## **Barclaycard Football's Fans'** Survey reveals pre-season expectations across the country



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Press Release Summary = **Barclaycard launch** Football's Fans' Survey to coincide with the new Barclaycard Football credit card which offers fans 0% interest on season ticket purchases, rewards on spending and the chance to win once-in-a lifetime football prizes

Release Body = **Barclaycard** Press launched a Barclaycard Football's Fans' Survey to see how optimistic fans from across all of the football leagues feel about their club's prospects in the new season. To date, over 5,700 fans have completed the survey, but there is still time for others to have the chance to share their thoughts as well. The survey is being run in partnership with independent research body the Football Fans Census and final results will be available prior to the season kick off.

So far, the **Barclaycard** Football's Fans' Survey (http://www.barclaycard.co.uk/football) shows that the most optimistic fans in the country are those of **Swansea in League 1** with the top ten most optimistic sets of supporters being:

- 1. Swansea 1 League 2. Manchester United **Barclays** Premier League
- 3. Tottenham **Barclays** Hotspur Premier League

4.	Chelsea –	Barclays	Premier	League
5.	Peterborough	United	- Leag	ue 2
6.	Wolverhampton -		Championship	
<b>7.</b>	Liverpool –	Barclays	<b>Premier</b>	League
8.	Millwall	_	League	1
9.	Rochdale	_	League	2
10. S	hrewsbury Town – L	eague 2	_	

In the **Barclays Premier League, Manchester United** fans are the most optimistic, clearly fancying their chances of retaining the title. The surprise package, according to the survey, could be **Martin Jol**'s Spurs whose recent signings seem to have caught the imagination of the **White Hart Lane** faithful.

Confidence of fans at North London rivals **Arsenal**, however, seems to have taken a dive following the departure of talisman **Thierry Henry to Barcelona**. Another high profile exit that seems to have damaged supporters' spirits is that of **Sam Allardyce from Bolton Wanderers**, however, his arrival at **St James Park** appears to have stoked the enthusiasm of the **Magpie** faithful.

In the **Championship**, optimism is riding high at **Molineux**, with **Wolves** fans the most confident in the division, closely followed by followers of last season's relegated teams **Sheffield United**, **Watford and Charlton Athletic**. **Crystal Palace** and newly promoted **Scunthorpe United** are favourites for the drop based on responses from their fans.

**League 1** plays host to the most confident set of fans in the country with **Swansea City** supporters optimistic of a successful campaign ahead. At the other end of that division, however, it's a familiar story at **Elland Road** for **Leeds United**'s long-suffering supporters as they confirm they are amongst the least hopeful fans in the country.

Peterborough United player/manager Darren Ferguson makes it a family double in League 2. While fans of father Sir Alex's Manchester United are the most optimistic in the Barclays Premier League, Posh fans are top of the table for confidence in League 2.

The **Barclaycard Football's Fans' Survey** has been launched by **Barclaycard** (<a href="http://www.barclaycard.co.uk/">http://www.barclaycard.co.uk/</a>) to mark the launch of **Barclaycard Football** (<a href="http://www.barclaycardfootball.co.uk/">http://www.barclaycardfootball.co.uk/</a>), a new card which offers fans 0% interest on season ticket purchases,

rewards on spending and the chance to win once-in-a lifetime football prizes.

Commenting on the survey, **Amer Sajed, Head of UK Cards** said: "With the new season getting nearer, expectation levels are either sky high or rock bottom and this is a great chance to let other fans know how your club will do next season."

**Tim Gentles, Managing Director of the Football Fans Census**, said: "It will be interesting to see if clubs can meet their fans' expectations on the field."

**Barclaycard** is a multi-brand credit card (<a href="http://www.barclaycard.co.uk/products/apply/card range.html">http://www.barclaycard.co.uk/products/apply/card range.html</a>) and consumer loans business which also processes card payments for retailers and merchants and issues credit and charge cards to corporate customers and the UK Government. It is one of Europe's leading credit card businesses and has an increasing presence in the United States.

In the UK, **Barclaycard** comprises **Barclaycard** and **Sky Card** branded credit cards and **FIRSTPLUS** secured lending. **Barclaycard** also manages card operations on behalf of **Solution Personal Finance**.

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