

Jul 29th, 2:00 PM - 3:00 PM

Rethinking Oldenburg: Third Places and Generation Y in a Developing Country Context

Anne P. Crick Dr.

University of the West Indies, anne.crick@gmail.com

Crick, Anne P. Dr., "Rethinking Oldenburg: Third Places and Generation Y in a Developing Country Context" (2011). *International CHRIE Conference-Refereed Track*. 7.

https://scholarworks.umass.edu/refereed/ICHRIE_2011/Friday/7

This Conceptual Refereed Paper is brought to you for free and open access by the Hospitality & Tourism Management at ScholarWorks@UMass Amherst. It has been accepted for inclusion in International CHRIE Conference-Refereed Track by an authorized editor of ScholarWorks@UMass Amherst. For more information, please contact scholarworks@library.umass.edu.

Rethinking Oldenburg: Third Places and Generation Y in a Developing Country Context

A third place is any place where people regularly meet for relaxation outside of home or work. Research on third places has been within the context of developed countries and ignores the differences that may occur in developing countries. This study looks at how Generation Y conceives of and uses third places in a developing country. It concludes that Generation Y is comfortable with multiple third places and with using virtual third places to complement or substitute for physical third places. Oldenburg's conception of third places may therefore be less relevant to Generation Y. Recommendations for reaching this demographic are proposed.

Keywords: Third Place, Oldenburg, Starbucks, Generation Y, Developing Country , Virtual Community,

Rethinking Oldenburg: Third Places and Generation Y in a Developing Country Context

Introduction

Oldenburg (1999) coined the term 'Third Place' to describe a place that is neither home nor work but is regularly visited by someone seeking some type of escape from those places. Oldenburg sees the third place as having a significant personal effect in delighting and sustaining individuals and an overall societal benefit in creating better relationships between people. He laments the fact that the importance of third places has not been fully recognized and that therefore the opportunities for congregating in third places are decreasing.

Even while Oldenburg was lamenting the decline of third places some organizations saw an opportunity to capitalize on the concept by marketing themselves as third places. The most notable example of this is Starbucks which promotes itself as a third place (Starbucks.com). Indeed it is possible to conceive of different types of third places – the traditional third place as described by Oldenburg, the commercial third place such as Starbucks, the spectacular third place where people go to be entertained through staged experiences, the virtual third place where people interact in cyberspace and the hybrid third place which merges more than one of these third places (Crick, 2011). This range of third places suggests that there is an effort to meet different needs and preferences.

There has been limited study of the different types of third places and very little analysis of how they appeal to different groups. Mikunda (2004) who describes spectacular third places seems to suggest that a younger generation would be more satisfied by those third places than by Oldenburg's third places. Virtual third places would seem to be more appealing to Generation Y which has been termed the digital or net generation. Oldenburg also focuses his research work primarily in North America contrasting it with European countries. It is likely that these developed countries may utilize third places differently from developing countries. This paper adds to the literature by examining the

feelings that young people in a developing country have towards third places. The study probes what is most important to them in third places and how they use them. It will add to the literature by providing data on a previously understudied aspect of third places and will highlight opportunities for organizations that wish to appeal to a different generation or even a different country.

The paper continues with a discussion of the literature on third places. Oldenburg's seminal work will be discussed in some detail. It will be contrasted with other types of third places described in the literature. In the third section of the paper we present research questions and discuss the methodology. The results of the data collection are presented in the fourth section and the results and implications are discussed in section five of the paper.

The Concept and Operation of Third Places

Oldenburg defines the third place as a 'public place that hosts the regular, voluntary, informal, and happily anticipated gatherings of individuals beyond the realms of home and work (Oldenburg, 1999:16). He argues that while third places flourish in Europe, America focused more on creating safe and sanitized areas inadvertently, and in some cases deliberately reducing the space in which people could interact. The problem as Oldenburg defines it is that people then become overly dependent on the first two places – home and work. He argues that these places do not have the capacity to meet the expectations of people and therefore "Multitudes shuffle back and forth between the 'womb' and the 'rat race' in a constricted pattern of daily life that easily generates the familiar desire to 'get away from it all' (Oldenburg, 1999:9).

The third place serves as a place where they can get away from it all and has specific characteristics that distinguish it from other places that people visit. It is on neutral ground with no host or hostess, a level place where people are equal, there is lively conversation, the mood is playful, there are regulars who

bring it to life, it is easy to get to and the hours are convenient, it has a low profile and can even be called plain, and it is a home away from home for patrons.

Any place can be a third place and Oldenburg describes restaurants, bookstores, coffee shops, photoshops and gyms which fit his definition of third places. They are third places not necessarily by design, but because they are comfortable places for people to congregate and find their home away from home (Oldenburg, 2002). Mikunda (2004) argues that Oldenburg's third places were important at a time when Americans were focused on fun, but now that people have moved towards experiences they are less relevant. While there is some overlap with Oldenburg's characteristics, there are also significant differences in Mikunda's third places. A museum might for example become a home away from home because people go there often and because it is deliberately designed to resemble a personal habitat. The fact that these elements are staged does not make it less of a third place in Mikunda's view but in fact more of one because it allows people to recharge themselves with emotion. While Oldenburg downplays the commercial aspect of third places, Mikunda highlights it. While Oldenburg described plainness as a critical aspect of third places, Mikunda sees the third place as being staged as a sight-seeing attraction. While plainness was a virtue for Oldenburg because it reduced self-consciousness and pretension, Mikunda argues that some third places can be places that allow people to 'reload themselves with their lifestyle' (Mikunda, 2004: 4). It is impossible not to see the contrast between the two as being a generational one with Mikunda's third place being designed to fit the needs of a more time pressured and stressed generation which wants not only to get relief from everyday life but to get it quickly and ostentatiously – 'a quick massage of the soul for stressed out customers' (Mikunda, 2004: 6).

The virtual third place is another generational shift. Croon et al (1998) describe it as a place where individuals may come into contact with new and old friends on a neutral ground with no hierarchy (as

cited in Klang and Olsson, 1999). This definition shows some similarities with Oldenburg's third place which is characterized as being neutral and level. The opportunities for interaction in the virtual third place are many and varied. Social media such as Facebook are perhaps the closest to the interactive model in a physical third place. Steinkuehler & Williams however show that game playing online has the potential to provide the space for social interaction and relationships outside of school, work or home. Virtual third places overcome the limitations of time and space and therefore are even more accessible than physical third places and there may even be regulars who play a similar role by providing support and guidance to newcomers (Klang and Olsson, 1999).

While Oldenburg's third places seem to have evolved somewhat spontaneously, entities like Starbucks and Borders deliberately design their organizations to attract people who are looking for a third place. This is an essential part of their brand and they use it to differentiate themselves from other organizations. deCava (2006) also predicts that the demand for third places will increase in the so-called "Kinkos Generation" – workers who spend a significant time out of their office. They will frequent coffee shops and restaurants where they can connect wirelessly and be highly productive.

The research on third places has taken place primarily in developed countries and includes certain assumptions which may not be present in other countries. Firstly, the displacement caused by suburbs may be less severe in other countries. Secondly, third places assume surplus of income and the leisure to enjoy them but leisure is usually associated with non industrial efforts (Veblen, 1994). Societies with a lower industrial base are likely to have more leisure than developed countries which engage in more industrial activities. The type of leisure would also be expected to be different depending on the disposable income available. Finally, the discussion of third places also assumes that access is open to everyone and ignores the stratification present in many developing countries.

There is therefore a benefit to be obtained by studying the views of individuals from outside of the developed world. This study focuses on those individuals and on a specific age group – the Generation Y group. Generation Y is significantly different from previous generations with connectivity being one of the major differences. This net generation (Tapscott, 2008), is used to being connected all the time and they are comfortable with multitasking while other generations may not be as comfortable. There is therefore the potential for conflict between the different generations if their needs are not adequately understood and provided for.

