Movement Survey 2024

A short survey developed by the 'Pathways' circle was sent out via the XRUK email list in December 2024 and a 'second chance' email in early Jan 2025.

A second longer anonymous survey developed by the 'DAIC (Data Analytics and Insights) circle was also offered.

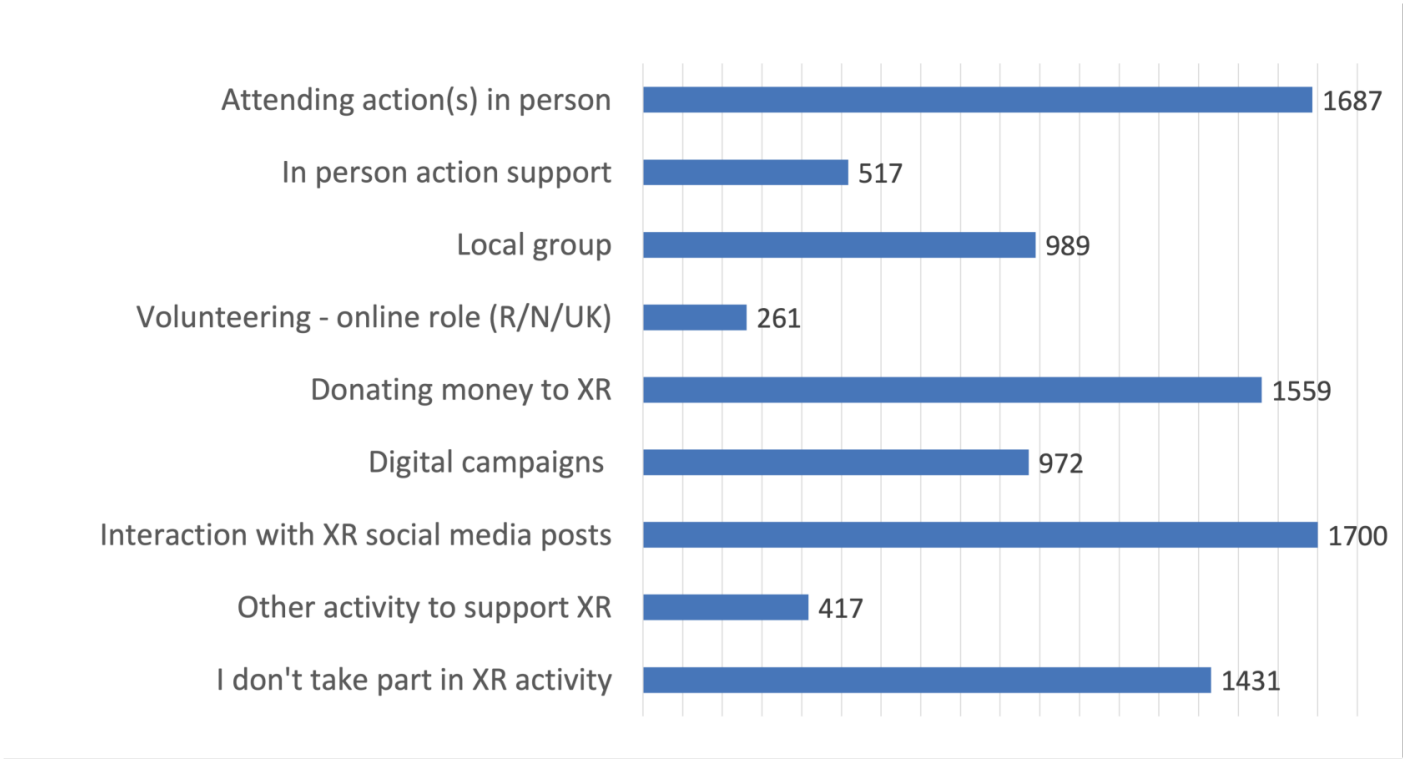
Short survey - The short survey had two simple questions to ask where people were currently active and what they would like to be more involved with. A follow-up email was then sent to anyone wanting more info.

Experience and barriers study - At the end of the short survey, respondents were offered the opportunity to complete a longer (10min) anonymous, ethically approved, academically-rigorous survey. This was aimed at understanding the experience, attitudes and barriers to participation in the movement and some more detailed questions about the participants' personal experience of XR and activism in general.

