Appendix 1: Yelp Vape Shop Review Measure

(Store#____)

Date Collector: _________________________ Date:______________

Web site: ____________________________________ Reviewer Gender: #___M     #___ F
#___ IDK

Total number of reviews on site: _____ in English (#___5 star, #___4 star, #___3 star, #___2 star, #___ 1 star)

Number of reviews completed (most recent 5-to-20) ______ Dates of reviews: / / - / /

Vape shop name: ______________________________________ Phone: (____)

Address/City/State/Zip: ______________________________________

Location: ________________________________________________

1. Characteristics noted as important in this vape shop:
   Never rushed #_____ Fair prices #____
   Rebuilds/rebuilt/fix #_____ On-line store capability #____
   Wide range of nicotine #_____ Great selection of flavors (juices) or hardware #____
   Unique flavors or hardware #____
      Examples of unique flavors:______________________________
      Examples of unique hardware:____________________________
   Other #____
   Describe:____________________________________________________________

2. Staff attributes mentioned (e.g., friendly, helpful):
   Helpful/patient/respectful #____
   Knowledgeable/professional #____
   Friendly #____
   Good personality (e.g., cool, relaxed) #____
   Quick service #____
   Let me try out lots of flavors #____
   Other #____
   Describe:____________________________________________________________

3. Lifestyle environment suggested (e.g., alternative, relaxed, pleasurable, freaky, ethnic):

   **Venue Type**
   Bar type: Yes#____ No#____ (e.g., wooden bar for tasting)
   Club: Yes#____ No#____ (e.g., TV’s & lighting)
   Other: Yes#____ Describe:____________________________________________

   **Venue Amenities**
   Parking: Good #____ Bad #____
   Clean: Yes #____ No #____
   Furniture: Yes #____ Describe:__________________________________________ (e.g.,
   modern couches)
Lighting: Yes #____ Describe: ____________________________ (e.g., bright LCD lights)
Art: Yes #____ Describe: ________________________________ (e.g., gnarly paintings)
Music: Yes #____ Describe: _____________________________
(e.g., great music)
TVs: Yes #____ Describe: ______________________________
Water tank: Yes #____ Describe: _________________________
Mugs: Yes #____ Describe: _____________________________ (e.g., for coffee/hot cocoa)
Chalkboard menu: #____ Describe: _______________________
Other Yes #____ Describe: ____________________________

Atmosphere
- Chic/classy atmosphere: Yes #____
  Describe: ______________________________
- Relaxed atmosphere: Yes #____
  Describe: ____________________________
- Fun atmosphere: Yes #____
  Describe: ____________________________
- Awesome atmosphere: Yes #____
  Describe: ____________________________
- Other: Yes #____
  Describe: ____________________________ (e.g., freaky)

4. Health claims:
- E-cigarettes are vapor and safe #____:
  Describe: ______________________________
- Can quit smoking here #____:
  Describe: ______________________________
- Other #____:
  Describe: ______________________________

5. Any negative comments:
- Limited number of flavors #____
  Other #____:
  Describe: ______________________________

6. Ethnic or gender-specific comments:
- Hardware for girls/guys #____:
  Describe: ______________________________
- Other #____:
  Describe: ______________________________

7. Other comments:
Please list any notes or other comments:
___________________________________________________________________________
___________________________________________________________________________