2%
Fabio Cappello Strong disciplinarian & quietly intense as a football manager. As a father he can seem stand-offish and doesn't show his love or emotion.	4%	4%	-	*22%*	8%	4%	3%	5%	5%	4%	4%	5%	6%	3%	5%	4%	6%
Pepe Guardiola Calm & collected - Very confident but quietly philosophical and really invests a lot of time for his team. As a father he is a role-model and he has a lot of faith in his off-spring. He is open minded, a truly modern and stylish dad who you can speak to you about your problems.	9%	9%	-	*22%*	17%	9%	10%	7%	10%	7%	10%	6%	9%	8%	8%	7%	14%
Ian Holloway - He's slightly eccentric and believes in his own convictions. As a father he is liked by all but always end up embarrassing you no matter how hard he tries. He tends to have a project or hobbie that he will never finish or master.	6%	6%	-	*13%*	6%	6%	7%	5%	5%	6%	4%	9%	6%	5%	6%	6%	4%
Phil Brown Cringey Dad – The perma-tanned, trying to be cool and happening manager but not quite pulling it off. He is often baffling, sometimes bizarre and always entertaining. As a father he'll try to impress, dancing at a wedding or singing at the Karaoke, but leaves his family cringing with embarrassment.	0%	0%	-	-	-	-	1%	-	0%	0%	1%	-	-	1%	0%	-	-
None of these	34%	34%	-	*19%*	16%	27%	32%	40%	34%	33%	32%	29%	32%	38%	38%	34%	33%

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Claudio Ranieri Tinker-man - famous for interfering and always trying to make unnecessary changes, even when his team is already successful. As a father he thinks you can always do better and is rarely satisfied. Nothing is ever as good as when he did it. He can also be controlling.	1%	1%	-	-	-	-	-	1%	1%	-	-	-	0%	1%	2%	-
Fabio Cappello Strong disciplinarian & quietly intense as a football manager. As a father he can seem stand-offish and doesn't show his love or emotion.	4%	4%	5%	-	6%	*5%*	-	5%	5%	3%	*4%*	*3%*	4%	5%	5%	*5%*
Pepe Guardiola Calm & collected - Very confident but quietly philosophical and really invests a lot of time for his team. As a father he is a role-model and he has a lot of faith in his off-spring. He is open minded, a truly modern and stylish dad who you can speak to you about your problems.	9%	9%	6%	-	7%	*29%*	10%	8%	15%	9%	*6%*	*6%*	7%	11%	13%	*8%*
Ian Holloway - He's slightly eccentric and believes in his own convictions. As a father he is liked by all but always end up embarrassing you no matter how hard he tries. He tends to have a project or hobbie that he will never finish or master.	6%	6%	9%	-	3%	*9%*	5%	5%	4%	4%	-	*13%*	5%	7%	4%	*8%*
Phil Brown Cringey Dad – The perma-tanned, trying to be cool and happening manager but not quite pulling it off. He is often baffling, sometimes bizarre and always entertaining. As a father he'll try to impress, dancing at a wedding or singing at the Karaoke, but leaves his family cringing with embarrassment.	0%	0%	-	-	-	-	-	0%	-	-	-	-	-	0%	1%	-
None of these	34%	30%	36%	-	40%	*27%*	43%	34%	30%	39%	*45%*	*23%*	37%	32%	27%	*17%*