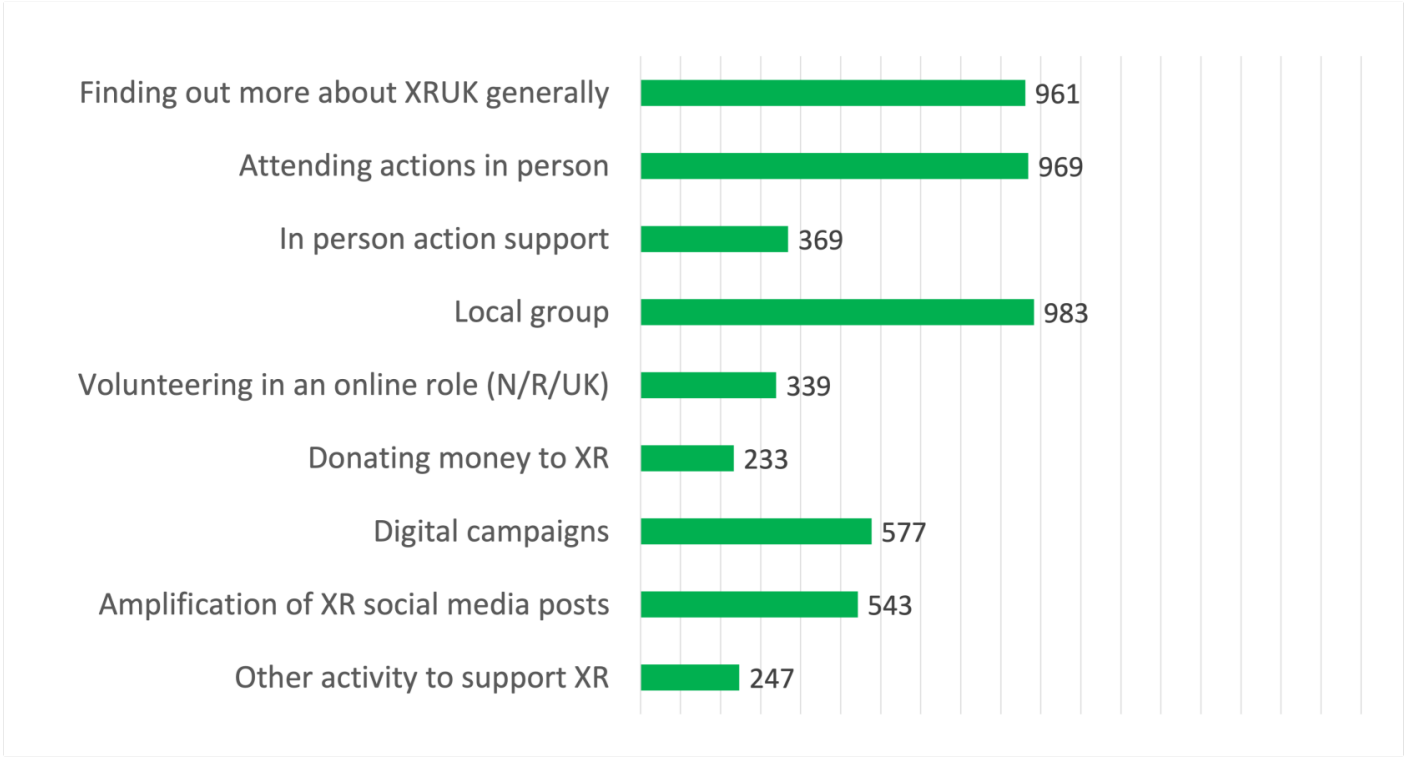
Short survey

Question One : Are you INVOLVED in any of the following? (5065 respondants)

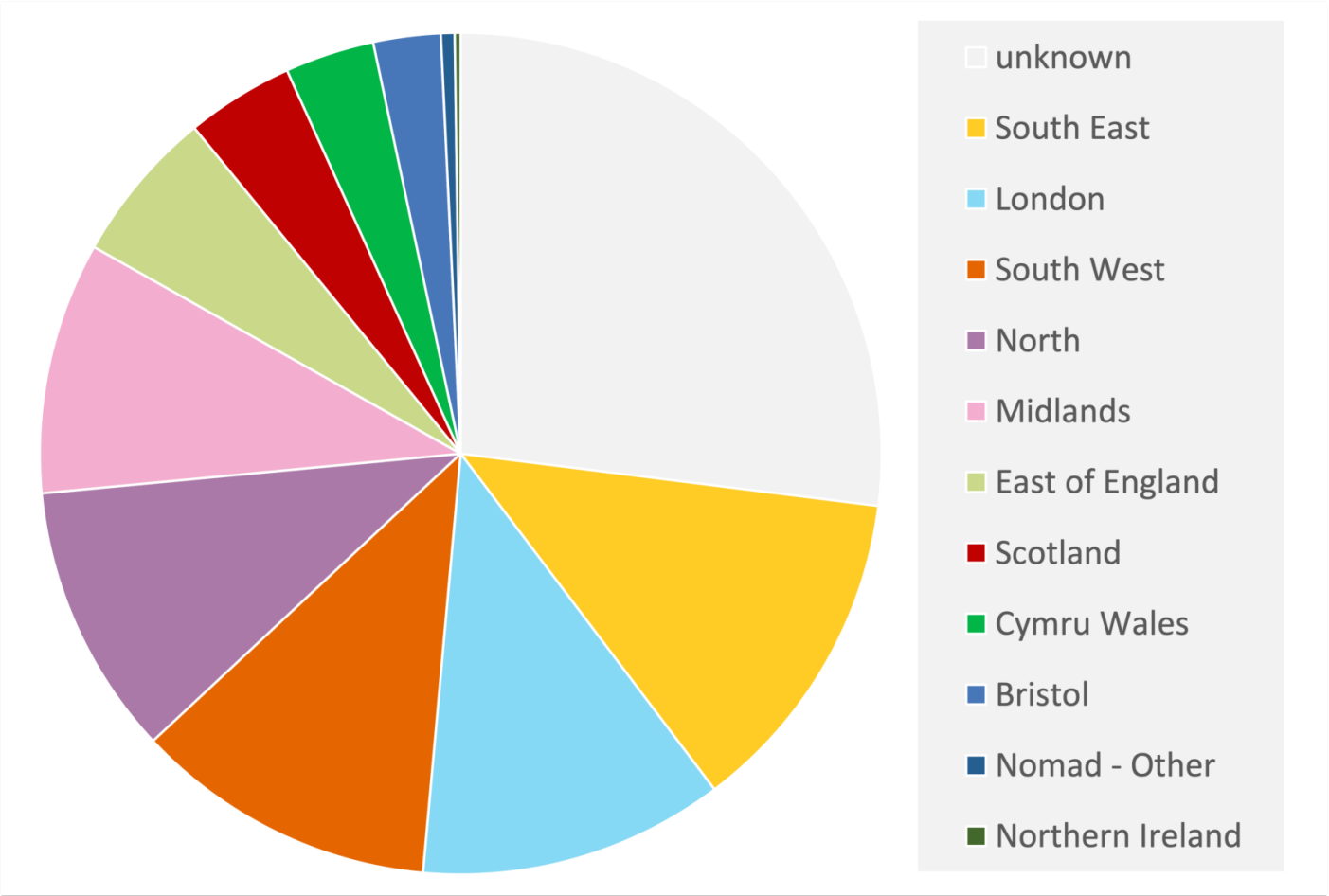
People could respond to as many answers here as they wished (most chose between 1-3 options).