This study attempts to bring another perspective to the research on third places by introducing the views of Generation Y students in a developing nation. This group will enter the world of work shortly and will be the target for commercial third places. Gaining an understanding of their preferences will therefore be very informative. The study seeks to determine whether they find third places necessary and useful, how they use them and what attracts them to particular third places rather than others. It will provide valuable information for commercial and non commercial entities that wish to create third places to attract this group of individuals. It will also enhance our understanding of the concept and provide the support for further theory building.

Research Questions

The study was an exploratory one and sought to answer the following questions:

1. The importance of third places to Generation Y students of a developing country
2. Those places that Generation Y students in a developing country consider to be their third places
3. How Generation Y students in a developing country use their third places
4. What Generation Y students in a developing country consider to be important in a third place

Methodology

Crick: Rethinking Third Places

The study was done in two stages over the course of two semesters at the University of the West Indies' Mona campus located in Kingston, Jamaica. Jamaica is considered to be a developing country with a per capita income of approx US \$7,200 (World Bank). Kingston is the island's cultural, economic and political capital and is a fairly cosmopolitan city with a wide range of restaurants, bars and a somewhat more limited range of parks and green spaces that could potentially serve as third places.

1. Surveys – Two 2 page anonymous surveys were administered to 214 students of the Quality Service and Marketing Management courses. The first survey sought to determine the differences between on and off campus usage of third places. The second focussed more intently on those characteristics that students considered to be important in a third place and to determine what constituted an ideal third place for them. Both were administered in class time by the lecturers. Students were told that it was part of a research project.
2. Focus Groups – Three focus groups were held. Advertisements were posted on noticeboards in the faculty of Social Sciences asking students to participate. They were advised that the focus groups were part of a research project being undertaken by a member of faculty. During the focus group participants were also asked to look at pictures of third places and to give their feelings about those pictures. All sessions were taped with the permission of the participants. Students were promised lunch in exchange for the two hour session and were given small tokens at the end of the session. 20 students participated.

The importance of third places : Focus group members were asked to quantify the importance of third places on a 10 point scale with 10 being extremely important and 1 being not at all important. The highest score of 8.9 was for the third place as a place to find people with similar interests closely followed by a safe and comfortable place to be alone away from school (8.6), as a place to read or do schoolwork (8.4) and as a place to regularly hang out with friends (8.3).

Responses from the focus group indicated that participants saw third places as places of refuge where they could go to relax, rejuvenate and refresh their minds. Some participants described it as a place that allowed them to remain sane.

Where they consider to be their third places : Results from survey one indicated that the most popular choice of a third place venue on or off campus was a restaurant. The second most popular place **on campus** was the student lounge followed by the recreational area and a quiet area. The next favourite **off campus** favourites were the mall, a bar, the cinema, a friend's home and a club.

In survey two students were asked to indicate why they liked their third place and the responses with the strongest agreement were because there was no host or hostess (82%), people were equal there (81%) , it was conveniently located, there was lively conversation (75%), it was possible to come and leave easily (73%) and there were always regulars there (71%).

The focus group information was somewhat different from the surveys. For example church was a third place that came out of the focus groups but was not mentioned in the surveys. Another popular spot mentioned in the focus groups was the computer laboratory where some of the participants worked. They had friends and easy access to cyberspace so they were often there even when off duty.

Convenience was very important in a third place and therefore the students' halls of residences and places close to lecture theatres were popular on campus sites for third places. For these young people cost was an issue and therefore some places that were designed to be third places were not attractive to them. Very few for example named the Student's Union as their third place and when they were asked why they chose not to go there, many explained that it required them to spend money and therefore it was not an attractive third place. One focus group member explained it amusingly in this way:

"Because of how you're spending your money to go and relax, you might have to get a fourth place to get away from the third place!"

Focus group participants revealed flexibility in their choice of third places. For one person it was where her friends were. Another argued that it was where she felt good and therefore was not necessarily a physical place. After hearing the discussion a participant summarized the sentiments in this way:

"I mean, even listening to the answers from other people, I found something that was very common...I mean anywhere that you feel that you're at home, I mean, you're most at ease. I mean you're in an environment that's conducive to the things that you would like...you're with people who are similar to you, or people who have interests in the things that you're interested in and that's why... I mean, that's why I said my church because... it's partly because I grew up in that church and the majority of the people there I know, have known me since I was very small and I identify very easily with them."

