



Herschel Society Member Survey







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- Methodology/Notes
 - Participant profile
 - Research findings:
 1. Membership status and longevity
 2. Society memberships
 3. How heard of Herschel Society
 4. Primary reason for joining Herschel Society
 5. Satisfaction with membership
 6. Benefits enjoyed
 7. Enhancements to membership benefits
 8. Perceived value for money
 9. Attendance and enhancement of AGMs
 10. Attendance and enhancement of lectures
 11. Readership and enhancements for the Journal
 12. Use and enhancements for the website
 13. Social media use
 14. Herschel Museum visiting patterns
 15. Communications preferences
 16. Perceptions of aims of the Herschel Society
 17. Importance of activities of Herschel Society
 - Summary



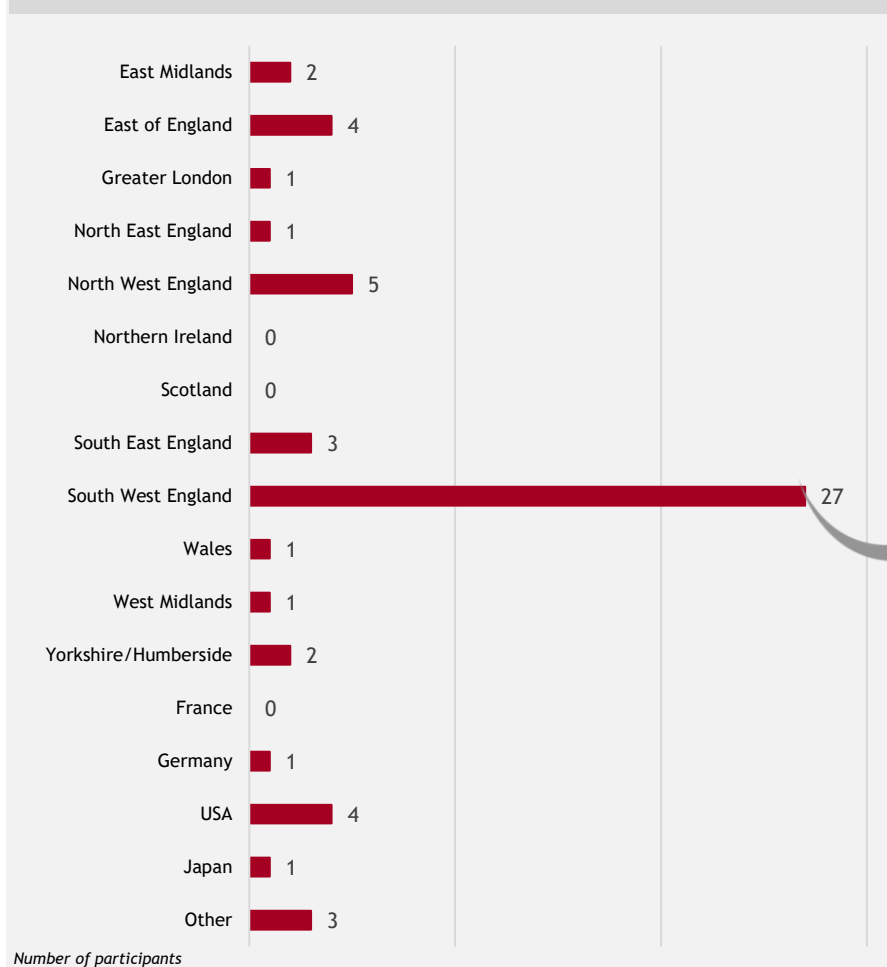
Objectives 	To understand perceptions, expectations and motivations of Herschel Society membership in order to optimise appeal and maximise sustainable membership levels
Audience 	All members of the Herschel Society were invited to participate to ensure the greatest representation and inclusivity of the membership
Approach 	Online self-completion survey with survey URL-link embedded in email invitation sent by the Herschel Society to its member database, providing a natural fall-out self-selecting sample
Sample size 	A total of 56 participants submitted responses (approximately a third of the 160 members); data provided throughout is <u>number</u> of participants unless stated otherwise (e.g. percentage)
Fieldwork period 	Fieldwork was conducted during February 2023
Notes 	The overall sample is a relatively large <i>qualitative</i> sample but is not a statistically robust <i>quantitative</i> sample. It may be regarded as strongly indicative of audience sentiment, but it cannot be guaranteed to be representative of the entire spectrum of the audience's opinions and/or profiles

Verbatim quotes are included to illustrate themes and key points

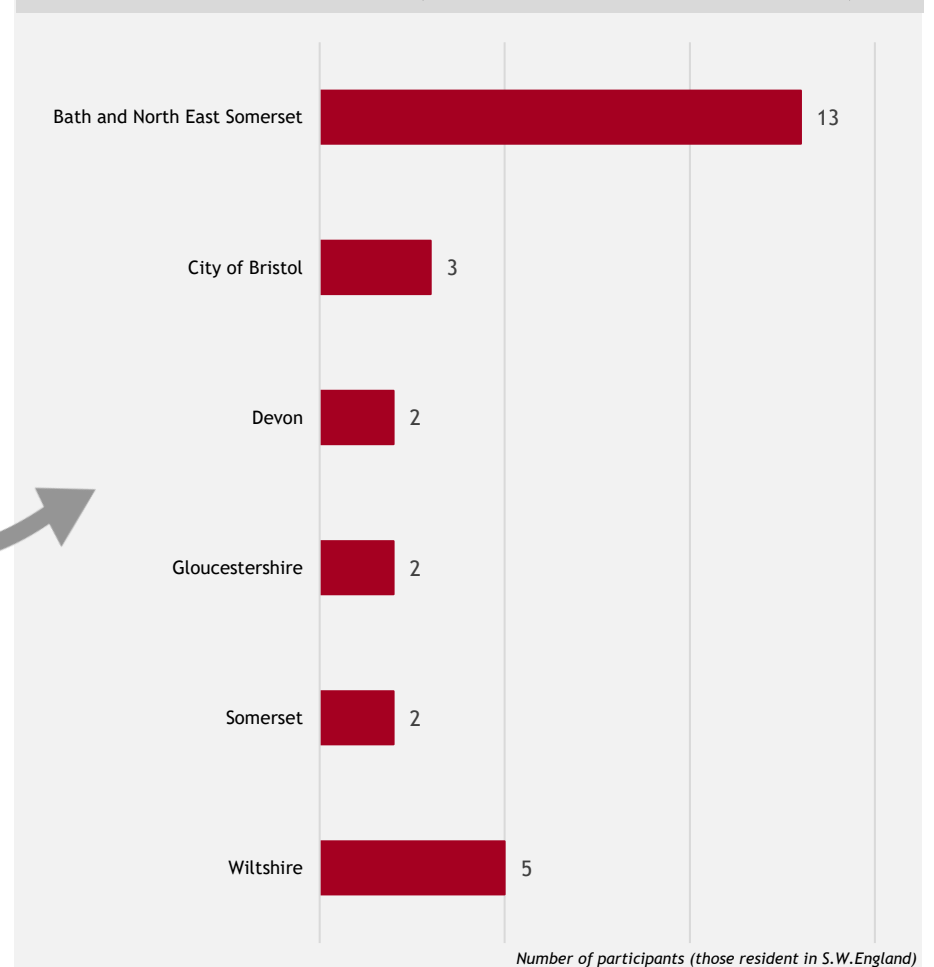


Participant profile (1)

Location of members

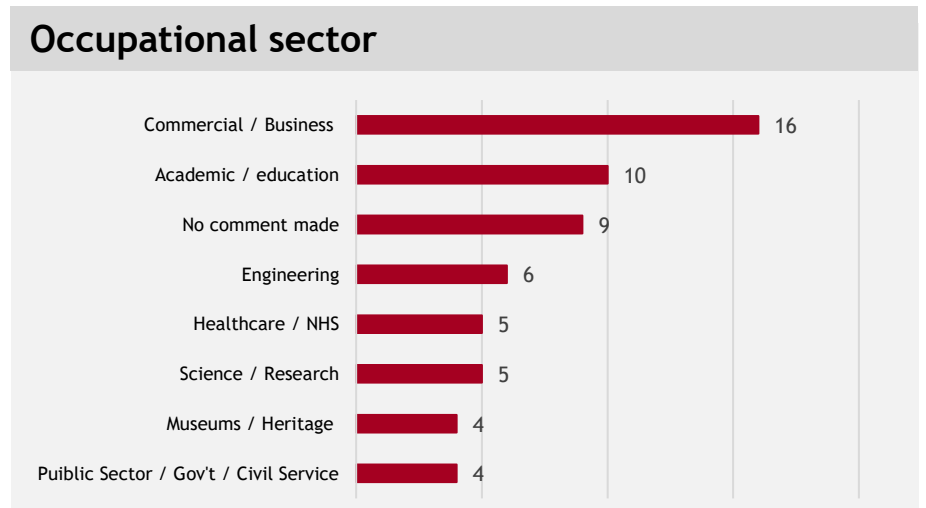
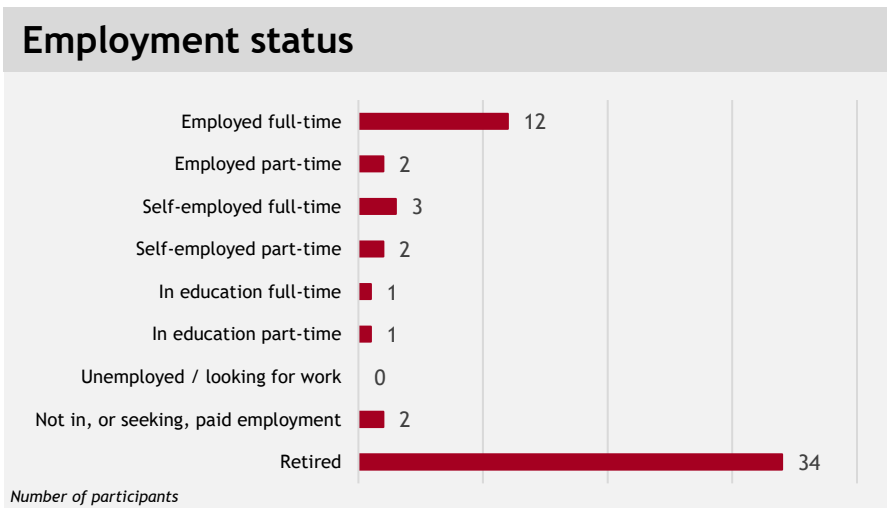
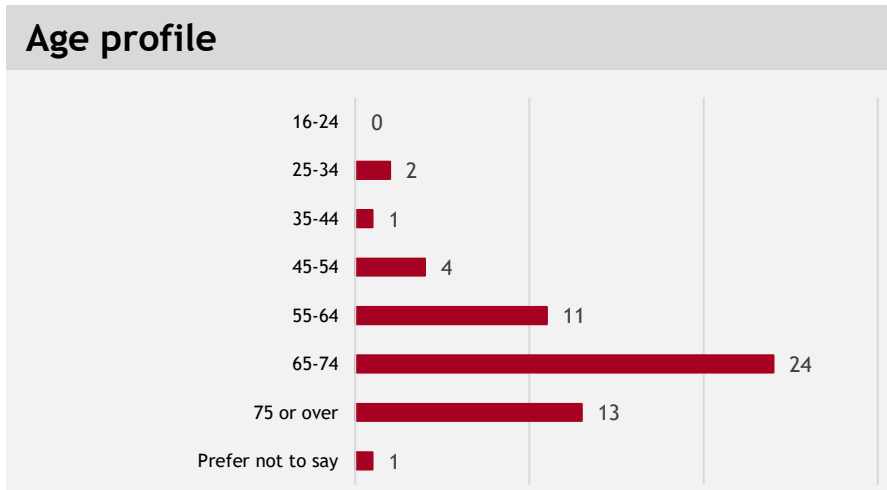


Location of members (if based in South West England)



Base: 56 - all participants
Q26 Which of these regions (England) or countries best define where you live? *Single response*
Q27 Which area in South West England do you live in? *Single response*

Participant profile (2)



