

PLACE AMBIANCE RATING: SURVEY

Different places can give off different impressions. For example, the experience of going into your local Starbucks could be quite different from the experience of going into your local independent coffee shop. One of the things that influences these impressions is the people who frequent the locations. Think of the people you just saw in the establishment you just visited and use them to form an impression of the types of people who would go to that location. Then indicate how well you think each trait below describes the people who would tend to go to this particular establishment. (Note. Although you are using the people you just saw to come up with your impression of the typical patron for this establishment, you should rate the typical patron, not just the people you just observed). And please remember, there are no right or wrong answers. We are just interested in your impressions.

Please rate the extent to which you agree or disagree that each trait describes the typical patrons of this establishment. In cases where two descriptors are listed, rate the extent to which the pair of traits applies to the patrons, even if one characteristic applies more strongly than the other.

I see the typical patrons at this establishment as people who are...

	Strongly Disagree		Neutral			Strongly Agree	
	1	2	3	4	5	6	7
Extraverted, enthusiastic	1	2	3	4	5	6	7
Critical, quarrelsome	1	2	3	4	5	6	7
Dependable, self-disciplined	1	2	3	4	5	6	7
Anxious, easily-upset	1	2	3	4	5	6	7
Open to new experiences, complex	1	2	3	4	5	6	7
Reserved, quiet	1	2	3	4	5	6	7
Sympathetic, warm	1	2	3	4	5	6	7
Disorganized, careless	1	2	3	4	5	6	7
Calm, emotionally stable	1	2	3	4	5	6	7
Conventional, uncreative	1	2	3	4	5	6	7
Artsy	1	2	3	4	5	6	7
Politically conservative	1	2	3	4	5	6	7
Trendy	1	2	3	4	5	6	7
Open-minded	1	2	3	4	5	6	7
Quirky	1	2	3	4	5	6	7
Cheerful	1	2	3	4	5	6	7
Friendly	1	2	3	4	5	6	7
Attractive	1	2	3	4	5	6	7
Thinks too much of themselves	1	2	3	4	5	6	7
Funny	1	2	3	4	5	6	7
Likes to be the center of attention	1	2	3	4	5	6	7
Imaginative	1	2	3	4	5	6	7
Adventurous	1	2	3	4	5	6	7

Based on the location you just visited, that establishment would be a good place to...

Go dancing	Yes	Maybe	No
Get a drink or snack	Yes	Maybe	No
Go on a date	Yes	Maybe	No
Hang out with friends	Yes	Maybe	No
Listen to music	Yes	Maybe	No
Meet new people	Yes	Maybe	No
People watch	Yes	Maybe	No
Pick up people, flirt	Yes	Maybe	No
Read	Yes	Maybe	No
Relax	Yes	Maybe	No
Schmooze, impress people	Yes	Maybe	No
Study	Yes	Maybe	No
Work	Yes	Maybe	No
Surf the Web	Yes	Maybe	No
Other (free response)			

Many establishments are associated with a characteristic atmosphere, or “vibe”. Based on the location you just visited, would you say **the atmosphere or vibe of that place is...**

Artsy	Yes	Maybe	No
Bland	Yes	Maybe	No
Blue collar	Yes	Maybe	No
Bohemian	Yes	Maybe	No
Cheesy	Yes	Maybe	No
Clean	Yes	Maybe	No
Comfortable	Yes	Maybe	No
Conservative	Yes	Maybe	No
Cozy	Yes	Maybe	No
Cramped	Yes	Maybe	No
Creepy/shady	Yes	Maybe	No
Dark	Yes	Maybe	No
Dingy	Yes	Maybe	No
Douche-y	Yes	Maybe	No
Eclectic	Yes	Maybe	No
Edgy	Yes	Maybe	No
Energetic, stimulating	Yes	Maybe	No
Formal	Yes	Maybe	No
Homey	Yes	Maybe	No
Kitsch, campy	Yes	Maybe	No
Loud	Yes	Maybe	No
Luxurious	Yes	Maybe	No
Modern	Yes	Maybe	No
Old-fashioned	Yes	Maybe	No

Out of the way, off the beaten path	Yes	Maybe	No
Pleasant	Yes	Maybe	No
Pretentious	Yes	Maybe	No
Relaxed, laid back	Yes	Maybe	No
Romantic	Yes	Maybe	No
Simple	Yes	Maybe	No
Sophisticated	Yes	Maybe	No
Sterile	Yes	Maybe	No
Strange, weird, off beat	Yes	Maybe	No
Stuffy, dull	Yes	Maybe	No
Stylish	Yes	Maybe	No
Traditional	Yes	Maybe	No
Trendy/hip	Yes	Maybe	No
Unique	Yes	Maybe	No
Up-scale	Yes	Maybe	No
White collar	Yes	Maybe	No
A meat market	Yes	Maybe	No
Other			

I have been to this place before: (please circle one)

Yes Not Sure No

If yes, how frequently do you come here: (please circle one)

A few times a week
A few times a month
A few times a year
I have only been once before

This seems like a place I would like to go to again: (please circle one)

Yes Maybe No

This seems like a place where I think I would fit in: (please circle one)

Yes Maybe No

This place seems reflective of my personality: (please circle one)

Yes Maybe No

If you have any other comments or observations about the place or the patrons, please list them here: