

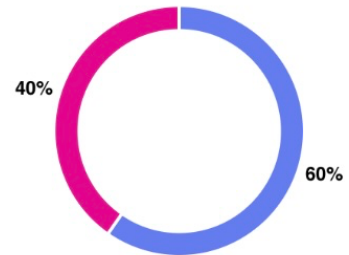
# Hampshire Ornithological Society

## Full Analysis of Responses to the HOS Members Questionnaire March 2026

A 27 question survey was sent to HOS Members by email on 24<sup>th</sup> November 2025. As of 24<sup>th</sup> December 2025, 315 responses to the questionnaire had been received. The following is an analysis of the responses.

1. Have you attended one or more of the Members' Day events in the last three years?

● Yes 188  
● No 127



2. If you haven't been to Members' Day recently, what could we do to attract you to attend?

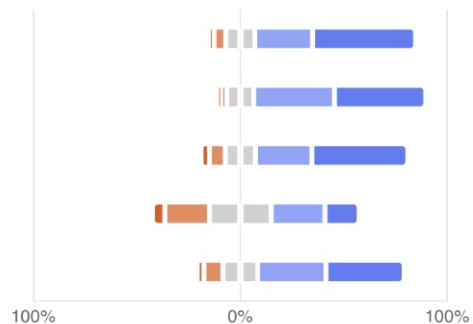
Most popular reasons (in order) for not attending were given as follows:-

- Not available on the day
- Location doesn't work for me
- Can't attend for health reasons
- Not my sort of thing

3. Please rate the level of interest you have in the following items in Kingfisher (1 = not much, 5 = a lot)

● 1 ● 2 ● 3 ● 4 ● 5

Bird Identification Features  
Feature Articles  
Recent Sightings  
Book Reviews  
Recent Photos

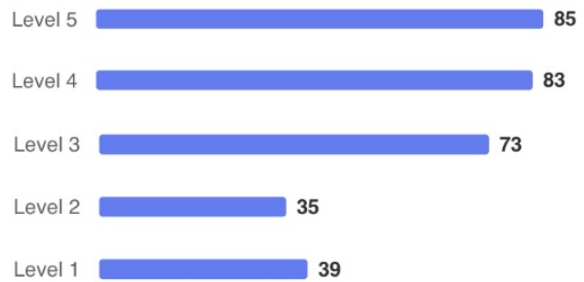
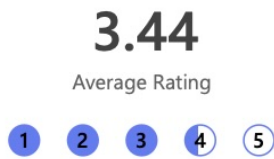


4. Is there anything else you'd like to see included in Kingfisher?

The majority of responses indicated happiness with Kingfisher as it is; the most popular suggestions were given as follows:-

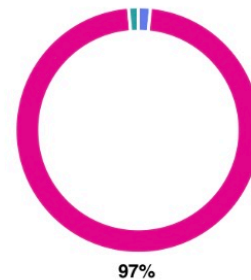
- More site-specific feature articles
- Articles on conservation and environmental issues facing Hampshire's birds
- Focus/statistics on specific species (of the season)
- Articles for beginners
- Historical articles on birding in Hampshire
- A section for Young Members

5. We recently moved from hard copy to digital format for Kingfisher. What do you think of the new digital version? (1 = dislike a lot, 5 = like a lot)



6. Do you think the size of Kingfisher is...

- Too big 5
- About right 306
- Too small 4

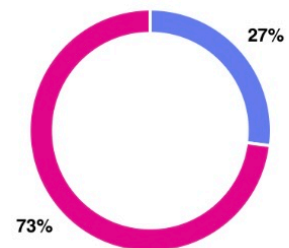


7. How could we improve Kingfisher for you?

The majority said they are very happy with it and don't see the need for change. Some responses indicated a preference for receiving Kingfisher in hard copy. Please note that this is still available in return for a small donation to HOS. All other responses were suggestions for inclusions that have been incorporated into the analysis of question 4 above.

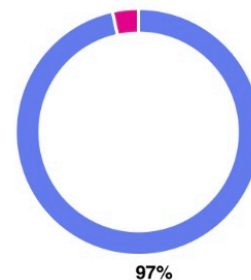
8. Have you bought any HOS branded clothing or merchandise?