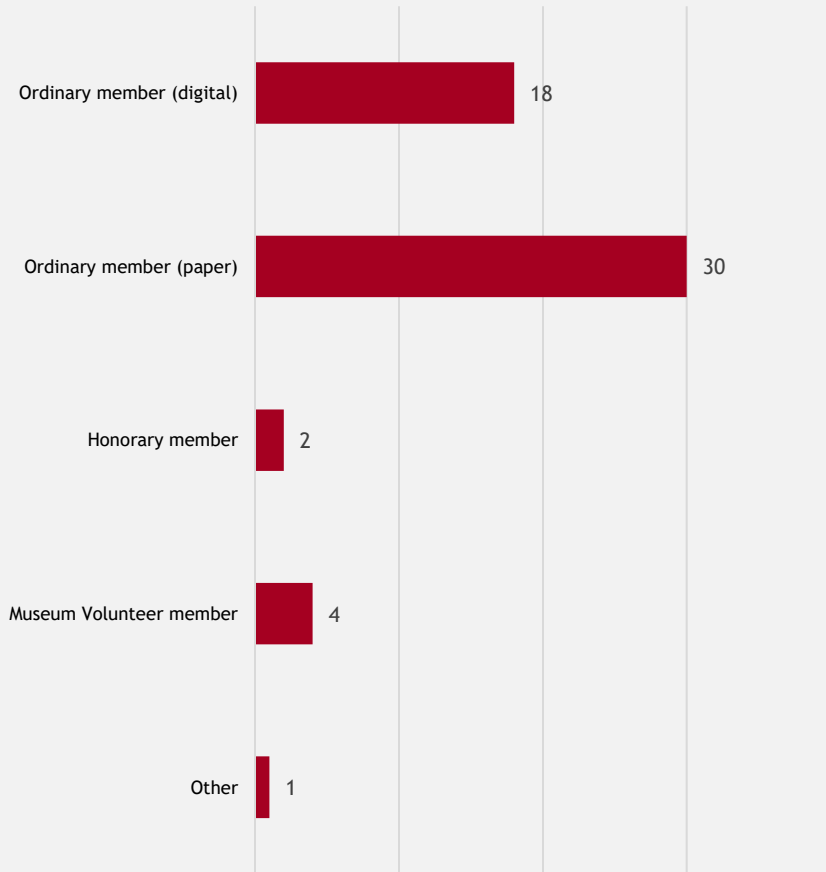
Base: 56 - all participants
Q27 Which of the following age brackets do you fall into? *Single response*
Q28 Please can you indicate the gender which you most identify with. *Single response*
Q35: What is your current employment status (tick all that apply)? *Multi-response*
Q36: What is/was your primary job or occupation, if appropriate? *Open / unprompted*

Research Findings



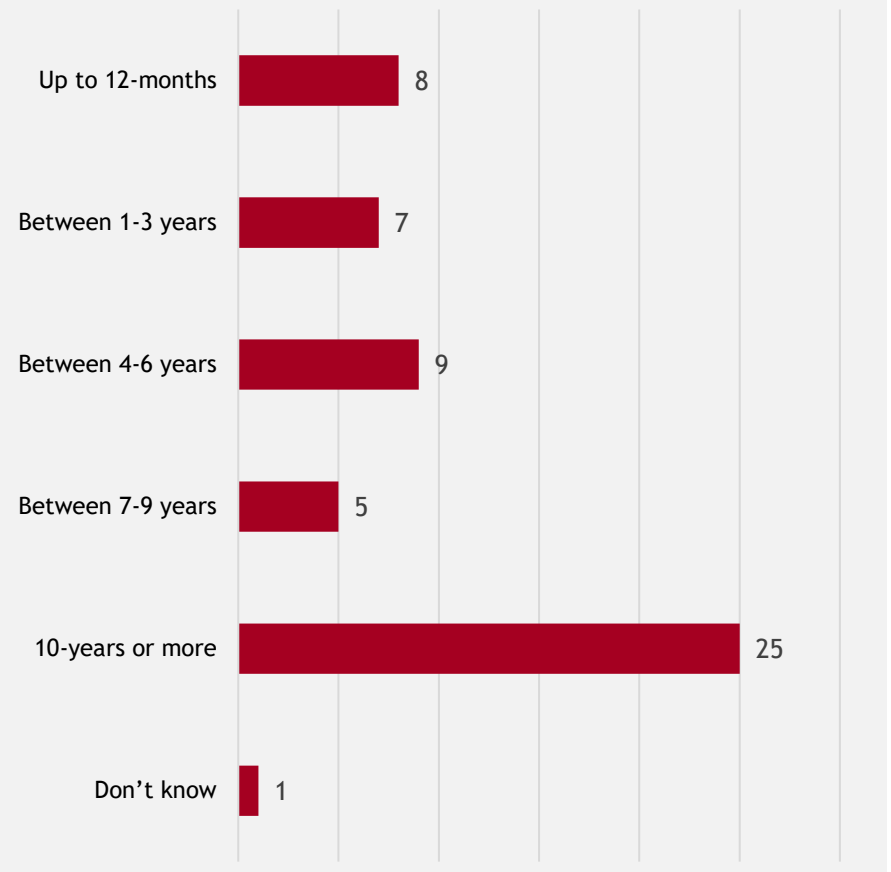
Membership status and longevity

Membership Status



Number of participants indicating attribute

How long been a member



Number of participants indicating attribute

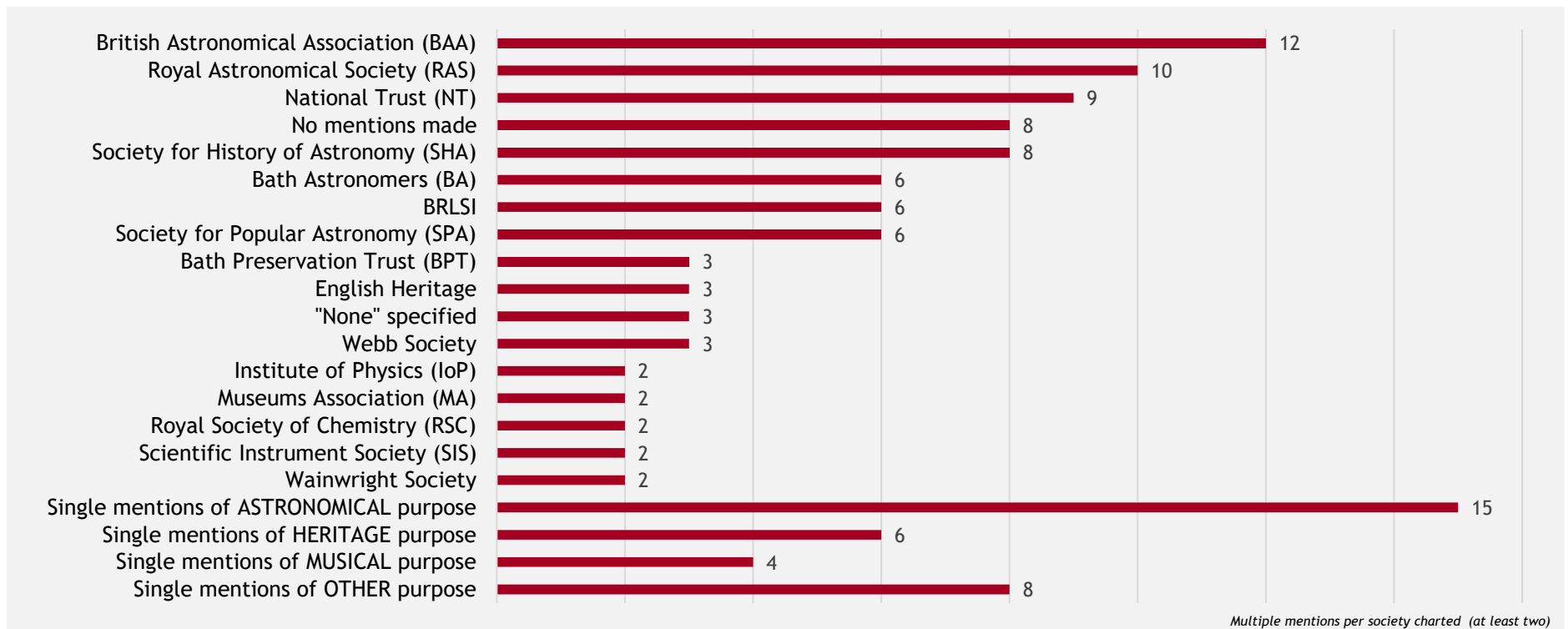


Base: 56 - all participants
Q1: What is your membership status of the Herschel Society? *Single response*
Q2: How long have you been a member of the Herschel Society? *Single response*

Peer group society membership

(unprompted)

- A wide range of other ‘peer group’ society memberships are mentioned unprompted, with the British Astronomical Society, Royal Astronomical Society, National Trust, and Society for the History of Astronomy the most prominent (along with Bath Astronomers, BRLSI and Society for Popular Astronomy)
- There are very many other single mentions of societies relevant to individual preferences and circumstances

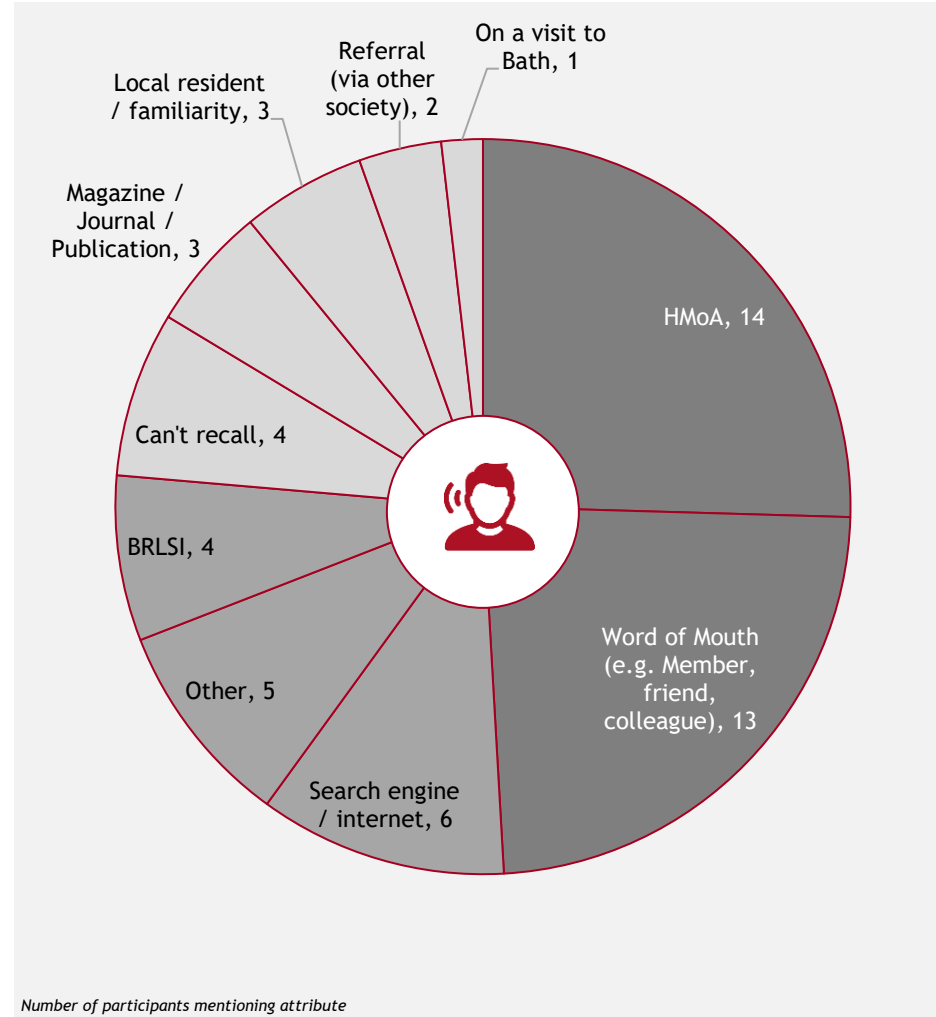


Base: 56 - all participants
Q3: Which other scientific, astronomical, musical or heritage societies are you a member of? *Open / unprompted*

How heard about Herschel Society

(unprompted)

- ➔ Around a quarter had first heard of the Society through the Herschel Museum of Astronomy
- ➔ A further quarter had first heard of the Herschel Society through word-of-mouth from peer, family or friend
- ➔ Others had heard through a variety of sources including internet searches, BRLSI, publications and magazines, or a range of other miscellaneous sources



Mentioned in an astronomical publication

Attending lectures at the BRLSI

In 1995, visit to Bath, delighted to discover society's museum on New King Street.

