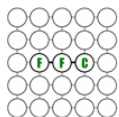


RIVALRY UNCOVERED!

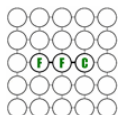
THE RESULTS OF THE LARGEST EVER SURVEY INTO CLUB RIVALRIES

The Football Fans Census (FFC) Survey contains fascinating insights into the most passionate part of our game - the nature of club rivalries.

- The survey was conducted online at www.footballfanscensus.com in December 2003 and contains the views of over 2,800 football fans
- **Headline statistics include:**
 - Less than half (44) of the 92 league clubs were involved in a two-way rivalry (i.e. both sides agree about being each other's main rival)
 - A table of clubs that have the most rivals is topped by Manchester United (the only club to be considered the main rival by 5 other clubs) followed by Burnley, Leeds, Chelsea and Sheffield Wednesday
 - Gillingham, Macclesfield, Stockport, Torquay and York had the least number of other fans seeing them as their rivals
 - 45% of fans see history / tradition as the reason why their main rivals are so – for 35% it's because they're the closest club geographically
 - 22% of fans say their current main rival is not the same as their 'traditional' rival. This is particularly prevalent at the top of the Premiership where Liverpool and Arsenal have 'dumped' their traditional rivals – Everton and Spurs respectively – for Manchester Utd. Chelsea have done the same - replacing Spurs and Fulham with Arsenal
 - Fans think the Celtic / Rangers is the fiercest rivalry in the UK and that Everton / Liverpool is the most amicable
 - Although 37% of fans feel that rivalry plays a significant part in leading to football violence, 71% feel on the whole the positives of rivalry outweigh the negatives
 - 71% would support the opposition if their main rivals were playing in Europe but 59% of fans would miss their rivals if they weren't there



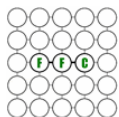
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THE RIVALS – WHO ARE THEY?

| Team Supported | Who they consider to be their main rivals |
|-----------------------|---|
| Arsenal | Man Utd |
| Aston Villa | Birmingham City |
| Barnsley | Sheff Wed |
| Birmingham | Aston Villa |
| Blackburn | Burnley |
| Blackpool | Preston |
| Bolton | Man Utd |
| Bournemouth | Reading |
| Bradford | Leeds |
| Brentford | QPR |
| Brighton | Crystal Palace |
| Bristol City | Bristol Rovers |
| Bristol Rovers | Bristol City |
| Burnley | Blackburn |
| Bury | Bolton |
| Cambridge U | Peterborough |
| Cardiff City | Swansea |
| Carlisle | Middlesbrough |
| Charlton | Millwall |
| Chelsea | Arsenal |
| Cheltenham | Gloucester City |
| Chesterfield | Mansfield |
| Colchester | Wycombe |
| Coventry | Aston Villa |
| Crewe | Stoke City |
| Crystal Palace | Brighton |
| Darlington | Hartlepool |
| Derby County | Nottm Forest |
| Doncaster | Rotherham |
| Everton | Liverpool |
| Fulham | Chelsea |
| Gillingham | Millwall |
| Grimsby Town | Scunthorpe |
| Hartlepool | Darlington |
| Huddersfield | Bradford City |
| Hull | Leeds |
| Ipswich Town | Norwich |
| Kidderminster | Cheltenham |
| Leeds | Man Utd |
| Leicester City | Nottm Forest |
| Leyton Orient | Southend |
| Lincoln City | Scunthorpe |
| Liverpool | Man Utd |
| Luton Town | Watford |
| Macclesfield | Altrincham |
| Man City | Man Utd |

| Team Supported | Who they consider to be their main rivals |
|--------------------------|---|
| Man Utd | Liverpool |
| Mansfield | Chesterfield |
| Middlesbrough | Newcastle |
| Millwall | West Ham |
| Newcastle | Sunderland |
| Northampton | Peterborough |
| Norwich City | Ipswich |
| Nottm Forest | Derby |
| Notts County | Nottm Forest |
| Oldham | Man City |
| Oxford Utd | Swindon Town |
| Peterborough | Cambridge Utd |
| Plymouth | Exeter City |
| Port Vale | Stoke City |
| Portsmouth | Southampton |
| Preston | Blackpool |
| QPR | Chelsea |
| Reading | Swindon Town |
| Rochdale | Bury |
| Rotherham | Sheff Wed |
| Rushden & D's | Northampton |
| Scunthorpe | Hull City |
| Sheff Utd | Sheff Wed |
| Sheff Wed | Sheff Utd |
| Shrewsbury | Telford Utd |
| Southampton | Portsmouth |
| Southend | Colchester |
| Stockport | Burnley |
| Stoke City | Port Vale |
| Sunderland | Newcastle |
| Swansea | Cardiff City |
| Swindon | Oxford Utd |
| Torquay | Exeter City |
| Tottenham | Arsenal |
| Tranmere | Bolton |
| Walsall | Wolves |
| Watford | Luton |
| West Brom | Wolves |
| West Ham | Millwall |
| Wigan | Bolton |
| Wimbledon | AFC Wimbledon |
| Wolves | West Brom |
| Wrexham | Chester City |
| Wycombe | Colchester |
| Yeovil | Weymouth |
| York | Hull City |



REQUIRED RIVALRY

Surprisingly, perhaps, less than half (44) of the 92 league clubs were involved in a two-way rivalry (i.e. both sides agree about being each other's main rival)

| | | |
|-------------------------------|-----------------------------|---------------------------|
| Aston Villa & Birmingham City | Colchester & Wycombe | Newcastle & Sunderland |
| Blackburn & Burnley | Darlington & Hartlepool | Oxford Utd & Swindon Town |
| Blackpool & Preston | Derby County & Nottm Forest | Port Vale & Stoke City |
| Brighton & Crystal Palace | Exeter City & Plymouth | Portsmouth & Southampton |
| Bristol City & Bristol Rovers | Ipswich Town & Norwich | Sheff Utd & Sheff Wed |
| Cambridge Utd & Peterborough | Liverpool & Man Utd | West Brom & Wolves |
| Cardiff City & Swansea | Luton Town & Watford | Wimbledon & AFC Wimbledon |
| Chesterfield & Mansfield | Millwall & West Ham | |

TEAMS WITH THE MOST RIVALS

| | | Clubs that consider them to be their main rivals | Clubs that consider them to be their second main rivals |
|----|--------------|--|---|
| 1 | Man Utd | Arsenal, Bolton, Leeds, Liverpool & Man City | Everton & Newcastle |
| 2 | Burnley | Blackburn, Halifax & Stockport | Preston, Rochdale & Blackpool |
| 3 | Leeds | Bradford & Hull | Huddersfield, Sheff Wed & Sheff Utd |
| 4 | Chelsea | QPR & Fulham | Spurs, Leeds & AFC Wimbledon |
| 5 | Sheff Wed | Barnsley, Rotherham & Sheff Utd | Hartlepool & Chesterfield |
| 6 | Bolton | Bury, Tranmere & Wigan | Blackburn |
| 7 | Sheff Utd | Sheff Wed | Barnsley, Ipswich & Rotherham |
| 8 | Millwall | Charlton, Gillingham & West Ham | Crystal Palace |
| 9 | Wolves | Walsall & West Brom | Norwich City |
| 10 | Bristol City | Bristol Rovers | Cardiff, Plymouth, Swansea & Swindon |

TEAMS WITH THE LEAST RIVALS

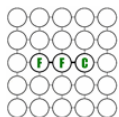
The following ten clubs had the least number of other fans seeing them as their rivals:

| | |
|--------------|---------------|
| Gillingham | Bournemouth |
| Macclesfield | Coventry |
| Stockport | Leyton Orient |
| Torquay | Walsall |
| York | Yeovil |

- 40% of fans don't have a second team and 43% wouldn't follow another club if their own one ceased to exist
- Liverpool, Arsenal and Man Utd are the most popular second teams
- Liverpool, Arsenal and Chelsea would be the most popular choices if a fan's own club didn't exist

WHAT ARE THE ROOTS OF RIVALRY?

