STRUCTURED INTERVIEW PROTOCOL
night life players: bar owners

Interviewed:
Date:
Place:

Knowing the Bar Owner

1. What is your role in this bar?
   - Bar Owner
   - Manager
   - Promoter
   - Other, specify: .................................................................

2. How long have you been working in the bar industry?

3. And how long this bar exists?

4. How frequently do you do each of the following?

   | Activity                              | Less than once/week | Once Every week | 2-4 times Every Week | Everyday |
---|---------------------------------------|---------------------|-----------------|----------------------|----------|
| Use email                             |                     |                 |                      |          |
| Use the Web to search                 |                     |                 |                      |          |
| Use the Web to go to a site          |                     |                 |                      |          |
| Download electronic documents         |                     |                 |                      |          |
| Participate in online discussion forums |                   |                 |                      |          |

5. Have you bought anything in the Internet? If so how many times have you bought in the last 6 months? Were those items for you or for the bar?
Knowing the Bar/Club

6. Physical characteristics of the bar/club?
   - [ ] Indoor
   - [ ] Outdoor
   - [ ] Indoor/Outdoor
   - [ ] Other

7. How would you describe your bar?

8. What makes your bar different from others? What do you think your clients like your bar most?

9. Is there any classification in the industry that your bar could match?

10. Which facilities do your bar offer?
Knowing the Clientele

11. How would you describe your clientele?
   - age
   - frequency
   - gender
   - local / visitors

12. Does your mainly clientele usually come
   - [ ] from the neighborhood
   - [ ] from other side of the city
   - [ ] both

13. Does your clientele come alone, in small groups or large groups?

14. What information does your clientele usually ask when they call
   - by telephone
   - by e-mail
   - direct

15. What information would be important for potential customers know about in order to leverage your frequency?
Knowing about Events

16. Does your bar promote events?

☐ Yes [if so, answer questions 16a]
☐ No

16a. What kind of events? And how often do they happen?

☐ Live music
☐ Dancing
☐ Cultural (poetry, etc)
☐ Shows
☐ Others ......................................................

17. Does your bar have a permanent agenda? How long do you plan in advance and how often it may change?

18. How does your clientele know about your events? How do you promote your event? In which media [tv, radio, flyers, free newspapers, traditional newspaper, web, others?]

19. Rank the effectiveness of the following media for advertising:

Not effective at all | 1 | 2 | 3 | 4 | 5 | very effective

Radio | 1 | 2 | 3 | 4 | 5 |
Flyers | 1 | 2 | 3 | 4 | 5 |
Newspaper | 1 | 2 | 3 | 4 | 5 |
Customer Mailing list | 1 | 2 | 3 | 4 | 5 |
Internet | 1 | 2 | 3 | 4 | 5 |
20. Does your bar have a web site? If so, it was made in-house, from outsiders etc. [ask for the url]. How much did you pay for such a website? How frequently you update it?

21. Does the bar promote an event, or do you have outsider promoters?

22. How do you find a promoter? [by email, phone etc] How do you pick a promoter?

23. What kinds of agreement do you usually signup with them?

24. In case you use a DJ, which characteristics make a good DJ?

25. How do you contact them? Where do you find them? What makes a good DJ? what makes a bad DJ?
26. Have you ever experienced a problem with events agenda? What kinds of problems were? [try to find out if a DJ or promoter don’t come, what he usually do]

27. What is necessary to build a good event? What makes an event fail?

Using Online Services

28. Have you ever submitted your bar information to any websites, like Citysearch, etc.?

29. Are you using customer mailing list? How do you manage your mailing list?

Operating Services

30. How do you acquire your bar facilities?

31. How do you acquire your beers and liquors?
Relationships

32. How the bar industry usually works with promoters and musicians? Who pays what?

33. Are you a member of any association? What have been the advantages of participating of its events?

34. Do you exchange ideas with bar owners/promoters?

35. Or contact them to buy things or sell things? If so, how do you usually does?

36. Do you read any magazine or document related to the bar/promoter activities? Do you read any survey or analysis of the bar industry in SF?

37. Do you participate in any event that could help you (bar/promoter) to better manage your activities?
38. What do you need to make your business achieve better results?

39. What would be your advice for someone who is designing a web page for bars and clubs in SF?