

Focus Group Questions Template

Example Questions

1. What does your club sports kit look like? Can you describe it to me (3 words)? (Ask about footwear if not mentioned)
 - a) What do you most like about it?
 - b) What do you dislike about it?
2. When and where are you expected to wear your club kit?
 - a) Do you wear your club kit outside of training/matches (and why if so)?
 - b) Are there different kit requirements for different types of activities (e.g., training vs competition)?
3. How do you feel when you wear your club kit?
 - Does it look good / feel good to wear?
 - Is the kit comfortable and does it fit well? Is it easy to move in?
 - Do you feel good / confident in it?
 - Is it suitable for all the activities you do within the club?
 - Are you warm enough / cool enough when wearing it?
 - Is it hygienic to wear / any issues with smell etc? (is it the activity or kit affecting this?)
4. Does everyone in the club wear the same kit regardless of gender, body type, or other differences?
 - a) Do you feel the current kit options accommodate your needs and preferences?
 - b) How well does the club kit work for your body type, cultural needs, or religious requirements?
5. What happens if you don't have your kit for club activities?
 - a) How does that make you feel?
 - b) What do you think should happen on these occasions?
 - c) Do you have any suggestions on how the club could help if someone doesn't have the right kit?
6. What would you change about your club kit or the rules around wearing it (the kit policy) to make it more inclusive if you could?
7. Are there any financial barriers to obtaining the required kit? How could the club address these?
8. Is there anything else you'd like to tell me about your club kit that we haven't talked about?