- 45% of fans see history / tradition as the reason why their main rivals are so – for 35% it's because they're the closest club geographically
- Only 7% feel the rivalry is mainly based on competitive closeness/ league position



CHANGING RIVALRY

- Rivalry is not always set in stone, indeed, rivalry has changed at 18 clubs
- 22% of fans say their current main rival is not the same as their 'traditional' rival – this is mainly due to one of the following two reasons:
 - the 'traditional' rival no longer being in the same division
 - that they are seen to occupy a different strata within the same division (i.e. not competing for the same prize)

See the table below for clubs that exhibit this trend:

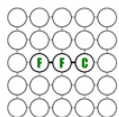
| Team | Current Rival | Traditional Rival |
|----------------|-----------------|--------------------|
| Arsenal | Man Utd | Tottenham |
| Aston Villa | Birmingham City | West Brom |
| Bournemouth | Reading | Southampton |
| Brentford | QPR | Fulham |
| Chelsea | Arsenal | Tottenham / Fulham |
| Huddersfield | Bradford City | Leeds |
| Leicester City | Nottm Forest | Derby |
| Leyton Orient | Southend | West Ham Utd |
| Liverpool | Man Utd | Everton |
| Peterborough | Cambridge Utd | Northampton |
| Rochdale | Bury | Burnley |
| Rushden & D's | Northampton | Kettering Town |
| Scunthorpe | Hull City | Grimsby |
| Shrewsbury | Telford Utd | Wrexham |
| Walsall | Wolves | Shrewsbury Town |
| West Brom | Wolves | Aston Villa |
| Wycombe | Colchester | Slough Town |
| York | Hull City | Scarborough |

RIVALRY – STRENGTH OF FEELING

- Fans think the Celtic / Rangers is the fiercest rivalry in the UK and the Everton / Liverpool is the most amicable
- 83% of respondents feel intensely or very intensely about their main rivals
- Over three-quarters of fans would rather thrash their rivals than beat them with a last minute winner
- Three-quarters of fans would support *the opposition* if their main rivals were playing in Europe – only 9% would support their main rival
- Over two-thirds of fans would be angry to some degree if a player / manager from their team would go their rivals. Only 15% would be angry to some degree if the move was in the other direction
- However, 59% of fans would miss their rivals if they weren't there

RIVALRY – GOOD OR BAD?

- 37% of fans feel that rivalry plays a significant part in leading to football violence, just over half feel it plays a small part
- However, 71% feel on the whole the positives of football rivalry outweigh the negatives – only 4% think it is the other way round

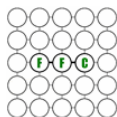


UNREQUITED RIVALRY

Rivalry isn't always a two-way street. You might regard a particular club as your main rival but they might think their main rival is someone else.

| Fans supporting this team... | see this club as their main rival... | but they see their main rival as this team |
|--------------------------------|--------------------------------------|--|
| Grimsby Town Lincoln City | Scunthorpe | Hull City |
| Brentford | QPR | Chelsea |
| Fulham QPR | Chelsea | Arsenal |
| Scunthorpe York | Hull City | Leeds |
| Huddersfield | Bradford City | |
| Rochdale | Bury | Bolton |
| Chelsea Tottenham | Arsenal | Man Utd |
| Bury Tranmere Wigan | Bolton | |
| Oldham | Man City | |
| Bradford Hull | Leeds | |
| Everton | Liverpool | Man Utd |
| Arsenal Bolton Leeds | Man Utd | Liverpool |
| Charlton Gillingham | Millwall | West Ham Utd |
| Leicester City Notts County | Nottm Forest | Derby |
| Barnsley Rotherham | Sheff Wed | Sheff Utd |
| Rushden & D's | Northampton | Peterborough |
| Bournemouth | Reading | Swindon Town |
| Leyton Orient | Southend | Colchester |
| Reading | Swindon Town | Oxford Utd |
| Walsall | Wolves | West Brom |
| Coventry | Aston Villa | Birmingham |
| Stockport Halifax | Burnley | Blackburn |
| Kidderminster | Cheltenham | Gloucester City |
| Southend | Colchester | Wycombe |
| Middlesbrough | Newcastle | Sunderland |
| Northampton | Peterborough | Cambridge Utd |
| Torquay | Exeter | Plymouth |
| Doncaster | Rotherham | Sheff Wed |
| Crewe Alex | Stoke City | Port Vale |

