Individuals are drawn to an establishment based on the amenities and entertainment offered. Overall, they prefer to socialize in smaller groups which plays a role in the type of furniture they choose. Data for this study was obtained using a survey which expanded upon how individuals interact, who they are interacting with, and their personal preference regarding furniture and aesthetics. It was concluded that individuals prefer to socialize in small groups rather than large groups. When looking at the furniture that these groups utilize, it was determined that booth seating and high top seating was most preferable. Finally, amenities and the aesthetic are a large determining factor in customer loyalty.

**RESULTS:**

- Individuals utilize a bar/lounge 0-1 times per week to socialize.
- The top three amenities utilized are: live music, free popcorn/peanuts, and restrooms.
- Top three most preferred furniture types: booth seating, high top seating, and lower height tables.
- Most people prefer to socialize with the individuals they came with.
- The top factors that lead to an unpleasant experience in a lounge included: crowding, too expensive, and too loud.
- The most desirable physical location for a bar/lounge is downtown.
- Industrial pendants are the most preferable type and aesthetic of lighting.
- It is important to be involved locally in the community.
- Safety features that make individuals feel safe while at a bar/lounge include a well-lit entrance, multiple clear exits, and visible security staff.

When designing a bar/lounge, it is important to consider the servicescape and service offerings to create a space that is desirable, while acquiring loyal customers. The results obtained from this survey were from both males and females ranging in age from 21-51+. The total respondent number was 634 individuals from various demographic locations. Overall, it can be concluded that individuals prefer to visit a bar in groups of two or more people to socialize while dressed causally. The individuals surveyed visit a bar one time a week on average and are looking for amenities including: free popcorn, restrooms, and live music. Of those surveyed the majority of individuals prefer to socialize while sitting at high tables or booths. When asked what makes a bar experience unpleasant most individuals answered a space that is too crowded. This research should be further developed to explore more specific needs of adverse demographics.

**REFERENCES:**