- Yes 85
- No 230



9. If so, are you happy with what you bought (range available, quality, etc.)

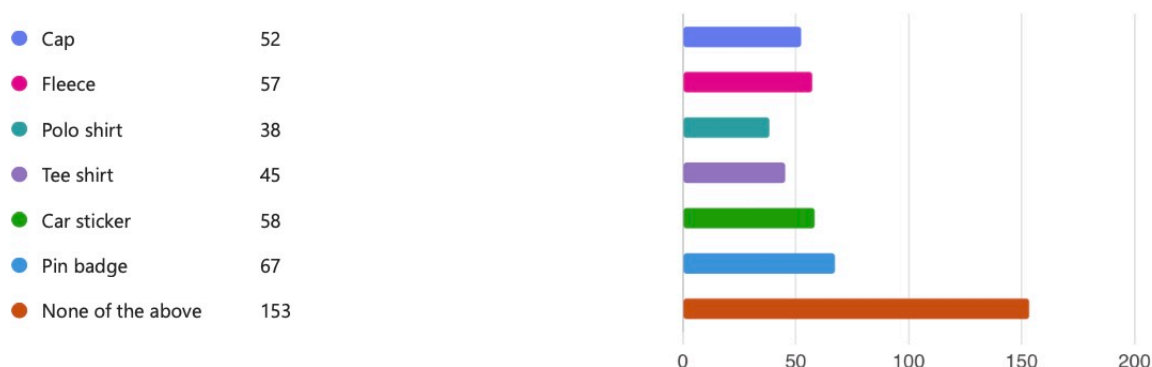
- Yes 85
- No 3



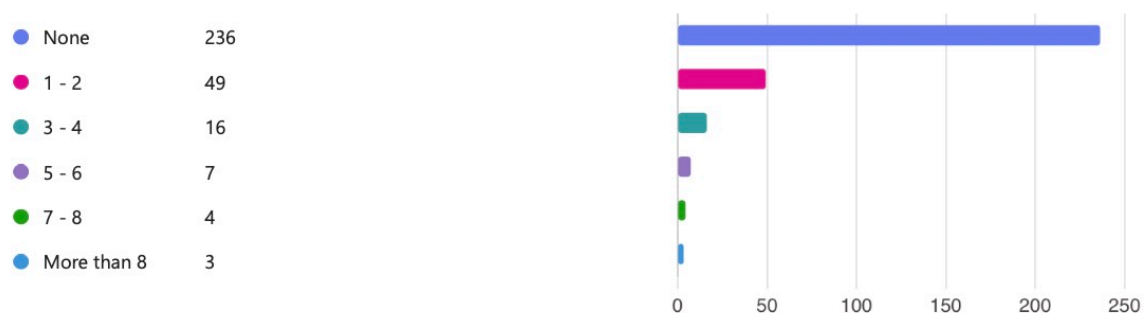
10. If you answered No to the previous question, please describe why.

There was only one detailed response to this question indicating that a purchased cap had stained easily.

11. What branded items would you be interested in buying in the next two years?



12. How many HOS guided walks have you attended in the last year?



13. If you haven't attended any walks in the last year, what is the main reason?

The main responses (in order of popularity) were as follows:-

- Availability (by far the highest response)
- Prefer to do their birding independently or in a much smaller group
- Health/mobility
- Location of the walks
- Too long away from home and/or early starts too far away from home
- Insufficient notice or lack of awareness of the walks \*
- Non-drivers/have no transport

\* Please note the walks are published well in advance in both Kingfisher and on the HOS website. The HOS website is also updated with any changes to the programme as soon as they are known.

14. Are there any new walk venues you'd like to see added to the Walks Programme?

The majority of responses stated they were happy with the existing walks programme. Other responses suggested a number of other areas, which are being explored, and having species specific walks (e.g. a Hawfinch roost, Red Kite roost or for Barn Owls or Nightjars).

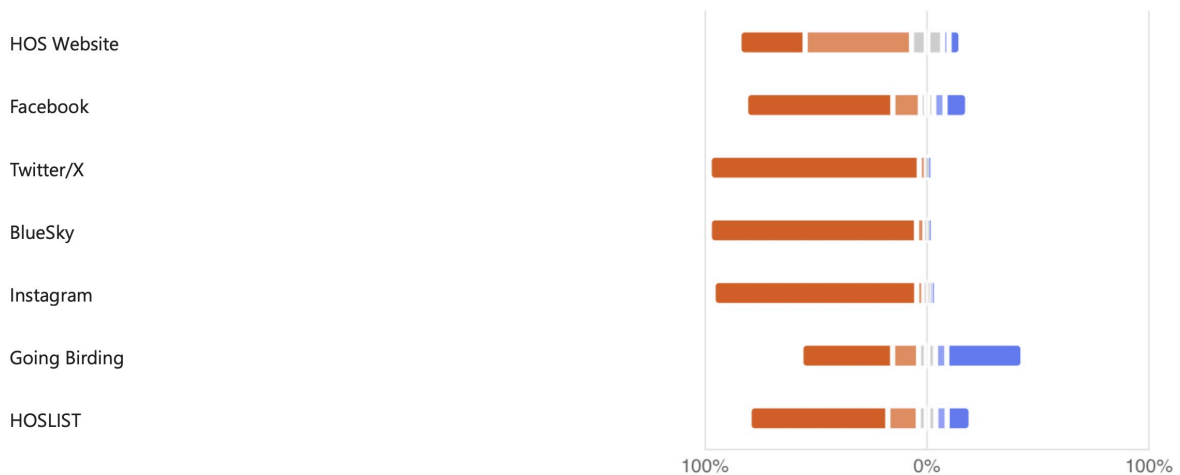
15. How could we improve the HOS Guided Walks for you?