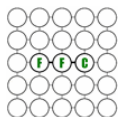
I.e. Crewe Alex regards their main rival as Stoke City, however, Stoke City regard Port Vale as their own main rival



RIVALRY – THE NICKNAMES

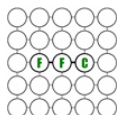
Banter is a key aspect of football culture. The survey asked fans to tell us what they call each other and although many of these are unprintable, here is a selection of the most creative and amusing contributions!
(NB These DO NOT reflect the views of the FFC)

| Club | Nickname | Reason given for nickname | Given by which fans? |
|-------------------------|--|---|-----------------------------------|
| Arsenal | France Woolwich | Reference to their French manager and players Where club was originally from | Spurs |
| Aston Villa | Seals The Vile Aston Village | Reference to Villa supporters in the old Trinity Road standing, clapping and stamping their feet on the wooden floor acting like “seals” Play on words on the name Play on words on the name | Birmingham |
| Birmingham City | BLose Smallheath Bluenoses | Play on words on the fact they wear blue Where club was originally from Accusation they are left out in the cold when it comes to success | Aston Villa |
| Blackburn Rovers | Dingles Jackburn Plastics | After the family in soap opera Emmerdale Farm After former owner Jack Walker As in credit card, the accusation that they bought the premiership title with Walker’s money, therefore, also being manufactured and man made like plastic | Bolton Preston |
| Blackpool | Donkey Lashers | Reference to walking donkeys on Blackpool beach | Preston |
| Bolton Wanderers | Noblot Notlob | Anagram of Bolton Bolton backward | Wigan Blackburn |
| Bradford City | Sadford The chickens/the cocks | Play on words on the name Pun on their nickname ‘the Bantams’ | Huddersfield |
| Brighton | Seaweed Tesco’s | Pun on their seaside location and nickname ‘the seagulls’ Reference to their blue and white striped kit “resembling” Tesco carrier bags | Crystal Palace |
| Bristol City | The Wurzels The EightyTwoers, 1982 Ltd | After TV character Wurzel Gummidge who spoke with a Bristol accent Reference to going out of business in 1982 and then reappearing as Bristol City 1982 | Bristol Rovers Cardiff City |
| Bristol Rovers | The Gasheads Squatters | Club used to play by Eastville gasworks and City fans claim the smell used to drift across the ground A dig at the club not having owned their own ground | Bristol City |
| Burnley | Dingles The Gene Puddle | After the family in soap opera Emmerdale Farm Pun on term ‘gene pool’ | Blackburn |
| Bury | Bucketshakers | Pun on their nickname ‘shakers’ and their fundraising with buckets | Rochdale |
| Cardiff City | Dwarfs | Sarcastic reference to their claims to be a sleeping giant | Swansea |
| Chesterfield | Cheaterfield | Play on words on their name with an accusatory reference to “cheating” in their promotion year | Mansfield |
| Colchester | The Ewes | Play on words on their nickname ‘the U’s’ | Southend |