This concept of anywhere you feel at home was shared by many others in the focus group who did not want to limit themselves to one particular third place. This multiplicity of third places is supported by the results of the second survey where nearly half (49.5%) of the respondents indicated that they had a number of places that they could call a third place. Only 12% disagreed that they had a number of different third places. Further explanation may be found in the discussion of the focus group respondents who explained that they did not always want to go to their usual third place where they were known. They pointed out that if they were in a bad mood going to the third place would require

them to pretend otherwise, whereas in a place where they were not known, they could openly display

their feelings. The second survey showed that two thirds of the sample (68.3%) liked their third place because it was always lighthearted and fun and 88.2% thought that the mood would be lighthearted and fun in their ideal third place. Participants would therefore seem to be aware of what was expected of them and would choose to stay away from their third place if they could not be genuinely lighthearted. This desire to avoid having to act happy when they were not was also one of the reasons why participants of the focus groups did not necessarily want to be well known by the staff members of the third places. While they appreciated the opportunity to be granted special favours, they preferred to keep the transaction relatively impersonal.

The surveys had been based on Oldenburg's work so not surprisingly they referred to a physical third place. Once given the freedom to express their own view of a third place however participants in the focus groups described the internet as their third place. The Facebook website was a virtual third place that allowed them to connect with friends and family including those who lived overseas. As one person explained they could see each other 'technically' through pictures posted and she was proud of the fact that she had learned of a friend's pregnancy through the picture posted on Facebook. She explains that she may not be able to see her friend but she can see what is going on in her life.

Virtual third places had other similarities to the physical third places – participants became known on certain internet sites and were missed if they were absent for too long. The internet was also a place where extended conversations on a range of topics could take place. In fact the internet provided greater freedom because of the anonymity which allowed them to worry less about observing social norms. They could comment freely on social issues without worrying about people thinking less of them. They could also leave a conversation if it bored them.

The internet had another benefit – it did not close and so someone was always available to speak to in one time zone or another. It even allowed them to connect with people with friends who lived nearby. One person explained ‘Messenger’ was the only vehicle that allowed her best friend and herself to talk. When queried about where her best friend lived she confessed with embarrassment that they lived only 15 minutes apart. While she laughed at herself and others laughed as well they were all quick to explain how practical this form of communication was as different schedules could be resolved by services like messenger. Some of them did however worry about what would eventually happen if they continued to interact online vs. face to face. They also noted that communicating emotions was somewhat harder online and that special efforts had to be made to write down the emotions by using emoticons. Misunderstandings were also quite possible without the aid of facial or body cues to understand meanings. Others were less worried arguing that it was a natural evolution:

“Like they say in the good old days, people used to go by the stand pipe and they would fill the water to go back home, and a lot of the meet and greet and stuff like that... or, (they would) go down to Mass John shop or whatever because him alone have the TV or whatever. But what you realize is that we just adapted – I think third places are transitional and they go along with time”.

Their varied and busy lifestyles also explained why some students were comfortable with merging the third place with the first and second place. Those who considered the internet to be their third place for example would use it while in their homes. Halls of residence were technically first places but because they were social places they became third places as well. Many students visited each others’ homes as refuge from their own and therefore that became a third place for all of them. One graduate student who was working on her thesis described coming to campus which was technically her workplace as a third place. It was so because it was where she go to connect with friends. For another student who was on campus for about twelve hours a day, the commuting students lounge was her home away from home where she had her designated space and she knew other regulars. Places where they volunteered such as church, their old high schools and charity associations also were described as third places

because they were there regularly, they were expected there and they knew the people there well.

While technically this could be considered to be work, the participants did not as neatly separate their lives into categories so they therefore saw these as an escape from home, school and in some cases work for those who had jobs. The conclusion of one participant sums it up nicely:

“I realize that a third place doesn’t have to be a natural phenomena. It just has to be an escape – if you want to play football then football can basically become your third place....A third place can fill a hole that you can’t fill at the first or second place”.

