



## Focus Group & Survey Questions

Compiled by Ari Polsky, June 2022

### Focus Groups:

- What are your highlights from last summer?
- What would make this “the best summer ever”?
- What are you most excited for?
- What were you nervous about before camp?
- Why did you choose this camp?
- When you tell stories about camp, what are they usually about?
- What activities would you want to attend if we hosted during the year?
- If you were to describe camp in one or two sentences to someone who has never been here, what would you say?
- What are your least favorite activities?
- How’s our food?
- Do you like visitors’ day? How would you feel if we didn’t do it?
- What experience, trip, or program would guarantee you would come back for future summers?
- What is your ideal session length?
- What are ways that camp influences your outside life?
- What lessons has camp taught you?
- Shout it out: what’s one thing you love about our camp?
- Whisper in our ear: what’s one thing you’d change?

### Survey Questions:

- What are your top three favorite things about our camp?
- What are three areas you would like to see improved?
- Scale: My child formed meaningful relationships with their peers
- Scale: My child formed meaningful relationships with their counselors
- What are you hoping your child will get out of the camp experience? (activities, skills, etc)
- What is the purpose of our camp?
- What is the ideal session length?
- If your child did not attend for full summer, what might make you decide to increase your child’s length of stay?
- What time of year do you begin to think about your family’s summer plans?
- What sort of off-season camp events would your family be interested in attending? (Reunions, Sunday gatherings, Family Camp, Sporting events, etc)
- If competitive sports (or other activities) are a factor in your child returning to camp, would us offering intensives in those areas change your decision?
- What differences do you notice in your camper when they return from camp?
- How has camp affected your life?