The Football Fans Census

| | | |
|---|---|----------------------------------|
| Crystal Palace Crippled Alice | Play on words on the name | Brighton |
| Derby County The Sheep | Pun on their nickname 'the rams' | Nottm Forest |
| Everton Bitters Bluenoses | Taunting about the success of their main rivals Liverpool Accusation they are left out in the cold when it comes to success | Liverpool |
| Hartlepool Monkey Hangers | Reference to folklore that the town hanged a monkey they thought was a spy | Darlington Carlisle |
| Ipswich Town Binmen/Binners | Inspired by an Episode of TV series Lovejoy where a bin man pulled an Ipswich Town hat/ scarf out of a bin and wore it | Norwich City |
| Liverpool Bindippers Mickey Mousers | A derogatory term Rhyming slang for scousers and claiming the Liverpool treble does not compare to Man Utd's | Man Utd |
| Luton Town Lootown | Play on words on their name | Watford |
| Man City Massive's Liars | Sarcastic comment on the size of the Clubs fan base Disputing their claim that the majority of Mancunians support City rather than Utd | Man Utd |
| Man Utd Man Ure The Rags | Play on words on their name Folklore that in the 50's, they didn't have any shirts so had to borrow them from City. Also is an acronym for 'red arrogant gits' | Liverpool Arsenal Man City |
| Millwall Spanners | After an incident where one of their fans threw a spanner onto the pitch - also a derogatory term | Charlton |
| Newcastle Utd Skunks/Barcodes The Cartoon Army | Reference to their black and white striped kit Play on words on their nickname 'the Toon Army' | Sunderland |
| Norwich City Budgies | Pun on their nickname 'the Canaries' | Ipswich |
| Oxford Utd Poxford | Play on words on their name | Swindon |
| Port Vale The Fail | Play on words on their name | Stoke City |
| Portsmouth Skates | Folklore of sailors' fondness for this fish when away from home on long voyages | Southampton |
| Rushden & Diamonds Annies | Reference to TV presenter Anne Diamond and folklore that they complain of not having money like the orphaned child of the musical | Cheltenham Northampton |
| Sheff Utd Piggies/ bacon slices The Blunts | Reference to their red and white striped kit Pun on their nickname 'the blades' | Sheff Wed |
| Sheff Wed Pigs Wendys | Reference to their blue and white striped kit "resembling" a butcher's apron and reference to the folklore that their ground was built on the site of an old piggery Play on words on their name | Sheff Utd |
| Stoke City Clayheads Sjoke City | Reference to the Potteries area in which Stoke exists Play on words on their Icelandic ownership | Crewe Port Vale |

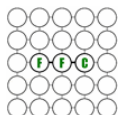


| | | |
|---|---|---------------|
| Sunderland Mackems | Play on words of folklore that Sunderland workers would traditionally make the (make 'em) goods for Newcastle people who would 'take 'em' | Newcastle |
| Swindon Town Moonrakers | Reference to folk tale that the people of Swindon tried to rake the reflection of the moon out of a pond to stop it drowning | Oxford Utd |
| Tottenham Hotspur Tottenham Hospice | Play on words on their name and the amount of injured players their treatment room has to deal with | Arsenal |
| West Brom Bennies Sandwell Town Tesco's | Reference to the character Benny in the TV series Crossroads Reference to the area the club is from Reference to their blue and white striped kit "resembling" Tesco carrier bags | Wolves |
| West Ham Hamsters Wet Sham | Play on words on their nickname 'the hammers' Play on words on their name | Millwall |
| Wimbledon Franchise FC | Reference to the club moving from its traditional home to Milton Keynes | AFC Wimbledon |
| Wolves Dingles | After the family in soap opera Emmerdale Farm | West Brom |

TEAMS WITH THE MOST RIVALS – FULL LIST

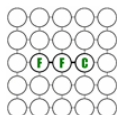
Teams were ranked by a weighted average of the number of fans registering them as their main, second or third rivals, with the team with the most rivals at the top of the listing.

| | | | | | | | |
|-----|----------------|-----|---------------|-----|----------------|-----|---------------|
| 1 | Man Utd | 24= | Brighton | 40= | Chesterfield | 70 | Carlisle |
| 2 | Burnley | 24= | West Ham Utd | 40= | Middlesbrough | 71 | Rotherham |
| 3 | Leeds | 26 | Man City | 49 | Hartlepool | 72 | Oldham |
| 4 | Chelsea | 27= | Arsenal | 50 | Luton | 73= | Boston |
| 5 | Sheff Wed | 27= | Birmingham | 51= | Blackpool | 73= | Brentford |
| 6 | Bolton | 27= | Colchester | 51= | Bristol Rovers | 73= | Charlton |
| 7 | Sheff Utd | 27= | Northampton | 51= | Everton | 73= | Crewe |
| 8 | Millwall | 27= | Peterborough | 51= | Southend | 73= | Kidderminster |
| 9 | Wolves | 27= | Preston | 51= | Wycombe | 73= | Lincoln City |
| 10 | Bristol City | 33= | Blackburn | 56 | Watford | 73= | Notts County |
| 11= | Crystal Palace | 33= | Derby | 57= | Barnsley | 73= | Tranmere |
| 11= | Scunthorpe | 33= | Leicester | 57= | Bradford City | 73= | Wigan |
| 13= | Cardiff City | 33= | Newcastle | 57= | Bury | 73= | Wrexham |
| 13= | Swindon Town | 33= | Rochdale | 57= | Cambridge Utd | 83= | Bournemouth |
| 15 | Nottm Forest | 38= | Rushden & D | 57= | Cheltenham | 83= | Coventry |
| 16= | Aston Villa | 38= | Sunderland | 57= | Darlington | 83= | Leyton Orient |
| 16= | Hull City | 40= | Fulham | 57= | Doncaster | 83= | Walsall |
| 16= | Liverpool | 40= | Ipswich | 57= | Grimsby | 83= | Yeovil |
| 16= | QPR | 40= | Mansfield | 57= | Huddersfield | 88= | Gillingham |
| 16= | Reading | 40= | Oxford United | 57= | Norwich | 88= | Macclesfield |
| 16= | West Brom | 40= | Port Vale | 57= | Plymouth | 88= | Stockport |
| 22= | Stoke City | 40= | Portsmouth | 57= | Swansea | 88= | Torquay |
| 22= | Tottenham | 40= | Southampton | 57= | Wimbledon | 88= | York |



THE RIVALS – WHO ARE THEY? (1ST, 2ND & 3RD RIVALS)

| Team supported | First Rivals | Second Rivals | Third Rivals |
|----------------|-----------------|---------------------------|--|
| AFC Wimbledon | Wimbledon | Chelsea | Crystal Palace |
| Arsenal | Man Utd | Tottenham | Chelsea |
| Aston Villa | Birmingham City | West Brom | Wolves |
| Barnsley | Sheff Wed | Sheff Utd | Leeds |
| Birmingham | Aston Villa | West Brom | Wolves |
| Blackburn | Burnley | Bolton | Man Utd |
| Blackpool | Preston | Burnley | Tranmere |
| Bolton | Man Utd | Blackburn | Man City / Wolves |
| Bournemouth | Reading | Southampton | Brighton |
| Bradford | Leeds | Huddersfield | Burnley |
| Brentford | QPR | Fulham | Brighton |
| Brighton | Crystal Palace | Portsmouth | Reading |
| Bristol City | Bristol Rovers | Cardiff City | Swindon Town |
| Bristol Rovers | Bristol City | Cardiff City | Swindon Town |
| Burnley | Blackburn | Preston | Blackpool |
| Bury | Bolton | Rochdale | Oldham / Sheff Utd / Man Utd / Burnley |
| Cambridge U | Peterborough | Northampton | Colchester |
| Cardiff City | Swansea | Bristol City | Stoke City / Newport County |
| Carlisle | Middlesbrough | Chesterfield / Hartlepool | |
| Charlton | Millwall | Crystal Palace | West Ham Utd |
| Chelsea | Arsenal | Tottenham | Man Utd |
| Cheltenham | Gloucester City | Kidderminster | Rushden & D |
| Chesterfield | Mansfield | Sheff Wed | Sheff Utd |
| Colchester | Wycombe | Ipswich | Southend |
| Coventry | Aston Villa | Leicester | Birmingham City |
| Crewe | Stoke City | Port Vale | Chester City |
| Crystal Palace | Brighton | Millwall | Charlton |
| Darlington | Hartlepool | Carlisle | Chester City |
| Derby County | Nottm Forest | Leicester | Leeds |
| Doncaster | Rotherham | Scunthorpe | Barnsley / Chester City |
| Everton | Liverpool | Man Utd | Tranmere |
| Fulham | Chelsea | QPR | Brentford |
| Gillingham | Millwall | Swindon Town | Fulham |
| Grimsby Town | Scunthorpe | Hull City | Sheff Wed |
| Halifax Town | Burnley | Rochdale | Huddersfield |
| Hartlepool | Darlington | Sheff Wed | Carlisle / Rushden & D / Sunderland |
| Huddersfield | Bradford City | Leeds | Barnsley |
| Hull | Leeds | Scunthorpe | Grimsby |
| Ipswich Town | Norwich | Sheff Utd | Bolton |
| Kidderminster | Cheltenham | Shrewsbury Town | Rushden & D |
| Leeds | Man Utd | Chelsea | Liverpool |
| Leicester City | Nottm Forest | Derby | Coventry |
| Leyton Orient | Southend | West Ham Utd | Brighton |
| Lincoln City | Scunthorpe | Boston | Hull City |
| Liverpool | Man Utd | Everton | Arsenal |
| Luton Town | Watford | QPR | Plymouth |
| Macclesfield | Altrincham | Rochdale | Lincoln City |
| Man City | Man Utd | Liverpool | Bolton |



| Team supported | First Rivals | Second Rivals | Third Rivals |
|----------------|---------------|-----------------|---|
| Man Utd | Liverpool | Man City | Arsenal |
| Mansfield | Chesterfield | Notts County | Doncaster |
| Middlesbrough | Newcastle | Sunderland | Leeds |
| Millwall | West Ham Utd | Crystal Palace | Charlton |
| Newcastle | Sunderland | Man Utd | Middlesbrough |
| Northampton | Peterborough | Rushden & D | Luton |
| Norwich City | Ipswich | Wolves | Sheff Utd |
| Nottm Forest | Derby | Leicester | Sheff Utd |
| Notts County | Nottm Forest | Mansfield | Derby |
| Oldham | Man City | Wigan | Man Utd |
| Oxford Utd | Swindon Town | Reading | Wycombe |
| Peterborough | Cambridge Utd | Northampton | Rushden & D |
| Plymouth | Exeter City | Bristol City | Burnley |
| Port Vale | Stoke City | Crewe | Walsall |
| Portsmouth | Southampton | Brighton | Millwall |
| Preston | Blackpool | Burnley | Blackburn |
| QPR | Chelsea | Fulham | Brentford |
| Reading | Swindon Town | Oxford Utd | West Ham Utd |
| Rochdale | Bury | Burnley | Oldham |
| Rotherham | Sheff Wed | Sheff Utd | Doncaster |
| Rushden & D's | Northampton | Kettering Town | Peterborough |
| Scunthorpe | Hull City | Grimsby | Lincoln City |
| Sheff Utd | Sheff Wed | Leeds | Barnsley / Nottm Forest |
| Sheff Wed | Sheff Utd | Leeds | Barnsley |
| Shrewsbury | Telford Utd | Wrexham | Chester City |
| Southampton | Portsmouth | Tottenham | Bournemouth |
| Southend | Colchester | Canvey Island | Leyton Orient |
| Stockport | Burnley | Man City | Stoke City |
| Stoke City | Port Vale | Cardiff City | Wolves |
| Sunderland | Newcastle | Middlesbrough | Leeds |
| Swansea | Cardiff City | Bristol City | Bristol Rovers |
| Swindon | Oxford Utd | Bristol City | Reading |
| Torquay | Exeter City | Plymouth | Yeovil |
| Tottenham | Arsenal | Chelsea | West Ham Utd |
| Tranmere | Bolton | Everton | Chester City |
| Walsall | Wolves | West Brom | Stoke City |
| Watford | Luton | QPR | Crystal Palace / Tottenham |
| West Brom | Wolves | Aston Villa | Birmingham City |
| West Ham | Millwall | Tottenham | Chelsea |
| Wigan | Bolton | Preston | Oldham |
| Wimbledon | AFC Wimbledon | Crystal Palace | Kingstonian / Watford / Luton / Chelsea |
| Wolves | West Brom | Birmingham City | Aston Villa |
| Wrexham | Chester City | Shrewsbury Town | Cardiff City |
| Wycombe | Colchester | Reading | Slough Town |
| Yeovil | Weymouth | Hereford Utd | Bath City |
| York | Hull City | Scarborough | Doncaster |

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The Football Fans Census runs regular surveys on the issues that are important to fans and sends the results to key decision makers in the game.



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