

YouGov Survey Results

Sample Size: 1748 GB Adults
Fieldwork: 10th - 11th June 2012

	Gender		Age				Social grade		Region						
	Total	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Fathers
Weighted Sample	1748	850	898	212	446	598	493	996	752	224	568	374	430	152	486
Unweighted Sample	1748	821	927	143	448	681	476	990	758	307	598	289	379	175	483
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you agree or disagree with each of the following statements?

(Please tick one option per row)

Father's day is unimportant and just another day

Strongly agree	12	16	9	12	11	11	14	12	12	17	12	7	14	13	16
Tend to agree	29	36	23	31	26	31	30	31	27	24	31	31	28	29	37
TOTAL AGREE	41	52	32	43	37	42	44	43	39	41	43	38	42	42	53
Tend to disagree	34	30	39	27	36	34	36	35	33	29	35	35	35	36	31
Strongly disagree	18	12	23	18	19	20	14	16	20	20	16	18	18	17	13
TOTAL DISAGREE	52	42	62	45	55	54	50	51	53	49	51	53	53	53	44
Don't know	6	6	7	12	8	4	5	5	8	10	5	9	4	4	3

Father's day is important as it celebrates the hard work of fathers

Strongly agree	17	12	20	17	19	18	12	14	20	20	17	15	16	16	13
Tend to agree	36	33	40	35	38	32	41	37	36	35	35	39	36	37	33
TOTAL AGREE	53	45	60	52	57	50	53	51	56	55	52	54	52	53	46
Tend to disagree	28	32	24	25	26	29	28	30	25	21	31	25	27	31	34
Strongly disagree	10	14	7	11	6	13	11	10	11	11	9	9	14	11	14
TOTAL DISAGREE	38	46	31	36	32	42	39	40	36	32	40	34	41	42	48
Don't know	9	9	9	12	11	8	7	9	9	13	8	12	7	6	7

Father's day is just another way for companies to make money on cards and presents

Strongly agree	37	43	32	26	35	38	44	38	37	37	39	37	36	36	46
Tend to agree	43	42	45	42	45	44	42	44	42	37	42	45	44	50	42
TOTAL AGREE	80	85	77	68	80	82	86	82	79	74	81	82	80	86	88
Tend to disagree	12	9	15	16	11	13	10	11	12	15	11	12	12	11	8
Strongly disagree	3	2	3	4	3	3	2	2	4	4	3	1	4	1	2
TOTAL DISAGREE	15	11	18	20	14	16	12	13	16	19	14	13	16	12	10
Don't know	5	5	5	12	7	3	3	5	5	7	4	5	5	2	2

Father's day is a good opportunity for families to spend time together

Strongly agree	25	20	31	21	31	26	22	24	27	29	28	23	22	27	22
Tend to agree	46	46	47	47	46	42	51	49	43	40	47	47	48	44	47
TOTAL AGREE	71	66	78	68	77	68	73	73	70	69	75	70	70	71	69
Tend to disagree	15	18	11	11	12	17	15	15	14	10	14	14	18	15	19
Strongly disagree	6	7	5	8	3	7	6	5	7	8	5	4	7	6	5
TOTAL DISAGREE	21	25	16	19	15	24	21	20	21	18	19	18	25	21	24
Don't know	8	10	7	12	8	8	7	8	9	13	7	11	5	8	7

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

To what extent do you agree or disagree with each of the following statements?

(Please tick one option per row)

Fathers are instrumental in bringing up children

Strongly agree	46	49	44	31	52	47	46	49	42	47	47	47	44	48	52
Tend to agree	39	38	40	42	36	39	42	38	40	38	39	32	44	44	37
TOTAL AGREE	85	87	84	73	88	86	88	87	82	85	86	79	88	92	89
Tend to disagree	8	8	9	13	5	8	10	8	9	8	9	10	8	5	7
Strongly disagree	1	1	2	2	1	2	0	1	2	1	1	2	1	1	1
TOTAL DISAGREE	9	9	11	15	6	10	10	9	11	9	10	12	9	6	8
Don't know	5	5	5	13	6	4	1	3	7	6	3	9	4	2	3

A father's main role should be to provide for the family by working and earning money

Strongly agree	17	19	15	10	10	16	27	12	23	16	16	20	16	18	23
Tend to agree	35	37	34	27	29	37	42	35	35	38	39	31	33	35	42
TOTAL AGREE	52	56	49	37	39	53	69	47	58	54	55	51	49	53	65
Tend to disagree	31	28	34	31	37	33	23	35	26	29	31	28	35	29	24
Strongly disagree	11	9	13	18	15	10	6	12	9	10	10	11	11	13	6
TOTAL DISAGREE	42	37	47	49	52	43	29	47	35	39	41	39	46	42	30
Don't know	6	7	5	14	9	5	2	6	6	8	4	9	5	5	5

