

Is Local Market Questionnaire

1) What can you tell us about the good areas to sell to in your local market?

a. Specific neighborhood/suburbs?

West Little Rock, Benton/Bryant, North Little Rock / Maumelle, Conway

b. Zip codes?

72120, 72034, 72116, 72211, 72223, 72113, 72076, 72023,

2) What can you tell us about the areas we should AVOID in your local market?

a. Specific neighborhood/suburbs?

Southwest Little Rock, Pine Bluff, Searcy

b. Zip codes?

3) What types of deals do you think would perform the best based on your local demographics?

Food deals, especially for families. Massages, trips for hunters or fisherman

4) Specific Deal categories that you need more of in your market

High end restaurants, Things to do (putt putt golf, comedy shows etc)

5) What categories definitely don't work in your market "redlit"

Facials, lessons,

6) What's the best thing about living there?

Variety. Arkansas has lakes, mountains, hunting, fishing, live racing, a bit of everything. Great places to eat and things to check out

7) Is it a college town?

Yes. There is UALR (University of Arkansas at Little Rock) in Little Rock, and Conway (30 minutes away) actually has 3 college

8) What are some big anchor businesses/manufacturers?

Dillard's, WalMart, Clinton Presidential Library, Mack's Prairie Wings,

9) Are any well known companies Headquartered in your city?

While not in our city, WalMart's HQ is in Northwest Arkansas. Dillard's HQ, Tyson chicken is in Arkansas, Mack's Prairie Wings Is in Stuttgart (largest UPS shipper in the state, hunting and outdoors items)

10) A new seller moves in from a market 1500 miles away. What do they need to know?

There are a lot of outdoors folk, be that fishing, hunting, hiking, lake activities. Little Rock is an active community with big Food Truck festivals, live concert festivals and big charity runs

11) Tell us about your market's seasons please.

a. What time of weather patterns do you experience and when?

One could joke Arkansas has four seasons, Summer, Winter, Hunting & Allergy. The weather can shift from freezing to 70 in a week—and that's not uncommon. Summers are VERY hot and humid.

12) Please give us a wish list of a few local spots that you feel would be BIG deal performers if we were able to nail down. These should be well-known hot spots that you would love to see run on Deal Chicken. We'd love to hear why they are so popular in town too!

ZaZa Fine Salad + Wood Oven Pizza (two locations, great food, always has a crowd)

Big Orange Burgers

Local Lime - great tacos and salsas

(All three above owned by same people)

Sushi Café – consistently ranked number 1 sushi place in Little Rock

Loca Luna

U.S. Pizza Company (several locations throughout central Arkansas)

13) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?)

Billboard, mentions during morning newscasts

14) Current Email Subscriber list

Approx 35k

15) Please email all info to April Steffen at april.steffen@gannett.com .