How they use their third places : Participants of the first survey indicated that they spent on average 2.2 hours in their on campus third place and 2.6 hours in their off campus third place. In addition to chatting to one another, participants indicated that they spent about 18% of the time chatting or texting on cell phones, 17% of the time reading or studying and 8% sending or checking email.

What they wanted in a third place : The second survey asked respondents a series of questions related to their ideal third place. The top ten answers are shown in table 1 below. From the survey data we can gather that the ideal third place is characterized by equality, fun, the ability to occupy the space for extended periods of time without having to make a purchase. The hours of this third place would be convenient and the conversation would be lively.

Insert table 1 here

Responses from the focus group indicated that they wanted a third place where they would interact with people like themselves. While they were happy with a gender mix they preferred to be with people of a similar age group, social status and sexual preference. They were even put out when they were interacting with people who they thought were engaging in trivial conversation. Similarity required

them to put out the minimum amount of energy in interacting with others. It allowed them to be ‘real’

in the words of one participant. They concluded that there should be different types of third places to meet the needs of different people. They also thought that the type of third place changed with age. A popular mall that had a cinema and play arcade was therefore dismissed because it had too many teenyboppers, although they admitted that it had once been a third place for them.

The focus groups' response to the pictures of third places indicated that they preferred places that did not have to cost any money and they also liked places that were relaxing. Pictures of bookstores where they could read for free or pictures of parks and beaches elicited the most positive responses from the group. By contrast they did not like places that looked expensive, were too crowded, were dark or featured furniture that they felt would be uncomfortable to sit in. Seating was essential however and it needed to be arranged in a way that made conversation possible.

Conclusions and Implications

The results of the two surveys and the focus groups indicate that there are some rather significant differences between Oldenburg's perception of a third place and those of the sample. The students in the sample tended to have a preference for a range of a third places rather than a single location where they could always be found and expected when not at work or home. This preference actually represents an opportunity for branded chain organizations such as Starbucks or Tim Hortons since they may create what Gutek (1995) has referred to as a pseudo-relationship through brand awareness with their clients. These students would recognize the brand as representing the type of place that they like to spend time in even though they would visit different locations depending on their mood. This strategy would be difficult for individual entities however and they would probably benefit more from

building actual relationships with customers by encouraging servers to know individual preferences and tastes.

Results of the study suggest that students prefer to do the minimum amount of emotional labour. They therefore avoided their familiar third places when they were not in a good mood, preferring to be some place where they did not have to pretend to be otherwise. They also avoided being in places where they had to interact with people who were very different from themselves because this too would involve some effort in tolerating the differences. Finally, they would move if the nature of their third place changed significantly rather than fight to keep it the same. Given these preferences it is not surprising that the virtual third place was so popular with the students. It provided them with the opportunity to engage or not as they pleased and when they pleased at practically no financial or emotional cost. While there were some limitations, they characterized these as a change in the way of communication rather than a decline in the quality of communication. In this way they differed significantly from Oldenburg.

Third places are about building community according to Oldenburg but these students were very comfortable using different ways to keep in touch with one another. They also had a more extended view of relationships and were comfortable interacting with someone they had never met halfway across the world simply because they shared interests. This did not mean that they did not miss social interaction in the physical sense but that they were comfortable in using other means to support it. This creates an opportunity for commercial entities to first familiarize Generation Y with their brand online and then attract them to the physical third place by the use of events and promotions.

The research supports Oldenburg's sense that there is a need for an escape from the everyday existence and those hospitality and other organizations that can provide that type of escape have the potential to be huge income earners for hospitality and other organizations. University students are a natural

