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:_____

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1. **Characteristics noted as important in this vape shop:**
    Never rushed #____   Fair prices #____
    Rebuilds/rebuilt/fix # _____
    Wide range of nicotine #____   On-line store capability #____
    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:
_____
_____