



2023 SUPPORTER SURVEY RESULTS

FOREWORD

In February 2023, we invited supporters to complete our annual supporter survey. This survey is a unique opportunity to take a step back and reflect on the impact of our campaign work in 2022, review our mission to reform money and banking to build a fair, democratic and sustainable economy and provide a space to put our heads together and make plans for even bolder and more powerful campaigns in 2023. Over 1200 people took part, informing us of the different ways they get involved in our mission. Whether its signing petitions, attending local groups, watching videos or donating to our cause, there are a myriad of ways our supporters uphold our vision.

We were overwhelmed by the determination, enthusiasm and optimism demonstrated by our supporters who are committed to our vision for a fair economy. The feedback we received shows we are on the right track. Ongoing crises reinforce just how important our mission is: to reimagine money, banks and our economy for the wellbeing of people, communities and the planet. That's why we're fighting for a fairer system that works for everyone - not just the super rich.

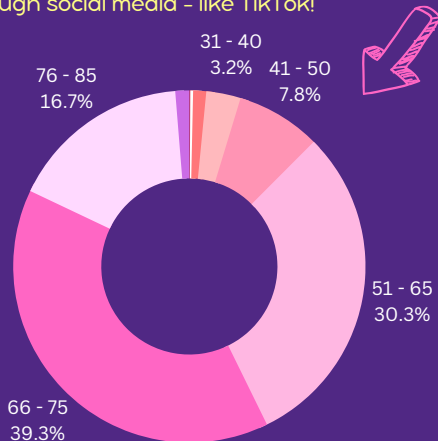


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IN A SNAPSHOT

BY AGE

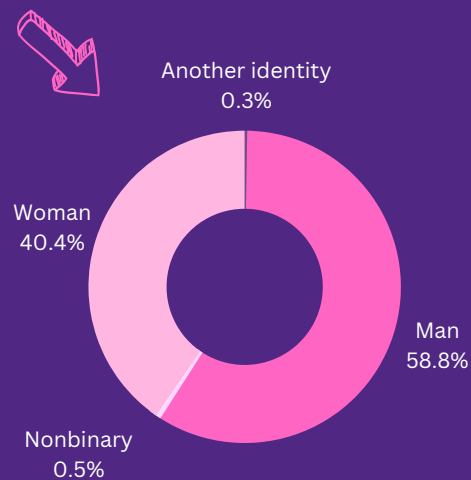
The majority of our supporters are over the age of 50. Our largest cohort comes from the 66 - 75 age range coming in at 39.1%. This has increased 4% from 2022 where 35% of supporters reported the same. One of our major goals this year is to bring in more young people to our movement, especially through social media - like TikTok!



Answers to the question: "What is your age" data from 1177 respondents

BY GENDER IDENTITY

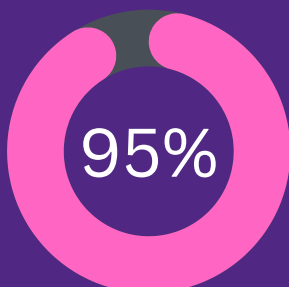
Men are the significant majority of our supporter base (nearly 59%). The proportion of women slightly dropped this year, but over the last five years has significantly increased!



Answers to the question: "What is your gender identity" data from 1165 respondents

BY RACE

The majority of respondents were white. We still have more work to do to incorporate our anti-oppression strategy, which seeks to address matters related to identity and diversity, and draw from broader economic perspectives pertaining to race, gender and class to ensure intersectionality is prominent in all aspects of our work and within our wider movement.



of respondents are white.

Answers to the question: "What is your ethnic background" data from 1171 respondents

BY LOCATION

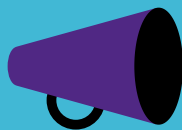
Our largest cohorts reside in the South East (16.2%) and South West (13.4%) of England. A larger proportion of supporters reside outside of London. We also have a small following based outside of the UK (7%) which has stayed the same since our report from last year.