Subject of conversation at my place of work

Word of mouth

Through friend



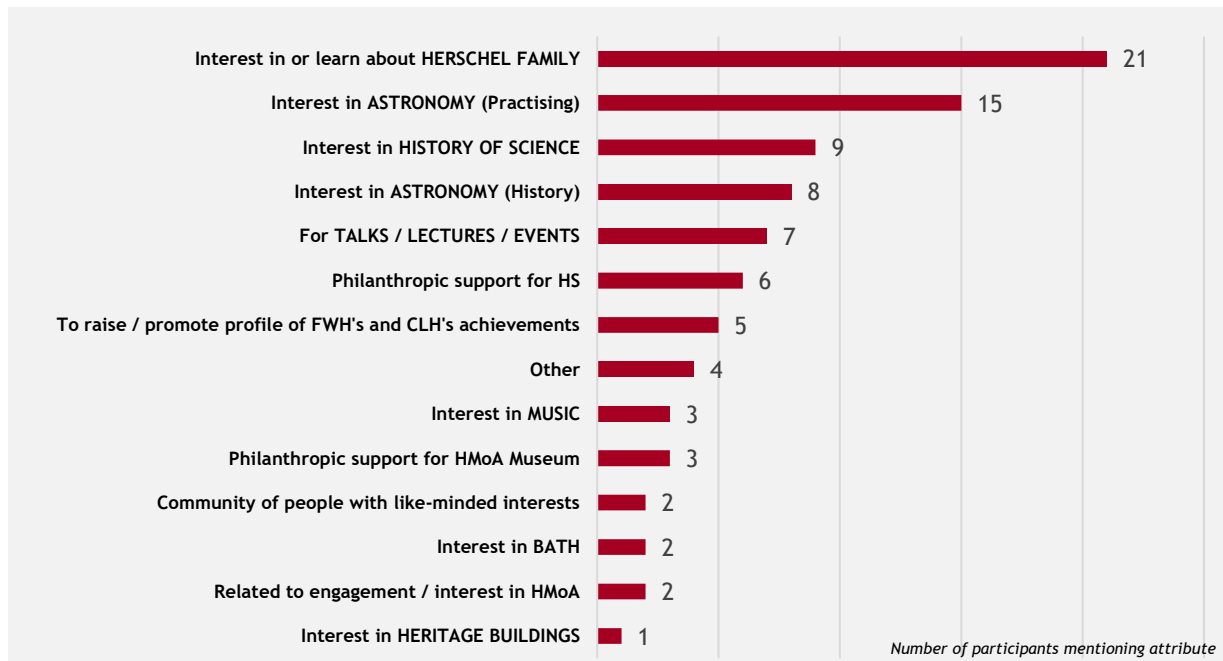
Base: 56 - all participants
 Q4 How did you first hear about the Herschel Society? Open / unprompted

Primary reason for joining Herschel Society

(unprompted)

10

- There are a number of relatively consistent themes amongst reasons for joining the Society, being typically motivated by
- ⇒ Interest in the **Herschel family**
 - ⇒ Interest in **astronomy (practising)**
 - ⇒ Interest in the **history of science and/or astronomy**
 - ⇒ Enjoyment of **talks, lectures, events** (and therein learning)
 - ⇒ Desire to **support the Society, and the Museum**



To help publicise the life and work of William Herschel

A life-long interest in the astronomical work of the Herschel family

Long-standing interest in astronomy. from childhood, and admiration of Wm. Herschel

Always been interested in astronomy

Interest in restoring building and scientific history

I enjoyed the lectures I'd attended and wanted to support the society

To support the Society's activities



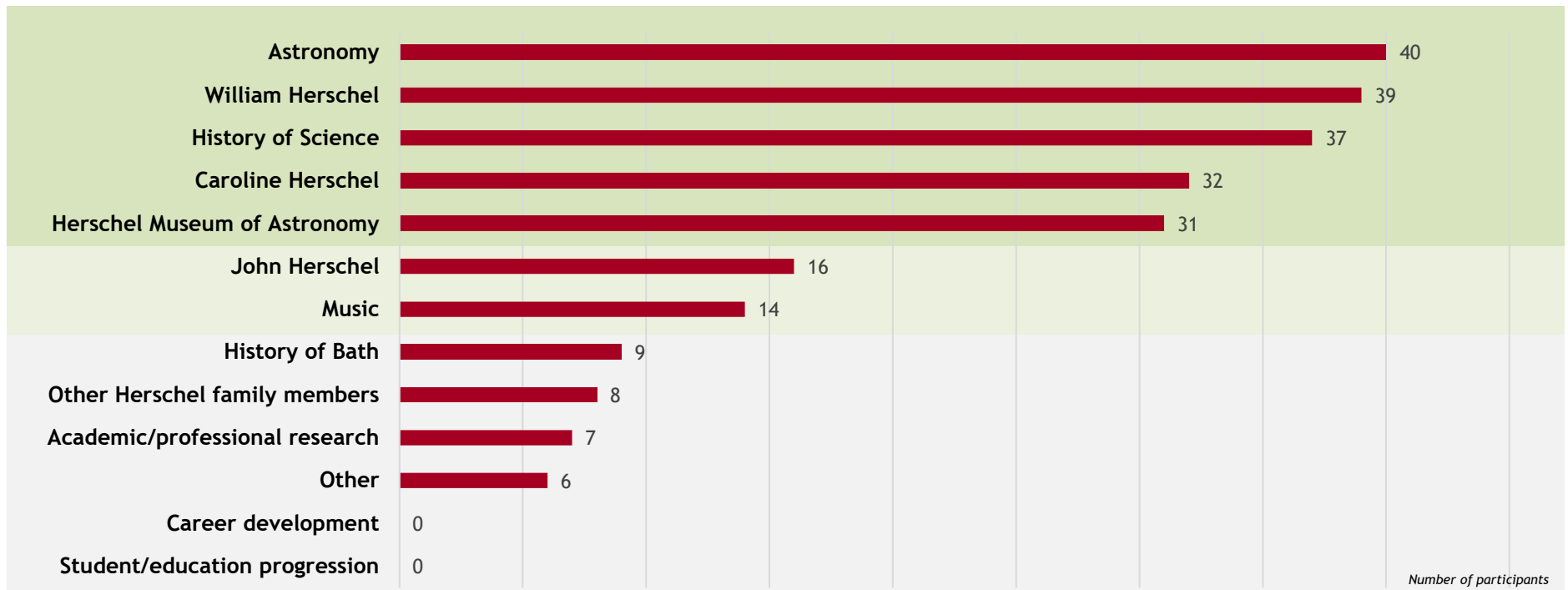
Base: 56 - all participants
Q5 What was your primary reason for joining the Herschel Society? *Open / unprompted*

Primary reason for joining Herschel Society

(prompted)

11

- When prompted, the predominant motivations for joining the Herschel Society are interests in Astronomy, William Herschel and the broader History of Science; alongside interests in Caroline Herschel and the Herschel Museum of Astronomy
- Interests in music and John Herschel form a secondary tier, ahead of more diverse interests in the History of Bath, research interests and the wider Herschel Society

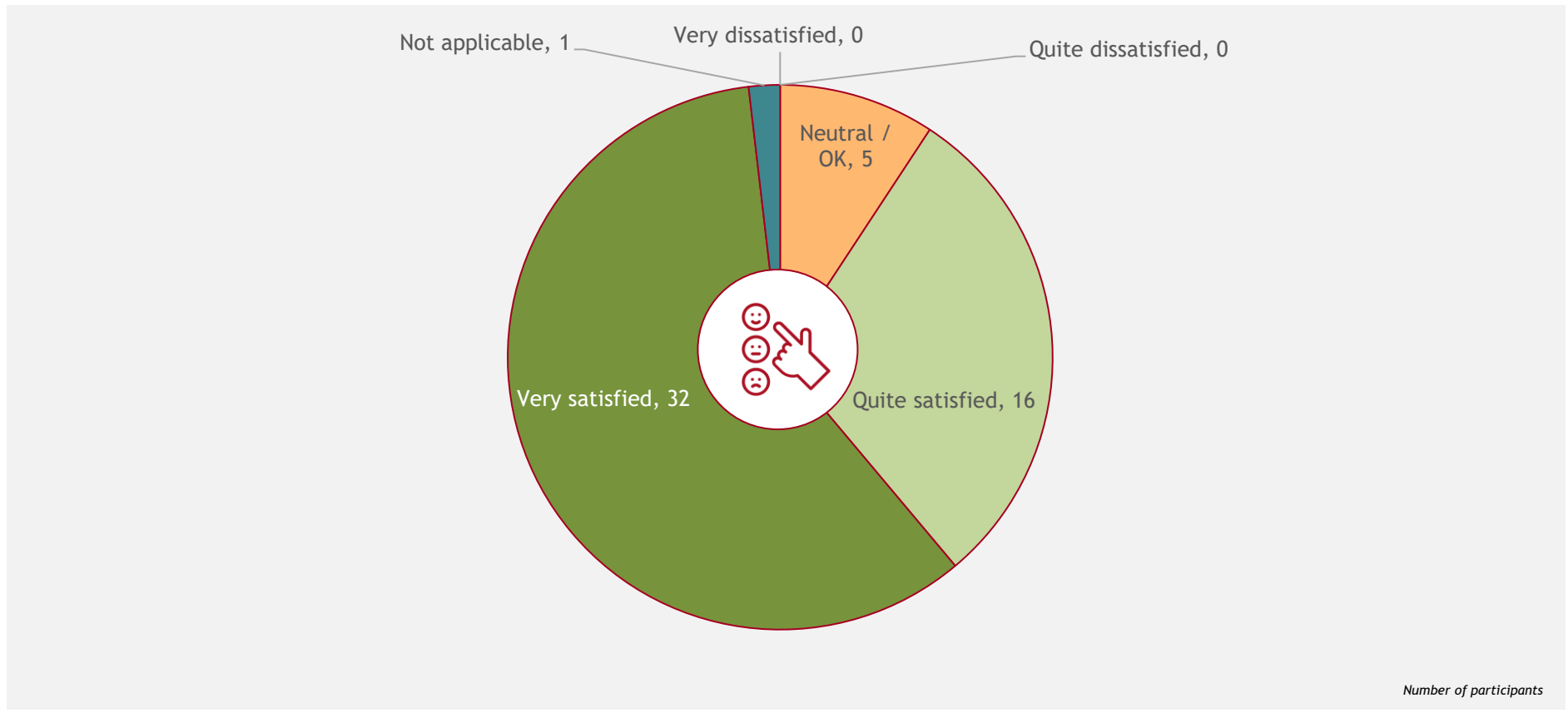


Base: 56 - all participants

Q6 Which, if any, of these themes/individuals were your primary motivation or interest when joining the Herschel Society (tick all that apply)? *Multi-response / prompted*

Satisfaction with membership

- The great majority of members declare themselves to be very satisfied (almost two thirds), and a quarter to be quite satisfied
- Whilst a small minority are of a 'neutral' opinion, and indeed none express overt dissatisfaction