Question Two : Would you like to receive more information on ways to get involved with XRUK? (2567 respondants)



There was a good geographical spread to the people taking part:



Follow up actions

Digital Rebellion
Those who chose 'Digital Campaigns', which in the survey was explained as 'emailing, phoning, letter writing etc', were immediately subscribed to the Digital Rebellion email list and received their welcome email.

Follow up email
For everyone who chose other options a follow up email was sent. This was not tailored to their answers, but gave a list of options covering ways to take get involved. The open rate was a healthy 67%.

The measurable outcomes for pathways offered were:

- 15 registration for 'Intro to XR' or 'Get Involved' Zoom sessions.
- 10 direct enquiries to the 'volunteer@' inbox.
- 3 sign ups to Action Support list.
- Approx 50 extra sign ups to local group via the 'LGmap'.
- A one-off donation amount, and one new regular monthly donor.

The non-measurable pathways offered in the email were:

- Listing of XRUK social media channels for people to follow/amplify.

- Volunteer website saw no discernable up-tick in applicants.
- Link given to view action map.

Conclusions and Learning

Thorns
Sending a follow up email with multiple options led to poor follow through from the respondents' indicated intentions.

Just these two questions created a lot more work and ideas than we have capacity to chase up in January. Making time/plans for all outcomes and work generated is required. Including writing this page!

Roses
Using the survey to pick up on a need that can be automatically actioned (e.g. signing them up to Digital Rebellion email list) seems preferable. Obviously we have no idea if they'll take a DR action when they are contacted in the future.

The 2 question survey seemed to be a great 'warm up' activity before going on to the 10mins DAIC survey. If we'd emailed the whole list telling them there was a 10min survey 'click here' I'm not sure if DAIC would have got as many responses.

Buds/Ideas
Tailoring the follow up email might have helped, but still likely to have low interaction with the options, especially if a more than a couple were chosen on the survey. But spending time to pick those who only chose one option and sending them a tailored email would have had better outcomes.

Following up with those interested in donating, to try to encourage them to become regular donors.

Local group interest - more time for analysis and possible 1-1 support (possibly via 'Gardeners' or Rebel Ringers) to make sure the respondant connects locally.

Designing a similar survey with direct automated pathways to various options (e.g. to Action Support list) will be designed and implimented as an automated email that goes out 6 months after sign up.

Experience and barriers study

For the more in-depth survey, there were 1663 responses, of which 1375 were considered 'valid'.

The full report can be found here:

XR Membership Report Feb 2025.pdf

Slightly over half of respondents were female, and in general respondents were white and well-educated; there was an almost even split between people in some kind of work and retirees. Respondents come from all over the UK, but the main centres are the South West, the South East and Greater London; Northern Ireland was the least well represented region of the UK.

Over half of respondents reported having attended an event, engaged in online activism or raised/donated money in the last year and the vast majority have an intention to take part in XR events in the future. When engaging with XR, hope, pride and joy were common emotions people feel. Though there was uncertainty among respondents as to how effective XR can be in terms of changing government policy, respondents felt that XR was effective in strengthening solidarity within the climate activist movement and improving media coverage. About half of respondents felt that they personally, as individuals can contribute to the success of the climate movement.

Respondents felt overwhelmingly that repression in the UK has increased in the last two years and many had personally experienced repression. This was one barrier to engagement in XR, but the overwhelming barrier was other commitments.

Further academic research is currently being undertaken on repression, and predictors of intention to get involved in the future. These results will be added here as they are shared with the movement.