market for them because they represent the next generation of consumers. What this study suggests is that they have the potential to attract this group only if their prices are affordable, their spaces comfortable and they allow the potential for chatting and texting. If they are interested in attracting this market they may therefore have to adopt a discount strategy on or near university campuses. At the same time the study does not support strong loyalty to any one organization no matter how well it meets current needs. While there are numerous anecdotes about of community members rallying to protect their local third places against the onslaught of corporate giants such as Starbucks or Borders, this study suggests that members of Generation Y are likely to be less loyal and may switch. Relationship efforts should therefore be used judiciously and efforts have to be focused on drawing new streams rather than trying to retain the old ones who are likely to move anyhow. The study suggests that there is some merit to creating niches perhaps by special events to appeal to special groups of individuals since this generation may not necessarily want to have to mix with others. While this may not be a good fit with the very open societies of many developed countries, it is a comfortable fit with many developing countries where stratification based on demographic factors is more firmly entrenched. The study also suggests that it is important that servers be alert to the preferences and recognize regulars but at the same time they should not become overly familiar as this may be a deterrent to this group.

This study is of course a limited study conducted with a few students from one university. Its results therefore have to be taken within that context. Nevertheless it is generally supportive of the general findings about Generation Y and about the Net generation. It supports Mikunda's thesis that Oldenburg's work may not be relevant to all generations and groups. It suggests that there might be some unique characteristics in the developing world such as concerns about familiarity and status that

might not be found in third places in other countries. Finally, it suggests that there is potential for commercialization of third places but this should be predicated on the careful study of the target group.

References

Crick: Rethinking Third Places

Crick, A.P. (2011). New Third Places: Opportunities and Challenges. *International Journal of Culture, Tourism and Hospitality Research*, 5, 1.

deCava, M., (2006). Working out of a 'third place'. *USA Today*, 10/5/2006. Retrieved from http://www.usatoday.com/life/2006-10-04-third-space_x.htm

Gutek, B. , (1995). *The Dynamics of service: Reflections on the changing nature of customer/provider interactions*, CA: Jossey-Bass

Klang,M. & Olson, S. (1999). Virtual Communities. Proceedings of the 22nd information systems conference, Penn State University, 249-259. Available at http://users.jyu.fi/~timokk/iris22/IRIS22_Volume2.pdf

Mikunda, C., (2004). *Brand Lands, Hot Spots & Cool Spaces: Welcome to the Third Place and the Total Marketing Experience*, PA: Kogan Place.

Oldenburg, R., (1999). *The Great Good Place: cafes, coffee shops, bookstores, bars, hair salons and other hangouts at the heart of a community*, Da Capo Press.

Oldenburg, R., (2002). *Celebrating the third place: Inspiring stories about the "Great Good Places" at the heart of our communities*, Da Capo Press.

Steinkuehler, C., and Williams, D. (2006), Where everybody knows your (Screen) name: Online games as 'Third Places', *Journal of Computer-Mediated Communication*, 11, 885-909

Veblen, T., (1994). Reprint. *The Theory of the Leisure Class*, NY: Dover Thrift Publications

World Bank, <http://data.worldbank.org/about/country-classifications/country-and-lending-groups#IBRD>

<http://siteresources.worldbank.org/DATASTATISTICS/Resources/GNIPC.pdf>

Statement	Agreement (Strongly Agree + Agree)	Disagreement (Strongly disagree + Disagree)
In my ideal third place everyone is equal there	84.2	6.0
In my ideal third place the mood is always lighthearted and fun	82.2	5.0
In my ideal third place I can stay as long as I want without having to give up my space	82.2	6.0
In my ideal third place I have some personal space	80.2	9.9
In my ideal third place I can stay as long as I want to without having to purchase something	78.2	7.0
In my ideal third place the people there are friendly and willing to chat	77.2	8.9
In my ideal third place seating is very comfortable	76.3	8.9
In my ideal third place its always open or opens early and closes late	74.3	15.8
In my ideal third place there is always a lively conversation going on there	74.2	8.9
In my ideal third place it is a home away from home	73.2	8.9