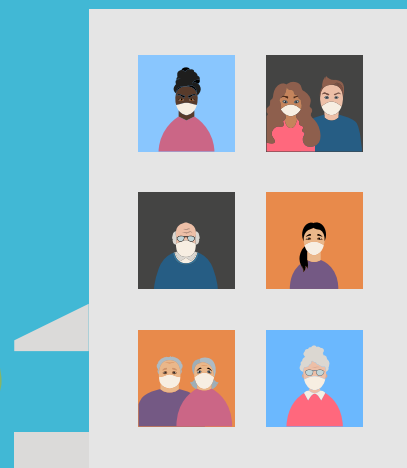
Answers to the question: "Where do you live" data from 1159 respondents

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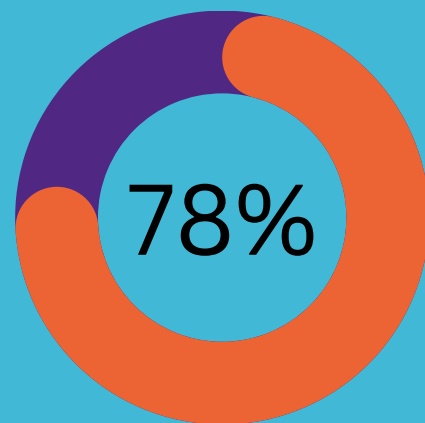
TOP CAMPAIGNS



The campaigns our supporters are most interested in are green finance (22%), housing (18%) and clamping down on the power of bankers (18%). We got similar results last year where the top campaign areas were inequality and poverty, climate change and corruption and the revolving door.



In October 2022, we partnered with Cheshire East council to facilitate a People's Panel to discuss the cost of living crisis and different ways to tackle it. We brought together 23 volunteers from the local community to discuss different campaign areas, shape the local economy and learn more about our economic system. We asked you, "Do you think Positive Money should support more of these participatory democracy projects?" and we got a resounding yes! Watch the highlights on Youtube now!

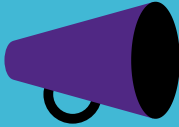


of our supporters said we should be supporting more People's Panels. Data from 1202 respondents



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TOP CAMPAIGNS



We launched a petition last year titled: 'Stop Rishi Sunak deregulating the banks' (originally directed to Liz Truss but that didn't last!). We felt the phrase 'deregulating the banks' wasn't accessible to the wider public and wanted to know if we could do a better job of communicating how the government is rewriting the rules to give banks more power to accumulate wealth for themselves.

WINNER!



WATERING DOWN BANK REGULATIONS



DEREGULATING THE BANKS



LETTING BANKS OFF THE LEASH



LOOSENING THE RULES ON BANKS

THE 2023 BANKING CRISIS

The collapse of the Silicon Valley Bank and Credit Suisse sparked fresh concerns about a banking crisis. We reacted quickly; read our blog and watch our new video to find out more."



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HOW WE STAY CONNECTED



We asked, 'What actions have you taken in the last year to support Positive Money's campaigns?' the majority of our supporters said they sign petitions (24%), read emails (24%) and emailed their MP (14%).

The majority found our emails to be interesting and informative (68%), and some people found our emails to be 'too long' or 'too complex' to understand at times.



LIKE, FOLLOW, SHARE, RETWEET, SUBSCRIBE...

The vast majority of our supporters said they keep up to date with us using Facebook (29%), Twitter (12%) and YouTube (13%). We have nearly 20k subscribers on YouTube and we're planning to upload loads more content!

Watch this space!



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WE LOVE HEARING FROM YOU

Positive Money is a people-powered movement that relies on the determination of our wonderful supporters, dedicated to building an economy where each and every one of us can thrive. We want to say a big thank you to everyone who filled out the survey and continues to support our work. It's very promising reading all the enthusiasm for our plans for a fairer money and banking system and are with us all the way! Below we've included some of our favourite responses...



We asked: A fairer, greener and more democratic economic system would..." (look like / include / achieve

You said:

"Make for a happier and more just world all round."

"Harmonise with ecological systems, empower everyone to participate in the economy with fair pay and conditions, and transcend systems of oppression."

"Put the focus on happiness and health rather than wealth."

We asked: If someone asked you to describe Positive Money in a single sentence, what would you say? "Positive Money is..."

You said:

"A force for good, the lily in a murky pool"

"A vital and dynamic organisation committed to exposing the truth about the banking system and government policy capture by the elite, and advocating for policy alternatives that put people and the environment first."

"Trying to change the way money is created from a system which benefits a few rich people to a democratic system which benefits the whole of society."