



Manual for the  
**Venue Service Experience Survey  
(VSES)**

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## SCALES

The development of all of these scales and their respective psychometric properties have been described in:

Fink, J. S., Trail, G. T., & Anderson, D. F. (2002). Environmental factors associated with spectator attendance and sport consumption behavior: Gender and team differences. *Sport Marketing Quarterly*, 11, 8-19.

The Venue Service Experience Survey (VSES) consists of six subscales measuring both the satisfaction with, and importance of, various aspects of the venue service experience: Overall Cleanliness of the Venue, Concessions, Parking, Staff (ushers and ticket personnel), Restrooms, and Audio experience. The scale has 18 items (two to five per subscale) with a 7-point response format for both satisfaction and importance ranging from "Not at all satisfied" and "Not at all important" (1) to "Very satisfied" and "Very Important" (7). Cronbach's alpha coefficients for the six importance subscales ranged from .73 to .94 exhibiting satisfactory reliability. The reliability for the importance scale as a whole was .95. Coefficients for the six satisfaction subscales ranged from .43 to .91 with the restroom scale ( $\alpha = .68$ ) approaching satisfactory reliability while the audio experience scale ( $\alpha = .43$ ) displayed poor internal consistency. However, the reliability for the satisfaction scale as a whole was .88. In sum, the scales and subscales evidenced adequate reliability, except for the audio experience subscale.

The items listed below describe various aspects of your venue experience. We would like you to rate them in two ways. First, please rate how **satisfied** you were with each item by circling the appropriate number in the **left-hand** column. Second, rate how **important** each item is to your decision to attend games by circling the appropriate number in the **right-hand** column.

Use this scale to rate your overall **satisfaction** with the items

Use this scale to rate the **importance** of the items to your decision to attend

Not at all satisfied	Neutral	Very satisfied		Not at all important	Neutral	Very important
			Cleanliness of the restrooms			
			Overall cleanliness of the arena/stadium			
			Cleanliness of the section in which you sat			
			The clarity of the PA announcer			
			Quality of concession food and beverages			
			The music played by the band			
			Cost of concessions			
			Selection of food and beverages			
			Ease of parking at the venue			
			Closeness of parking to the arena/stadium			
			The wait in line for the restroom			
			Contact you had with ticket salespeople			
			Contact you had with ushers			
			Contact you had with ticket takers			
			The music played during breaks over the PA system			
			The amount of supplies (toilet paper, soap, towels, etc) in the restroom			
			Courteousness of the servers at the concession stands			
			Overall quality of the service at the concession stands			

**Thank you for taking the time to complete and return this survey.**

The items listed below describe various aspects of your venue experience. We would like you to rate them in two ways. First, please rate how **satisfied** you were with each item by circling the appropriate number in the **left-hand** column. Second, rate how **important** each item is to your decision to attend games by circling the appropriate number in the **right-hand** column.

Use this scale to rate your overall **satisfaction** with the items

Use this scale to rate the **importance** of the items to your decision to attend

Not at all satisfied							Not at all important							
Neutral							Neutral							
Very satisfied							Very important							
1	2	3	4	5	6	7	1	2	3	4	5	6	7	
1	2	3	4	5	6	7	Cleanliness of the restrooms	1	2	3	4	5	6	7
1	2	3	4	5	6	7	Overall cleanliness of the arena/stadium	1	2	3	4	5	6	7
1	2	3	4	5	6	7	Cleanliness of the section in which you sat	1	2	3	4	5	6	7
1	2	3	4	5	6	7	The clarity of the PA announcer	1	2	3	4	5	6	7
1	2	3	4	5	6	7	Quality of concession food and beverages	1	2	3	4	5	6	7
1	2	3	4	5	6	7	The music played by the band	1	2	3	4	5	6	7
1	2	3	4	5	6	7	Cost of concessions	1	2	3	4	5	6	7
1	2	3	4	5	6	7	Selection of food and beverages	1	2	3	4	5	6	7
1	2	3	4	5	6	7	Ease of parking at the venue	1	2	3	4	5	6	7
1	2	3	4	5	6	7	Closeness of parking to the arena/stadium	1	2	3	4	5	6	7
1	2	3	4	5	6	7	The wait in line for the restroom	1	2	3	4	5	6	7
1	2	3	4	5	6	7	Contact you had with ticket salespeople	1	2	3	4	5	6	7
1	2	3	4	5	6	7	Contact you had with ushers	1	2	3	4	5	6	7
1	2	3	4	5	6	7	Contact you had with ticket takers	1	2	3	4	5	6	7
1	2	3	4	5	6	7	The music played during breaks over the PA system	1	2	3	4	5	6	7
1	2	3	4	5	6	7	The amount of supplies (toilet paper, soap, towels, etc) in the restroom	1	2	3	4	5	6	7
1	2	3	4	5	6	7	Courteousness of the servers at the concession stands	1	2	3	4	5	6	7
1	2	3	4	5	6	7	Overall quality of the service at the concession stands	1	2	3	4	5	6	7

**Thank you for taking the time to complete and return this survey.**