Table 1: The Ideal Third Place

	Yes Responses (On Campus)	Yes Responses (Off Campus)
Prices are within my range	86.3	84.1
I get value for money	73.6	77.3
I like the taste of the food/drinks	75.3	84.9
I like the quality of food/drinks	56.2	65.6
The furniture is comfortable for relaxing	51.3	70.5
The entertainment is good	38.7	78.0
The music is my type of music	33.3	66.7
The décor is my type of décor	40	65.5
I like the way the staff treats me	63.5	80.0
The staff knows me and my preferences	29.5	39.8
The staff does not hassle me to make purchases	39	47.1
It's the 'in' place to be seen	26.0	43.9
It's a well known brand name	57.9	67.4
People like me hang out there as well	84.1	85.6
I feel safe there	83.3	85.6
The location is convenient for me	92.0	88.2
It's a good place to meet people like myself	69.9	74.4
It's a good place to do my homework and/or study	36.1	15.6
It's a good place to get away from everything	36.1	67.7
I am friends with the people who work there	30.9	39.1

Table 2: Differences between on and off campus responses

Statement	% Agreement (Strongly Agree + Agree)	% Disagreement (Strongly disagree + Disagree)
I like my third place because the mood is always lighthearted and fun	68.3	13.9
I like my third place because when people are playing games other people tend to get involved as spectators	44.5	29.7
I like my third place because it is always open or opens early and closes late	59.4	18.8
I like my third place because we are all equal there	81.2	8.0
I like my third place because we don't bring our personal problems there	41.6	41.6
I like my third place because you can always find a lively conversation going on there	75.2	8.0
I like my third place because it is convenient to where I work, go to school or live	75.3	12.9
I like my third place because you always depend on seeing regulars	71.3	12.9
I like my third place because the regulars help to create the ambiance/.atmosphere	66.4	17.8
I like my third place because it is rather ordinary to look at from the outside	54.4	15.8
I like my third place because it is a home away from home	61.4	10.9
I like my third place because I have a special place to sit, and people know its my space	28.6	49.6
I like my third place because it is consistent	65.4	24.8
I like my third place because I can come and leave when I want to	73.3	7.9
I like my third place because no one is the host or hostess	82.1	9.9
I like my third place because anyone can come	55.5	38.6

Table 3: Preferences for third places

Statement	% Agreement (Strongly Agree + Agree)	% Disagreement (Strongly disagree + Disagree)
In my ideal third place everyone is equal there	84.2	6.0
In my ideal third place no one brings their personal problems there	45.6	29.7
In my ideal third place there is always a lively conversation going on there	74.2	8.9
In my ideal third place the mood is always lighthearted and fun	82.2	5.0
In my ideal third place when people are playing games other people tend to get involved as spectators	43.6	23.8
In my ideal third place its always open or opens early and closes late	74.3	15.8
In my ideal third place it is convenient to where I work, go to school or live	64.4	7.9
In my ideal third place I can always depend on seeing certain people there	63.4	16.9
In my ideal third place the regulars help to create the ambiance/atmosphere	69.3	16.9
In my ideal third place the place is rather ordinary to look at from the outside	33.7	29.7
In my ideal third place it is a home away from home	73.2	8.9
In my ideal third place it is predictable	44.6	21.8
In my ideal third place it has accessible electrical outlets for my laptop etc	61.4	23.8
In my ideal third place seating is very comfortable	76.3	8.9
In my ideal third place service staff don't hover around or pressure me to make a purchase	65.4	19.8
In my ideal third place there are others doing the same things that I am doing	57.5	21.8
In my ideal third place I have some personal space	80.2	9.9
In my ideal third place I can stay as long as I want to without having to purchase something	78.2	7.0
In my ideal third place I can stay as long as I want without having to give up my space	82.2	6.0
In my ideal third place the people there are friendly and willing to chat	77.2	8.9
In my ideal third place people respect my personal space	28.7	45.5
In my ideal third place prices are affordable	56.4	17.9
In my ideal third place, if it serves food the quality is good	71.3	19.8
In my ideal third place people are in my age group	53.5	31.7

In my ideal third place people seem to be in my socio-economic group	43.6	36.6
In my ideal third place there is a good mix of males and females	60.4	25.8
In my ideal third place if there are service personnel, they are friendly	68.3	19.8
In my ideal third place if there are service personnel they know me by name	46.5	33.6
In my ideal third place the organization is a good corporate citizen	58.4	13.9
In my ideal third place there is free access to the internet	62.3	23.8

Table 4: Preferences for Ideal Third Place