By far the majority indicated they are happy with the walks programme as it is. Other responses included:-

- Restricting group sizes, as they are often too large (or providing multiple leaders for larger groups)
- More walks on weekdays
- Walks should be publicised better
- Shorter (time and or distance)/half day walks
- More varied locations, 2 of which asked for more in NE Hampshire
- Organised car shares or pickups from train stations for those that don't drive

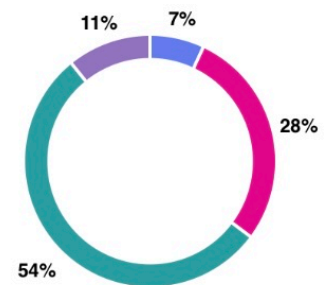
16. How many times each month do you look at HOS information on the following platforms?

● 0 ● 1 - 2 ● 3 - 4 ● 5 - 6 ● 7 or more



17. How often do you refer to the Hampshire Bird Report?

● Weekly	22
● Monthly	89
● Less than monthly	170
● Never	34



18. How could we improve the Hampshire Bird Report for you?

Almost all responses said it can't be improved and that it is an excellent publication. Other responses included noting that a digital version would be useful, that there should be an option to opt out of receiving it (to save HOS money) and that a species index would be useful. There were a number of other very specific suggestions that have been passed on to the Editor.

19. What do you like about HOS?

Responses (represented as a word cloud) were as follows:-



Several also said they were proud to be part of HOS and several just cited “everything” as what they like about HOS.

20. Where do you think HOS can improve?

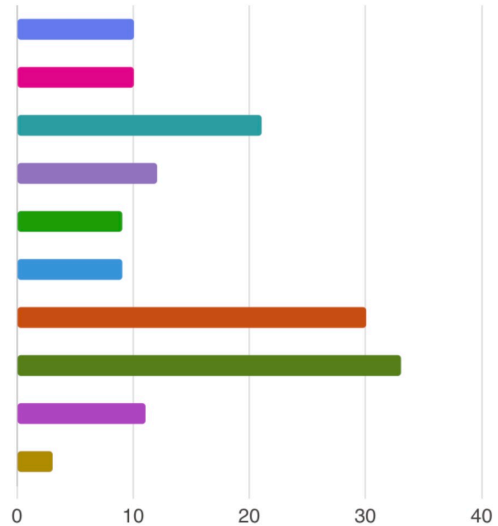
By far the majority of responses stated they couldn't think of any way HOS could be improved. The other responses included the following:-

- There should be more talks (Zoom or in person), particularly in winter
- Some would like to see more direct communications, e.g. information sent out rather than just posted on the website, more advanced notice of walks to emails/auto-alerts about sightings.
- More support for elderly birders
- More engagement with Government agencies
- Do more for Young Members

There were a large number of other, very individual responses provided that, along with those above, are being considered by the Management Committee.

21. How would you like to help HOS? (Please tick all that apply)

● Guiding a HOS walk	10
● Helping out with administration	10
● Helping at the Members' Day (raffle, sales, etc.)	21
● Being on a Committee	12
● Becoming a Trustee	9
● Writing part of the Hampshire Bird Report	9
● Contributing to Kingfisher (articles, photos, etc.)	30
● Proof reading	33
● Helping out with Young Member events	11
● Giving talks to schools	3



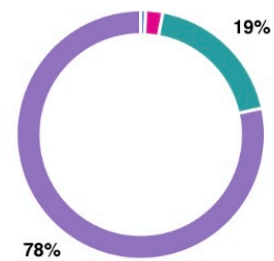
22. Are there any other ways you can think of to help HOS?

By far the majority stated they couldn't think of anything to add. Of the rest, the main suggestions were as follows:-

- Assisting on surveys
- Promoting membership to non-members
- Volunteering

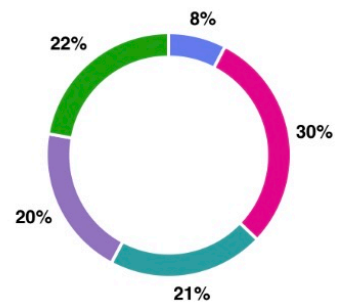
23. What age group are you in?

● Under 21	2
● 21 - 40	7
● 41 - 60	59
● Over 60	247



24. For how long have you been a HOS Member?

● 0 - 1 year	24
● 2 to 5 years	93
● 6 - 10 years	65
● 11 - 20 years	63
● More than 20 years	70



The remaining three questions were for respondents to provide their names and contact details.

Author: Dave Palmer, HOS Secretary