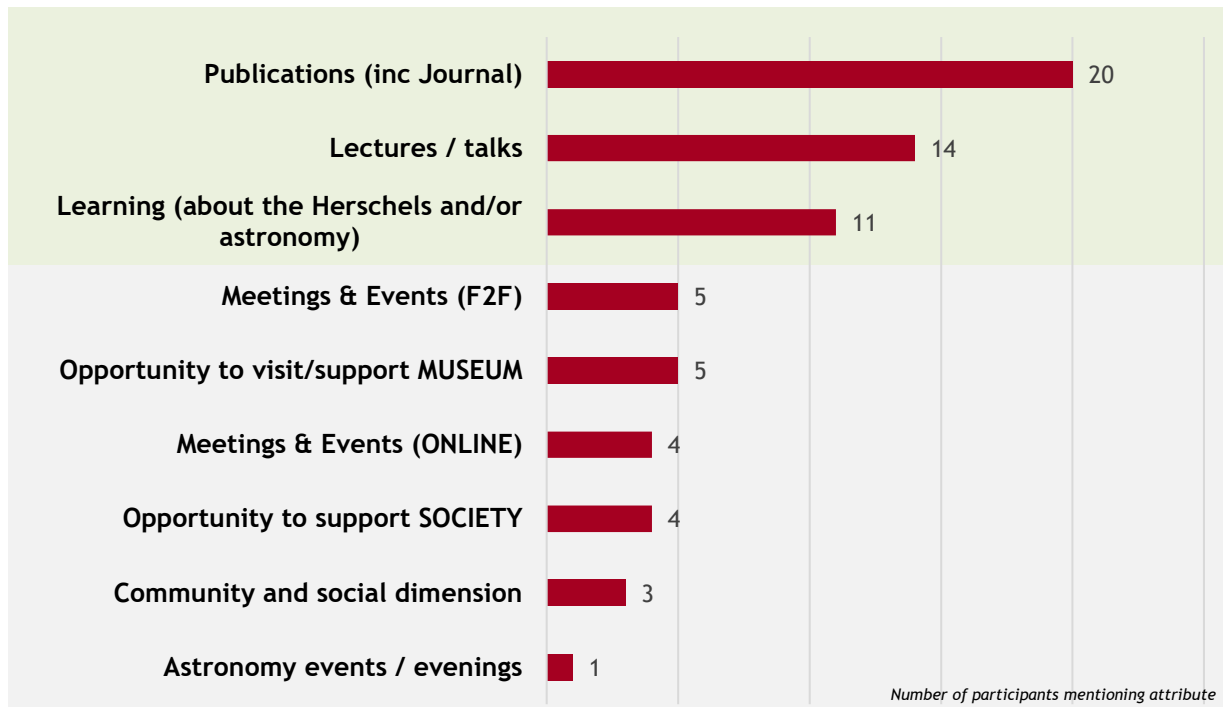


Base: 56 - all participants
Q7 How satisfied are you with the overall experience of membership of the Herschel Society? *Single response*

Benefits most enjoyed/liked

(unprompted)

- ➔ The benefit most frequently mentioned (unprompted) as being most enjoyed is the Journal
- ➔ There is also relatively frequent mention of enjoying lectures and opportunities to learn about the Herschels and/or astronomy (and also enjoyment of lectures/events)



The online events organised by the society

Learning about Astronomy and the Herschel story

Supporting the society and its work

The events and the Journal

Attending lectures and meeting like-minded people and reading the magazine

Keeping up to date with Herschel studies

The Journal, which is why I am a paper-copy member, and ability to visit the Museum enjoying free admission when I am in Bath



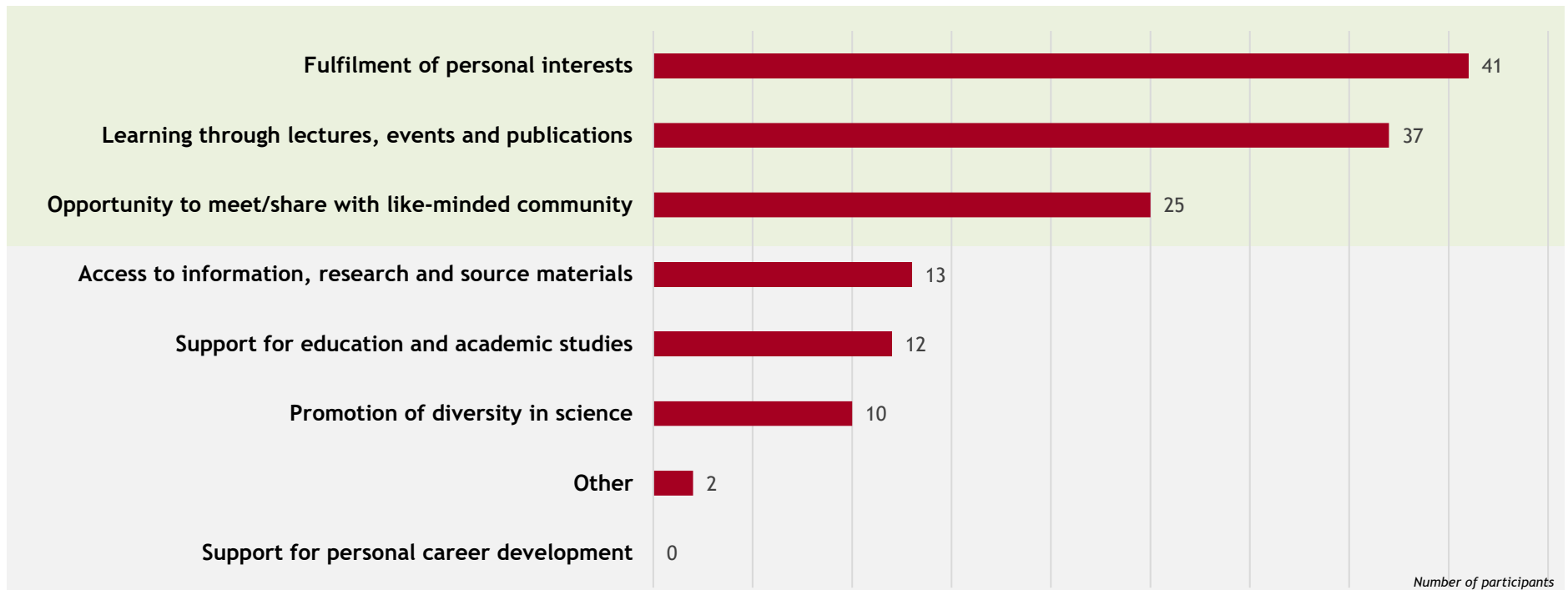
Base: 56 - all participants
Q9 What do you most enjoy, benefit from, or like about your membership? Open / unprompted

Benefits most enjoyed/liked

(prompted)

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- When prompted with suggested possible benefits of Herschel Society membership, the most commonly selected benefits relate to fulfilment of personal interests and learning; these followed by the opportunity to meet/share in like-minded community
- Support for studies/education and access to research materials/information also feature quite prominently



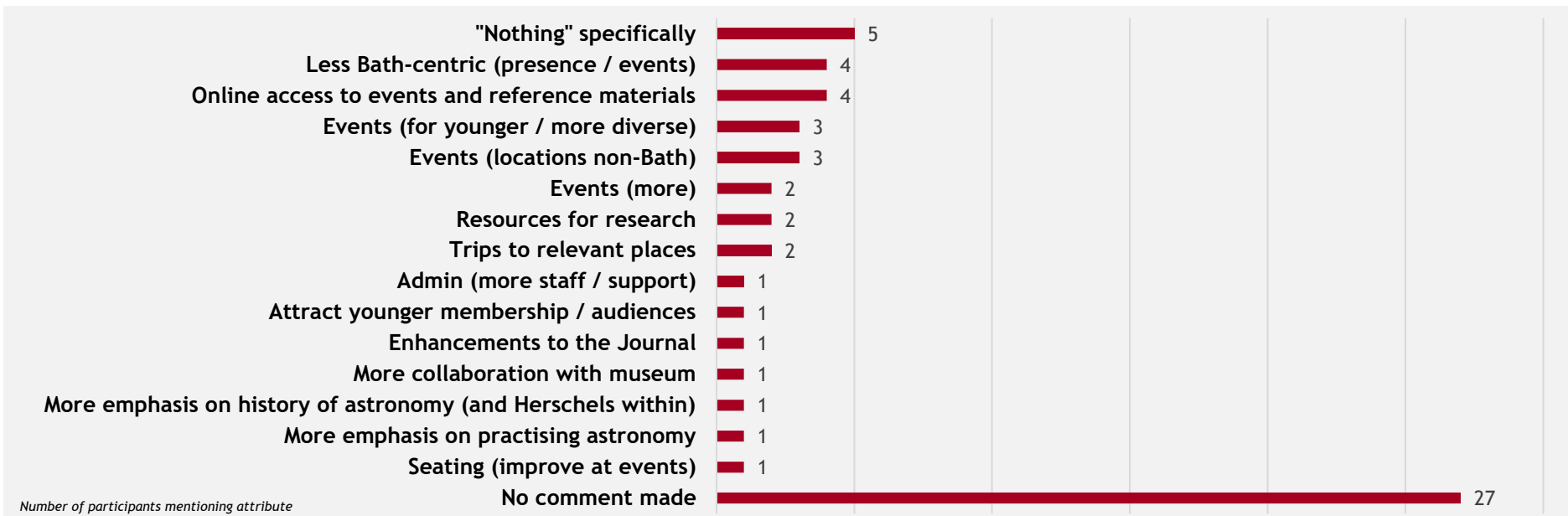
Base: 56 - all participants
Q10 Which, if any, of these do you think you particularly benefit from by being a member of the Herschel Society (tick all that apply)? *Multi-response / prompted*

How could improve membership experience

(unprompted)

15

- There are a number of suggestions as to how the membership experience could be improved with some clustering around:
- ⇒ **More events** (perhaps with a wider appeal to younger and more diverse audiences)
 - ⇒ **Local and remote access to events** (allowing for both online and in-person access)
 - ⇒ **More distributed/dispersed events** (e.g. London, North East or elsewhere)
 - ⇒ **Access to research materials** (notably online)
 - ⇒ *Verbatim comments are included on the following slide*



Number of participants mentioning attribute



Base: 56 - all participants
Q11: What, if anything, could we do differently, add, or improve, to enhance the benefits or experience of membership? *Open / unprompted*

How could improve membership experience

(unprompted / verbatim comments)

16

1. Access to Herschel-related papers and other publications on-line
2. Continue with on-line activities for those of us not within easy reach of Bath
3. Create observing nights in the garden of the museum
4. Currently the programme is aimed at quite a high level, more diversity of approach could appeal to a more diverse membership, especially if there is an ambition to appeal to younger audiences
5. Greater presence in North East rather than exclusively Bath
6. I enjoy things as they are. I don't get many opportunities to get to Bath so other means of contact are important
7. I would suggest that we need to attract a younger audience. Collaboration with the Museum is a way to do that
8. It would be lovely to see more photos of the museum in the magazine
9. Members trips to places of interest
10. More events. Fewer speakers online
11. More free talks via Zoom
12. Please keep it simple and don't become over-ambitious
13. Organise events at the Herschel Museum during the day at weekends (inc. afternoon tea/morning coffee) to generate a real club feel? Aim some events at teenage members?
14. Perhaps to tie the lecture programme rather more closely to the history of astronomy and the Herschels in particular, rather than including talks on present-day developments with no obvious direct connection with those
15. Potentially host electronic archive of Herschel material
16. Recruit more people to help do the admin stuff
17. Replace lecture room seating
18. Trips to places linked to the interests of the society
19. I appreciate the limitations on group sky due to Covid, but this is my principal interest. I also enjoy reading the online publications that are circulated
20. Make it easier to log into the zoom lectures i.e. don't involve BRLSI
21. Less Bath centric events (Herschel 200 was great for this), continue online options for lectures / meetings, initiatives to encourage younger people's interest perhaps in collaboration with the Museum or Bath Preservation Trust

