

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs?
 - i. Sandy Springs, Alpharetta Dunwoody, Smyrna, Vinings, Decatur, Lil Five Points, Decatur, Old Fourth Ward, Midtown, Virginia Highlands, Inman Park, Castleberry Hill, Howell Mill Park
 - b. Zip codes?
 - i. 30004,30005,30009,30022,30023, 30030,30080,30081,30082,30305, 30306,30308,30324,30327,30328, 30338,30339,30341,30342,30356,
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs
West End, College Park, East Point, Riverdale, Jonesboro, Stone Mountain, Lithonia, Campbellton Road, Forest Park, Tara Blvd. Mechanicsville, Martin Luther King Jr Blvd
 - b. Zip codes?
 - i. 30315,30314,30311,30047,30044,30122,30126,30058,30034,30083
- 3) What types of deals do you think would perform the best based on your local demographics?
 - a. Massage Deals, Nail Salon Deals, Restaurants, 1 Day adventures (aquariums, zoos, parks)
- 4) Specific Deal categories that you need more of in your market
 - a. Restaurants, NightClubs, Movie Theaters, Events
- 5) What categories definitely don't work in your market "redlit"
 - a. Home services (cleaning, vacuuming)
- 6) What's the best thing about living there?
 - a. Diversity and Nightlife
 - i. People in Atlanta love to go out to Eat!
- 7) Is it a college town?

- a. Georgia Tech, Georgia State, Morehouse College, Spelman College, Emory University, Clark Atlanta University, SCAD. UGA is about 90 miles away
- 8) What are some big anchor businesses/manufacturers?
 - a. Home Depot, UPS, Coca Cola, Delta, Coca Cola Enterprises, Southern Company, Suntrust, Genuine Parts, AGCO, Newell-Rubbermaid, Asbury Automotive Groups, First Data, NCR
- 9) Are any well known companies Headquartered in your city?
 - a. Home Depot, UPS, Coca Cola, Delta, Coca Cola Enterprises, Southern Company, Suntrust, Genuine Parts, AGCO, Newell-Rubbermaid, Asbury Automotive Groups, First Data, NCR
- 10) A new seller moves in from a market 1500 miles away. What do they need to know?
 - a. They need to know that Atlanta metro area is spread out. Therefore usually there is an alternative in a residents' neighborhood to a merchant located across the city.
 - b. Atlanta loves to eat out (According to the Georgia Restaurant Association, Atlanta Metro Area is averaging 90 new restaurants a month)
- 11) Tell us about your market's seasons please.
 - a. What time of weather patterns do you experience and when?
 - i. We experience Hot Summers May-September (70 to 100s)
 - ii. Mild Falls Septemeber- Late November (50s to mid 60s)
 - iii. Cold winters November to Feb (Mid 30s to 50s)
 - iv. Mild Springs March to May (50s to mid 70s)
- 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!
 - a. Atlanta Zoo, Georgia Aquarium, Atlanta Botanical Gardens, Six Flags, High Museum, Alliance Theater Waffle House (its engrained in ATL culture, there are 15 in Atlanta Proper), Krispy Kreme, Atlanta Hawks or Atlanta Dream (WNBA), Plaza theater(in a downtown location, showing cult classics)
- 13) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?)
 - a. 3 15 second daily deal broadcast spots on WXIA

b. 10 to 15 second generic deal chicken broadcast spots on WXIA

14)Current Email Subscriber list

a. Email Tracker is down, However in December was approximately 50k

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