The role of fathers has changed drastically in the past 50 years

Strongly agree	40	36	43	23	38	42	46	38	43	36	40	44	38	41	43
Tend to agree	46	47	45	51	44	47	45	48	43	43	47	40	51	46	44
TOTAL AGREE	86	83	88	74	82	89	91	86	86	79	87	84	89	87	87
Tend to disagree	8	9	6	11	7	7	7	8	7	11	8	7	5	8	8
Strongly disagree	1	1	1	1	1	1	2	1	1	2	1	0	2	0	1
TOTAL DISAGREE	9	10	7	12	8	8	9	9	8	13	9	7	7	8	9
Don't know	5	6	5	14	9	3	1	5	6	8	3	9	4	5	3

Both parents should share responsibility for bringing up children

Strongly agree	69	67	70	62	69	68	73	69	68	69	69	69	70	65	72
Tend to agree	26	27	25	24	26	28	26	27	26	22	28	24	26	32	25
TOTAL AGREE	95	94	95	86	95	96	99	96	94	91	97	93	96	97	97
Tend to disagree	2	2	2	6	1	1	1	1	2	3	2	1	2	1	1
Strongly disagree	0	0	0	1	0	0	0	0	0	1	0	0	0	1	0
TOTAL DISAGREE	2	2	2	7	1	1	1	1	2	4	2	1	2	2	1
Don't know	3	3	3	7	4	3	0	2	4	5	1	6	3	1	2

Thinking about parents who get divorced and have to go to court to decide who should get custody of their children...

In general, who do you think should have more rights - the mother, the father, or do you think their rights should be equal?

The mother should have more rights over the custody of their children	9	7	11	12	9	9	9	8	10	12	12	6	6	9	8
The father should have more rights over the custody of their children	2	3	1	3	2	2	0	2	1	2	2	1	2	1	3
Both parents should have equal rights	84	85	83	77	81	86	88	85	83	78	82	85	88	85	87
Don't know	5	5	5	9	7	4	3	4	6	8	4	8	3	4	3

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Roughly how much, if anything, do you usually spend on your father on Father's day?

[Excluding those who don't have a father or whose father is deceased. N=985]

Less than £5	13	12	14	11	11	16	15	13	14	13	17	15	7	11	11
£5 to £10	27	25	30	30	29	27	14	26	28	15	25	32	34	20	28
£10 to £20	23	23	23	23	28	20	11	24	20	23	23	24	20	27	25
More than £20	16	12	19	12	19	16	10	17	13	20	16	12	16	18	13
Don't know	3	4	3	8	2	3	1	3	4	3	1	5	5	4	3
Not applicable - I don't spend anything on Father's day	18	24	11	17	11	17	49	16	20	24	19	12	18	19	22

Which, if any, of the following types of gifts would you most like to receive for Father's day? (Please tick all that apply)

[Only asked to Fathers and excluding Don't knows. N=446]

A CD or DVD	27	27	0	41	35	26	23	24	31	25	30	31	22	24	27
A book	23	23	0	14	22	20	27	24	20	20	22	18	27	31	23
Clothing	19	19	0	28	32	19	13	18	21	26	16	16	26	15	19
Vouchers	18	18	0	28	20	17	18	19	17	19	20	14	18	18	18
DIY equipment	12	12	0	0	13	8	16	12	12	8	13	11	13	9	12
A game	10	10	0	73	26	6	5	10	12	15	14	11	3	11	10
Food	7	7	0	0	17	6	3	8	6	7	10	8	1	9	7
Flowers	1	1	0	0	1	1	0	0	1	0	0	1	0	2	1
Other	15	15	0	0	22	15	12	16	13	13	12	20	19	6	15
Not applicable - I don't want to receive any gifts	30	30	0	0	14	30	39	29	31	32	26	29	32	40	30

Which, if any, of the following types of gifts are you planning to give your father for Father's day? (Please tick all that apply)

[Excluding Don't knows and those who don't have a father or whose father is deceased. N=733]

Food	16	10	22	20	16	14	8	16	17	12	14	16	18	25	9
Clothing	14	9	18	20	14	11	0	13	14	12	11	15	14	20	8
A CD or DVD	14	11	16	21	15	7	14	14	13	7	13	17	14	18	13
A book	12	14	11	12	13	12	10	13	11	9	14	7	14	18	13
Vouchers	8	7	10	9	7	11	4	8	8	11	6	14	7	5	9
DIY equipment	5	4	6	7	7	3	0	6	4	11	4	5	3	9	3
A game	2	2	2	2	3	1	0	3	0	4	1	3	1	2	3
Flowers	2	1	3	2	1	3	7	2	2	4	2	1	1	2	0
Other	25	25	26	19	29	25	25	25	26	18	25	36	23	22	24
Not applicable - I am not planning to give my father a gift	29	37	22	25	27	31	46	30	27	36	33	22	24	27	32