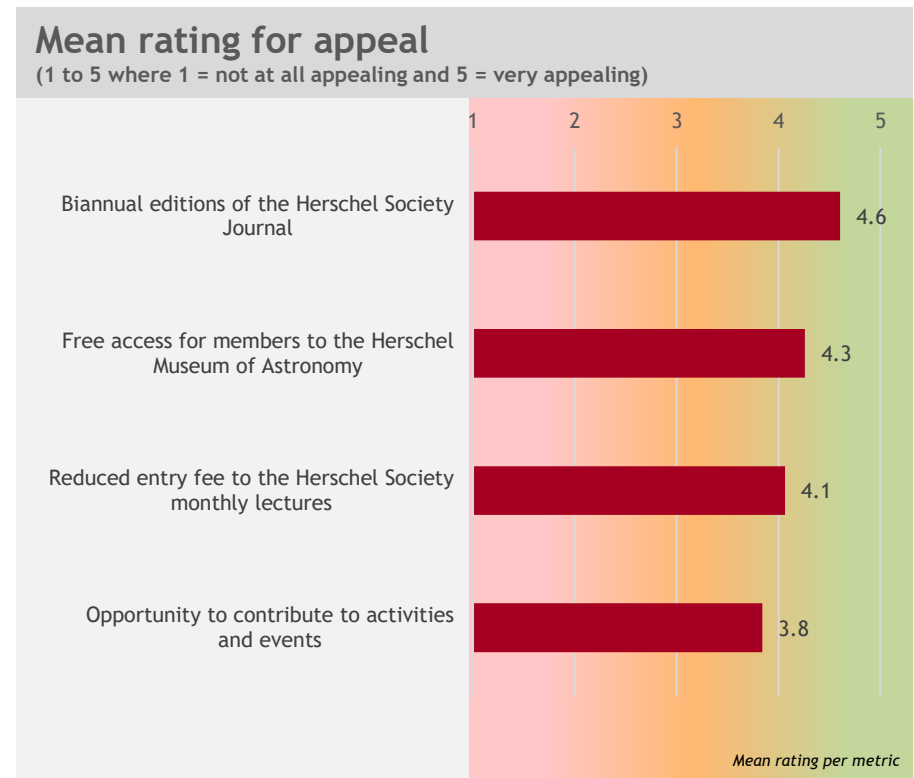
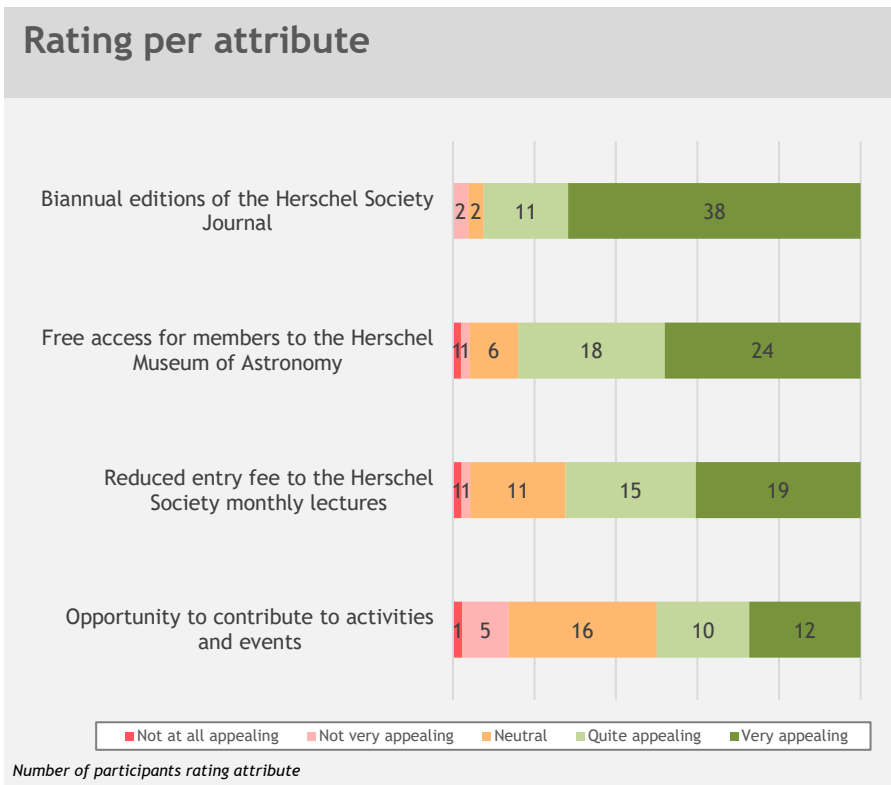


Base: 56 - all participants
Q11: What, if anything, could we do differently, add, or improve, to enhance the benefits or experience of membership? *Open / unprompted*

How rate membership benefits

(prompted)

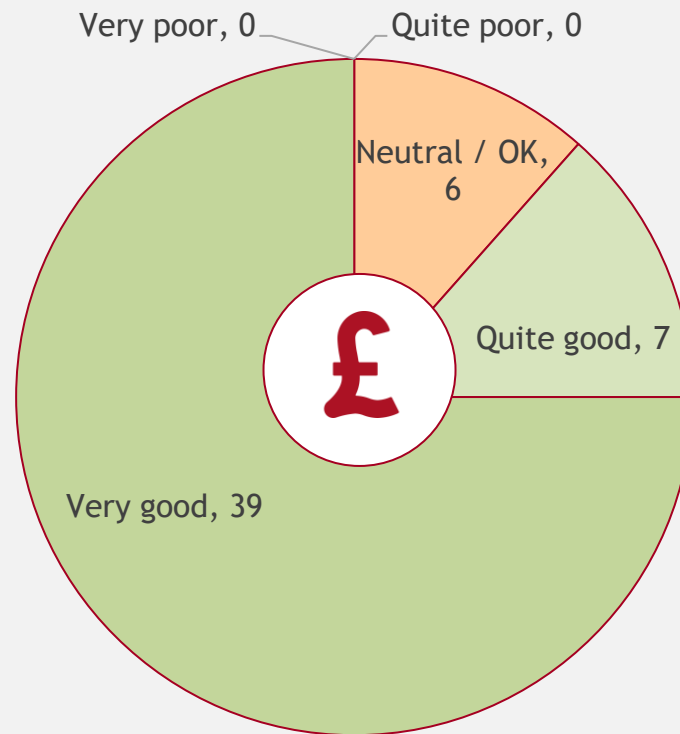
- There is, of course, some variation in appeal for benefits across the membership, with the most consistently appealing being the Journal, and free access to the Herschel Museum
- The least appealing is the opportunity to contribute to events, although this too is strongly appealing to some



Base: 56 - all participants
 Q12: We offer a number of benefits to members of the Herschel Society, please rate the appeal of these benefits to you:

Value for money of membership

- Three quarters rate the Society as very good value for money, and a quarter as quite good or neutral
- None rate the Society as being poor value for money



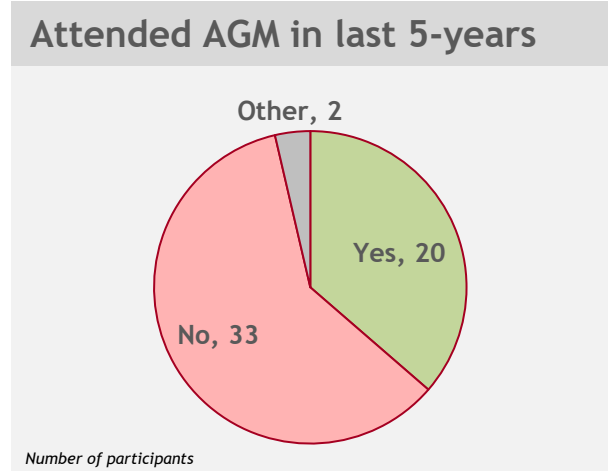
Number of participants rating attribute



Base: 56 - all participants
Q13 How would you rate the value for money of Herschel Society membership (on a scale of 1-5 where 1 = very poor and 5 = very good)? *Single response*

Ever attended AGM, and how improve

- ➔ A third have attended an AGM in recent years; and almost two thirds have not
- ➔ There are a number of suggestions as to how AGMs might be made more appealing with some clustering around:
 - ⇒ **Accessibility** (online and/or other locations)
 - ⇒ **Diversity and variety**
 - ⇒ **Barriers of travel/distance**
 - ⇒ **Content** (e.g. speakers)
 - ⇒ **Comfort and refreshments**



<i>A short talk by a member about their experience or research</i>	<i>Available via Zoom and/or YouTube</i>	<i>Buffet lunch? Morning Coffee? Sell club ties?</i>
<i>Consider adding a variety of speakers and adding a talk as part of the event, drawing on the success of the Herschel 200 symposium</i>	<i>Greater diversity of activity</i>	<i>Good to have a key speaker at the end</i>
<i>Hold them in London. Much easier for me to attend as a day-trip</i>	<i>I'm afraid that for the most part I tend to avoid society AGMs in general</i>	<i>No seats that bend right back like bananas</i>
<i>Perhaps add a short lecture on a relevant topic to add some value</i>	<i>The main problem for me is the travelling</i>	<i>Social event and talk or activity work well along with the AGM</i>



Base: 56 - all participants
 Q14 Have you watched or attended any Herschel Society Annual General Meetings (AGMs) in the last five years? *Single response*

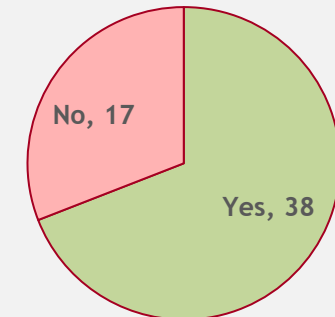
Ever attended lectures, and how improve

(unprompted / verbatim comments)

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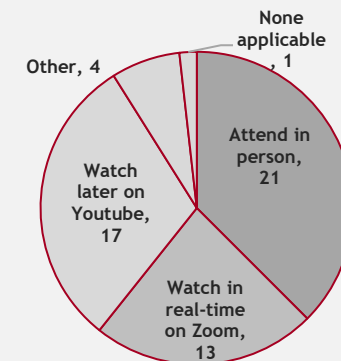
- ➔ Two thirds have attended a lecture in the last 3-years; with around half inclined to attend/view remotely (i.e. Zoom or Youtube), and around two-fifths attending in person
- ➔ Many suggestions are made as to making lectures more appealing, including (verbatim):
 1. Avoid Fridays and weekends for such lectures
 2. Consider a diverse programme aimed at different levels. For example, a student membership might be more successful if there were relevant talks?
 3. Format can be aloof/dry. May discourage diversity
 4. How about an annual fund-raising lecture at Prior Park College combined with a Black Tie meal?
 5. I am sure the lectures are appealing to people who are interested in astronomy etc.
 6. I enjoy any and all presentations. London venues would be of interest. Timings? Weekends
 7. I think the lectures are great. The speakers are always excellent, the topics engaging and the content well pitched for the interested amateur. I love the Q&A too. I wish I could attend more but often have clashes so being able to watch on YouTube is good
 8. If on Zoom and You Tube later this would be most satisfactory
 9. Its on zoom for me only
 10. My only problem is distance from home
 11. Perhaps more joint/shared lectures with other societies such as Soc for History of Astronomy
 12. Prefer the less technical and more contextual/historic/societal themes
 13. Refreshments and cheese and wine at events (charged for?)
 14. Some are very technical and seem to be for members who already have a scientific/astronomical background
 15. Some may be too specialised for a lay audience
 16. Try to incorporate live observing sessions (difficult I know)
 17. While I would prefer to watch in real time or in person, realistically I have an 8-hour time difference that doesn't always work so recordings are great
 18. I will be drawn by good speakers on astronomical subjects or on the history of astronomy
 19. It is good to have the lectures online, as I live some distance from Bath. However, it would be good to have a recording available on YouTube as I'm not always able to attend a real-time lecture, even on Zoom
 20. Most lectures seem to be given on Friday evenings, time which isn't convenient for me so I have missed them
 21. Most of the lectures I have watched have been interesting and informative
 22. Continue with mix to include the arts and philosophy side of the Herschels, and easy to engage with and follow for non-scientists as well as the important academic talks or events

Attended a lecture last 3-yrs



Number of participants

How prefer attend lectures



Number of participants



Base: 56 - all participants

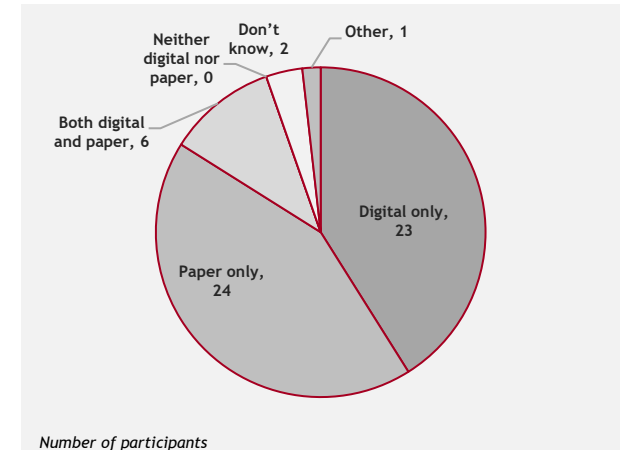
Q16 Have you watched or attended any Herschel Society lectures in the last three years (e.g. at BRLSI or on Zoom)? *Single response*

Q17 How do you, or would you, prefer to watch or attend Herschel Society lectures? *Single response*

Q18 Do you have any suggestions or observations about our lectures to help us ensure they are as appealing and interesting as possible (e.g. topics, formats, venues, timing)? *Open / unprompted*

Journal version, and suggested enhancements

- ➔ There is an approximate balance between the reading of the digital and the paper versions of the Journal
- ➔ There are a range of suggestions (and compliments) in relation to possible changes or enhancements to the journal, although with little strong consistency of theme



Keep, as far as possible, articles relevant to Herschel related topics. This may be difficult to do

I like the range and variety of content - even though I frequently find it difficult to follow

Content OK. Format OK. Frequency about right

Keep up the good work!

Keep up the good work. I have every copy to use for reference or re-read

I rather like the Journal and consider it a real success of the society. In its digital format, it could include YouTube links to more recommended relevant lectures?

More articles on the family Herschel archives

Perhaps not practicable but it would be splendid if it could be expanded to accommodate more substantial contributions

If A4 helps, go that way. It is fine as it is, but would not like to think that size of the Journal inhibits material being included

Include biography of Board member(s) -- who are you (photos!) and why are you in the Society?

Writers of articles could be more diverse, especially in relation to gender

It could be annual

More photos of the museum but otherwise it's good as it is

Balance densely worded articles with visual and easy to read



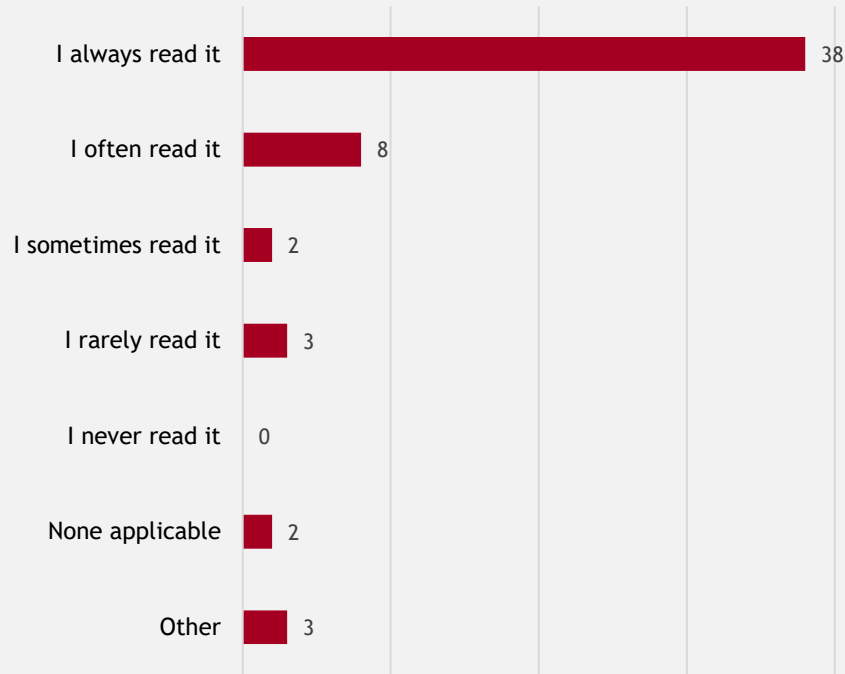
Base: 56 - all participants
 Q17 You may be aware we publish a 6-monthly Journal with articles, features, and news intended to be of relevance and interest to members. Which version(s) of the Journal do you receive? *Single response*
 Q18 Do you have any suggestions or observations about the Journal to help us ensure it is as relevant and interesting as possible (e.g. content, format, frequency)? *Open / unprompted*

Readership of the Journal



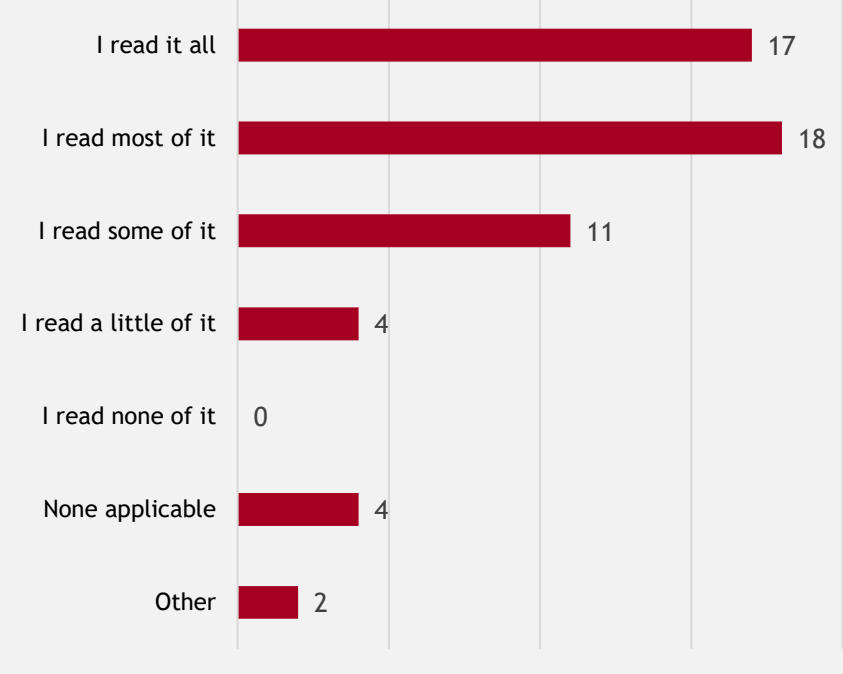
- The Journal is read with some diligence, with a majority always (or often) reading it
- Furthermore the majority read most or all of it, in doing so

Frequency of reading Journal



Number of participants

Engagement in reading Journal



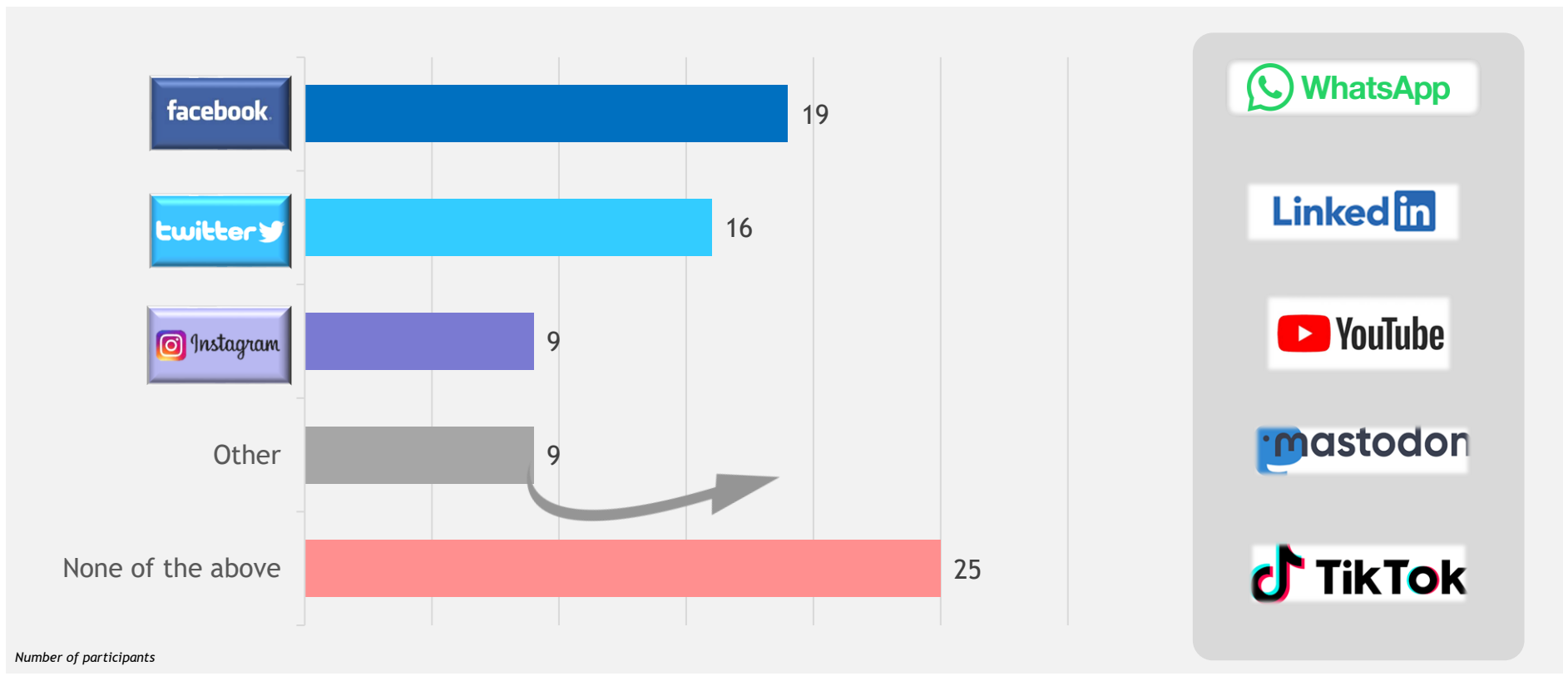
Number of participants



Base: 56 - all participants
Q20 How frequently do you read each issue of the Journal? Single response
Q2: How long have you been a member of the Herschel Society? Single response
Q21 How comprehensively do you read the Journal? Single response

Social media usage

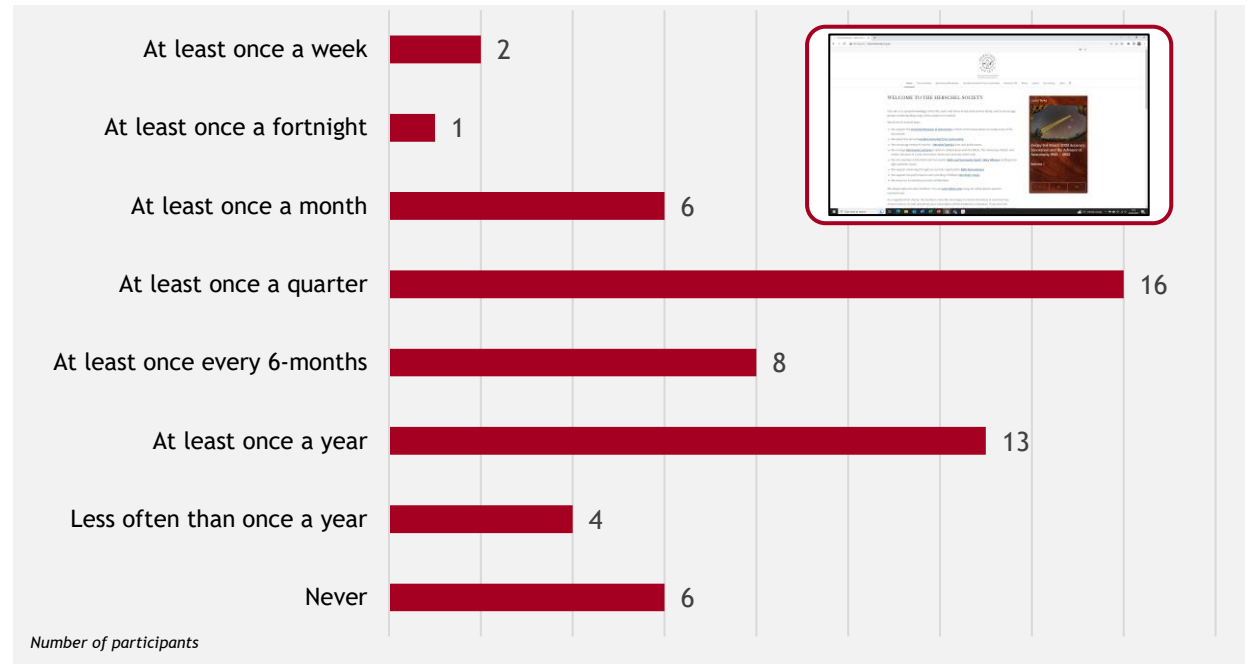
- There is a relatively widespread and broad use of the prompted social media platforms, with Facebook and Twitter used by around a third, and Instagram by a sixth
- There is also use mentioned (unprompted) of WhatsApp, LinkedIn, TikTok, Mastadon and Youtube



Base: 56 - all participants
Q23 Which social media platforms do you actively use or regularly refer to? Multi response / Prompted

Website usage and enhancements

- The website is used relatively infrequently with just under a sixth visiting every month; and a further quarter at least once a quarter
- Just under half visit once every 6-months or less frequently; and there is a small proportion who never visit the website
- There are just a handful of suggestions as to how the website might be improved, including:



Adding your social media handles would be helpful

An index to topics in past issues of the journal

I didn't really know you had one

Could you make it clear i.e. a list of recent lectures which are available to view

More extended links to other Herschel sources, books, articles, academic papers etc

No, just that it needs to be kept up to date

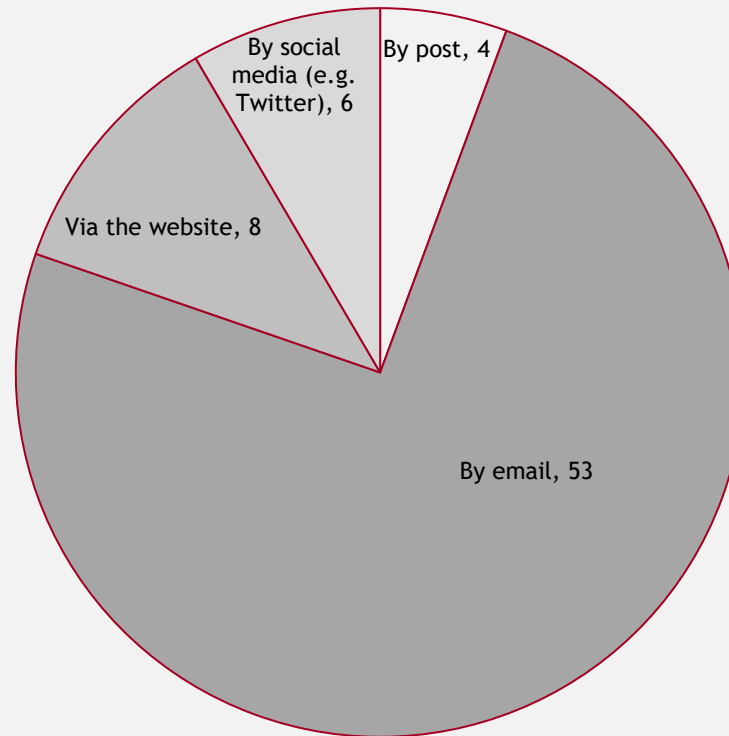
Secure it with an SSL Cert.

Just an observation: The focus under 'The Herschels' is still on William and astronomy rather than wider family and achievements



Preferred means to keep up-to-date

- The great majority prefer to be kept up-to-date by email
- Whilst some prefer to keep up-to-date proactively via the website, and some prefer the use of social media



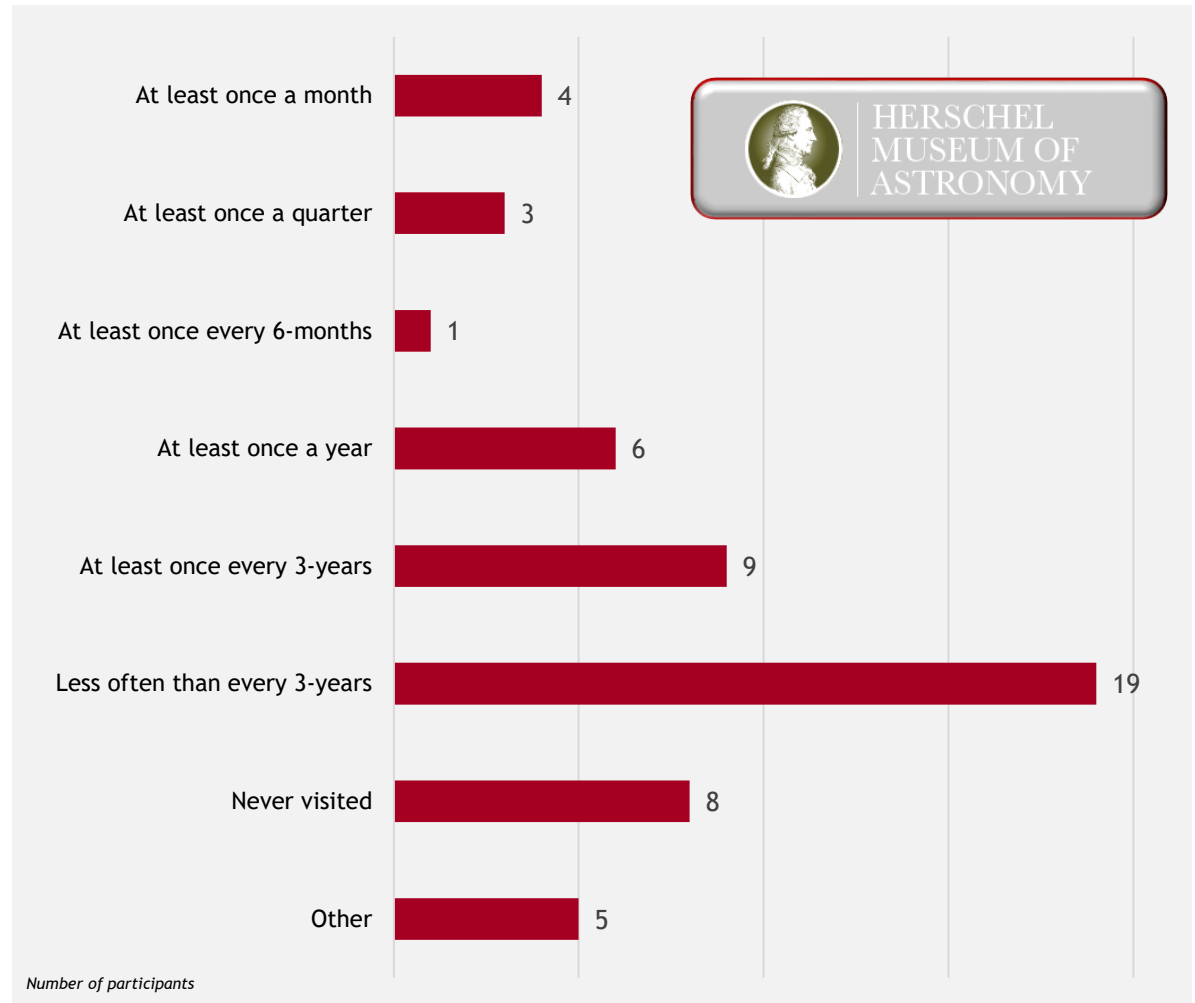
Number of participants



Base: 56 - all participants
Q26 What is your preferred means to be kept up-to-date on news and events from the Herschel Society?
Single response

Frequency of visiting Herschel Museum of Astronomy 26

- There is, naturally, a spread of visiting frequencies to the Herschel Museum of Astronomy (noting the internationally dispersed membership based)
- The majority appear to visit relatively infrequently (once every few years)
- Although around a quarter are visiting at least once a year

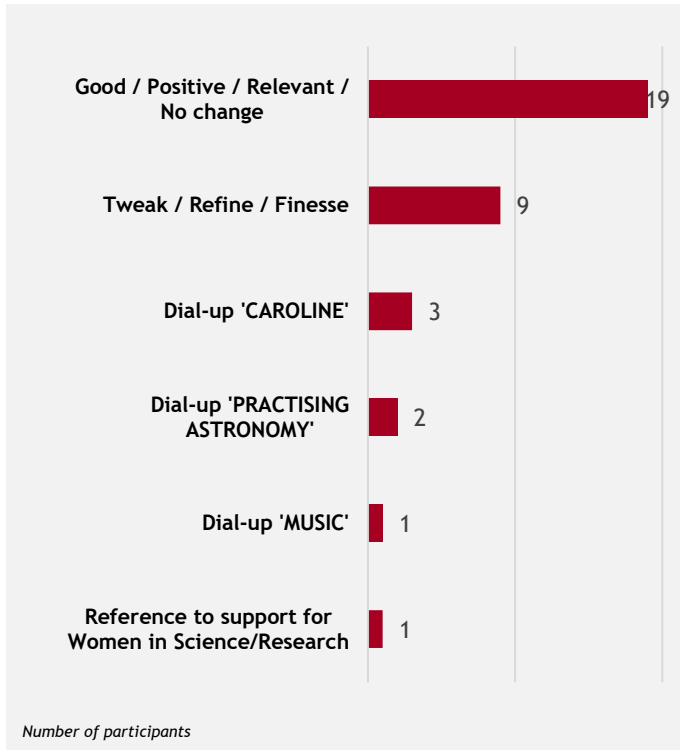


Base: 56 - all participants
Q27 How frequently have/do you visit the Herschel Museum of Astronomy in Bath? *Single response*

Aims of the Herschel Society

- ➔ There is a wide-spread embrace for the aims of the Herschel Society, being generally complimented for being relevant and appropriate
- ➔ There are some suggestions for refinement from various perspectives including ‘practising astronomy’, Caroline, John, music, women in science and more (verbatim comments below)
 1. I believe it is very relevant to promote the achievements of the Herschel family in the field of Astronomy
 2. Perhaps more explicit mention of astronomy and music would be helpful
 3. I would like us to emphasise more the lectures on modern Astronomy. Otherwise we may give the impression that we are only a historical society
 4. I 100% support it
 5. I think it presents a nice balance between keeping the historical contribution of the family alive, and furthering the astronomical interests they would no doubt have wanted a society carrying their name to make its main focus
 6. Very relevant that WH and family continues to be studied. Also to stand in the garden where Uranus was discovered is a huge privilege and I think this is the most appealing thing about the society
 7. The aims are very relevant because of the widespread nature of the Herschels interests
 8. Encourage observation of the night sky. Encourage campaign for dark skies
 9. I think its the right aim. Maybe it should list the subjects so people know what they are
 10. Embrace the wider Herschel family, notably Caroline and John
 11. Consider naming Caroline too, to ensure she has equal prominence
 12. Very happy with the current approach and appreciate all the work done by you all
 13. I agree wholeheartedly with this aim
 14. Should it include or have an additional reference to support and encouragement of women in science and academic research through the Caroline Herschel Prize Lectureship
 15. Perhaps add something about ‘celebrating their achievements’
 16. It would be nice if the importance of other family members such as Caroline Herschel could be referred to in this aim

Aim of the Herschel Society: "to spread knowledge of the life, work, and times of William Herschel and his family, and to encourage greater understanding today of the subjects the Herschels studied"



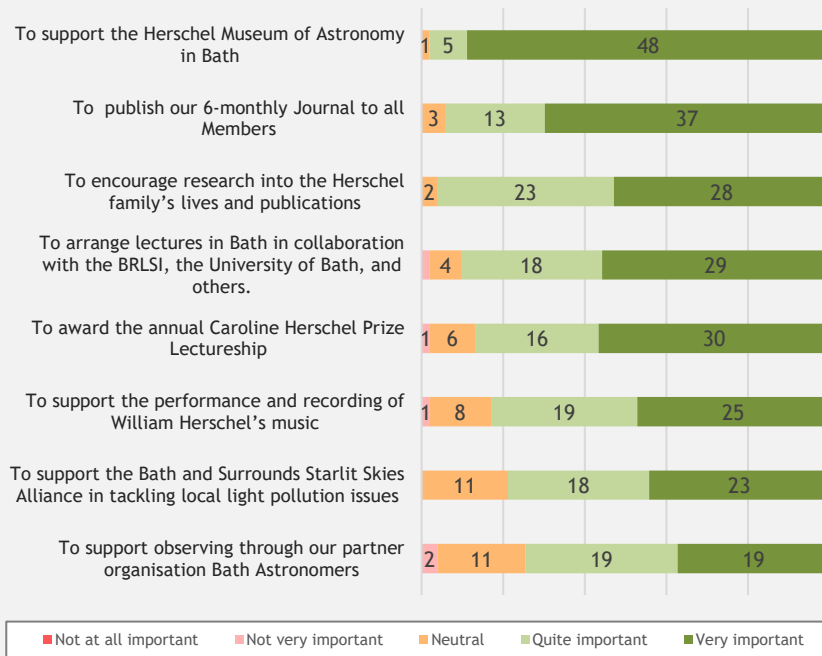
Base: 56 - all participants
 Q28: Do you have any comments about the relevance or appeal of our aim? *Open / unprompted*

Rating of importance of activities

- All the (prompted) activities of the Herschel Society are considered to be important (all rating over 4 ex 5); with the support of the Herschel Museum of Astronomy considered the single most importance activity
- Publication of the Journal also rates notably highly for importance; with support for observing through Bath Astronomers rated the least important, but still significantly important as such

