

## 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	
<b>Calm</b>	Dependable, self-disciplined	1	2	3	4	5	6	7
<b>Open-minded</b>	Open to new experiences, complex	1	2	3	4	5	6	7
<b>Friendly</b>	Cheerful	1	2	3	4	5	6	7
<b>Attractive</b>	Attractive	1	2	3	4	5	6	7

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

<b>Social</b>	Get a drink or snack	Yes	Maybe	No
<b>Romantic</b>	Go on a date	Yes	Maybe	No
<b>Party</b>	Listen to music	Yes	Maybe	No
<b>Pick-Up</b>	Pick up people, flirt	Yes	Maybe	No
<b>Reading</b>	Read	Yes	Maybe	No
<b>Relaxing</b>	Relax	Yes	Maybe	No

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...**

<b>Creative</b>	Artsy	Yes	Maybe	No
<b>Traditional</b>	Bland	Yes	Maybe	No
<b>Blue-Collar</b>	Blue collar	Yes	Maybe	No
<b>Cramp</b>	Cramped	Yes	Maybe	No
<b>Pretentious</b>	Douche-y	Yes	Maybe	No
<b>Posh</b>	Formal	Yes	Maybe	No
<b>Strange</b>	Out of the way, off the beaten path	Yes	Maybe	No
<b>Middle-Class</b>	Trendy/hip	Yes	Maybe	No