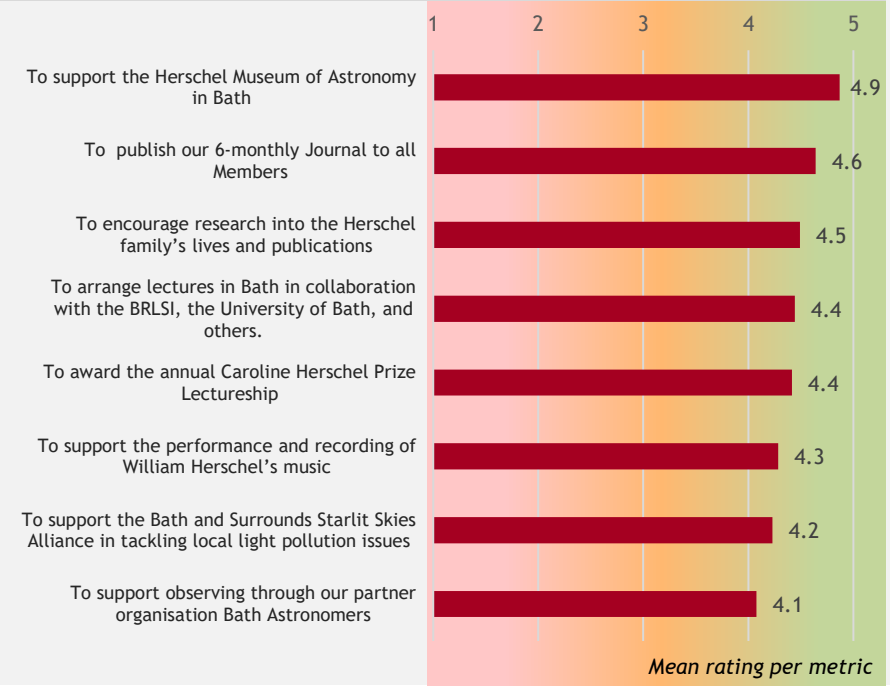
Rating per attribute

Number of participants giving each rating



Mean rating for appeal

(1 to 5 where 1 = very weak and 5 = very strong)



Mean rating per metric



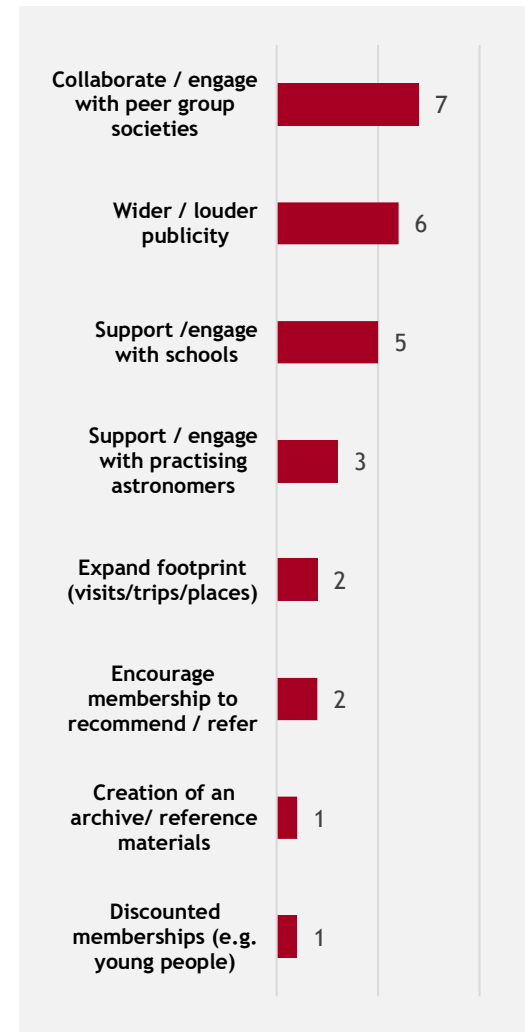
Base: 41 - all participants

Q29 We are striving to provide the greatest value to our members, and highest levels of support within our peer community, how important do you think it is that we commit to the following activities? *Single response*

Attracting new members

➔ There are a number of suggestions made on to attract new members to the Society, with some clustering around **peer group society collaborations, engagement with schools, and wider publicity**, alongside others too (verbatim comments below)

1. An archive of images to help with composing lectures. I give frequent lectures to the general public about all aspect of Astronomy and space exploration. Images are very important to what I can present
2. Consider trips and visits to other places and create more diverse membership options for those with financial barriers
3. Do you have any activities aimed at schools? How about a local dark skies campaign for the night of William's or Caroline's birthday (or both). I went to La Palma recently and was very impressed with the approach there. Lots we could all learn
4. Install a telescope in the garden and encourage open access observing sessions
5. It's a big ask but an informational flyer sent to every astronomy society in the UK may produce a flurry of new members
6. Leverage links to Bath Astronomers, Museum and other local astronomical/learned societies
7. Maximize outreach to schools and the public
8. More emphasis on NGC catalogue
9. More publicity through social media and links with other societies
10. Outreach to schools? Joint meetings with Bath Astronomers? Create more of a "club" atmosphere through merchandise and catering etc. (in conjunction with the Museum or BRLSI?) - have a look at the facilities offered by the Devon and Exeter Institution...
11. Perhaps closer links with the SHA? The BAA? Try to get something into the RAS's mag. A.&G. from time to time - Sue Bowler would surely be very supportive of that?
12. Possibly by liaising with schools
13. Promote as widely as possible; consider partnerships (with reciprocal benefits); harness social media to the fullest; engage students (esp. Bath); consider a 'refer-a-friend' promotion; introduce additional tiers (free for students?); extend reach overtly beyond Bath (e.g. Slough and beyond); raise international profile (e.g. Hanover, USA, South Africa?)
14. Promote networking opportunities among people interested in the Herschel story and/or modern Astronomy
15. Publicity. Plug into national events. The forthcoming coronation might be a chance to link the Herschel family and royalty
16. Think beyond the UK
17. You could contact your existing membership base and ask us to suggest individuals who might be interested in the Society
18. Hold open days/evenings at the Museum with opportunities for live observing
19. By maintaining an awareness of the society among members of related organisations (eg BAA, especially the History section)
20. Perhaps some more exposure via the Next Door website and Bath Voice free paper
21. Schools and advertising
22. Reduce subs for young people



Base: 56 - all participants
Q30 Do you have any suggestions or observations about how we can attract new members to the Herschel Society (e.g. benefits, promotion, purpose)? *Open / unprompted*

Final comments/suggestions

The concluding comments (unprompted) are largely complimentary and endorsing the work and activities of the Society, including:

Thank you for your work!

Keep up the good work!

You are doing a good job

Keep up the good work!

We think you are doing a good job

Carry on as you are

Engage members in active astronomical activities - "show don't tell"



Bring back the tea and biscuits :-)

I look forward to more sky watching evenings

Continue to review and revise what the Society does and explore alternative audiences

A great deal of history, news, pictures in the Journal

Don't involve BRLSI / pay pal in logging on to the zoom lectures

Try everything to get more young people and more women into the society

Merchandise to purchase on line



Base: 56 - all participants
Q37 Finally, do you have any other comments or suggestions you would like to feedback to the Herschel Society committee that might help us provide the best possible, and most appealing, membership experience in the future? *Open / unprompted*

Summary



1. Survey Background

1. The Herschel Society Member Survey was as an **online self-completion survey undertaken during February 2023**
2. Survey participants are a **natural fall-out self-selecting sample** from an email invitation to the Herschel Society database
3. **56 responded** from 160 invitations sent to the database (c.35% response rate) - *note respondents are referred to as 'participants' below*

2. Participant Profile

1. **Half of participants are from the South West of England** (27) with the majority of these being from Bath & North East Somerset; and the rest widely dispersed across the UK and beyond
2. Two thirds are over 65, and very few under 44; three quarters of participants are male, almost two thirds are retired (and just a fifth employed full time), with a range of present or previous occupations; and just over half having been members for 7-years or more

3. Findings

1. **MEMBERSHIPS:** Participants are members of a wide range of other 'peer group' societies (unprompted), with the British Astronomical Society, Royal Astronomical Society, National Trust, and Society for the History of Astronomy the most prominent (along with Bath Astronomers, BRLSI and Society for Popular Astronomy)
2. **AWARENESS:** Around a quarter had first heard of the Society through the Herschel Museum of Astronomy; and a further quarter had first heard of the Herschel Society through word-of-mouth from peer/family/friend
3. **REASON FOR JOINING (unprompted):** There are a number of relatively consistent themes within reasons (unprompted) for joining the Herschel Society, being typically motivated by interest in the Herschel family, interest in astronomy (practising), interest in the history of science and/or astronomy, enjoyment of talks, lectures, events (and therein learning) and desire to support the Society, and the Museum
4. **REASON FOR JOINING (prompted):** When prompted, the predominant motivations for joining the Herschel Society are interests in Astronomy, William Herschel and the broader History of Science; alongside interests in Caroline Herschel and the Herschel Museum of Astronomy. Interests in music and John Herschel form a secondary tier, ahead of more diverse interests in the History of Bath, research interests and the wider Herschel Society
5. **SATISFACTION:** The great majority of members declare themselves to be very satisfied (almost two thirds), and a quarter to be quite satisfied; whilst a small minority are of a 'neutral' opinion, and indeed none express overt dissatisfaction

6. **BENEFITS (unprompted):** The benefit most frequently mentioned (unprompted) as being most enjoyed is the Journal; there is also relatively frequent mention of enjoying lectures and opportunities to learn about the Herschels and/or astronomy (and also enjoyment of lectures/events)
7. **BENEFITS (prompted):** When prompted with suggested possible benefits of Herschel Society membership, the most commonly selected benefits relate to fulfilment of personal interests and learning; these followed by the opportunity to meet in like-minded community; support for studies/education and access to research materials/information also feature quite prominently
8. **ENHANCING MEMBERSHIP:** There are a number of suggestions as to how the membership experience could be improved with some clustering around:
 - a. More events (perhaps with a wider appeal to younger and more diverse audiences)
 - b. Local and remote access to events (allowing for both online and in-person access)
 - c. More distributed events (e.g. London, North East or elsewhere)
 - d. Access to research materials (notably online)
9. **BENEFITS APPEAL:** There is, of course, some variation in appeal for benefits across the membership, with the most consistently appealing being the Journal, and free access to the Herschel Museum; the least appealing is the opportunity to contribute to events, although this too is strongly appealing to some
10. **VALUE FOR MONEY:** Three quarters rate the Society as very good value for money, and a quarter as quite good or neutral; none rate the Society as being poor value for money
11. **AGM VISITS:** A third have attended an AGM in recent years; and almost two thirds have not
12. **AGM ENHANCEMENTS:** There are a number of suggestions as to how AGMs might be made more appealing with some clustering around:
 - a. Accessibility (online and/or other locations)
 - b. Diversity and variety
 - c. Barriers of travel/distance
 - d. Content (e.g. speakers)
 - e. Comfort and refreshments
13. **JOURNAL FORMAT:** There is an approximate balance between the reading of the digital and the paper versions of the Journal

14. **JOURNAL READERSHIP:** The Journal is read with some diligence, with a majority always (or often) reading it; furthermore the majority read most or all of it, in doing so
15. **SOCIAL MEDIA USE:** There is a relatively widespread and broad use of the prompted social media platforms, with Facebook and Twitter used by around a third, and Instagram by a sixth; There is also use mentioned (unprompted) of WhatsApp, LinkedIn, TikTok, Mastadon and Youtube
16. **WEBSITE USE:** The website is used relatively infrequently with just under a sixth visiting every month; and a further quarter at least once a quarter; just under half visit once every 6-months or less frequently; and there is a small proportion who never visit the website
17. **COMMUNICATIONS:** The great majority prefer to be kept up-to-date by email; whilst some prefer proactively to keep up-to-date via the website, and some prefer the use of social media
18. **MUSEUM VISITING:** There is, naturally, a spread of visiting frequencies to the museum (noting the internationally dispersed membership based); the majority appear to visit relatively infrequently (once every few years); although around a quarter are visiting at least once a year
19. **AIMS:** There is a wide-spread embrace for the aims of the Herschel Society, being generally complimented for being relevant and appropriate; there are some suggestions for refinement from various perspectives including 'practising astronomy', Caroline, John, music, women in science
20. **ACTIVITY IMPORTANCE:** All the (prompted) activities of the Herschel Society are considered to be important (all rating over 4 ex 5); with the support of the Herschel Museum of Astronomy considered the single most importance activity; publication of the Journal also rates notably highly for importance; with support for observing through Bath Astronomers rated the least important, but still significantly important as such
21. **ATTRACTING NEW MEMBERS:** There are a number of suggestions made as to how to attract new members to the Society, with some clustering around peer group society collaborations, engagement with schools, wider publicity alongside others too