

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs? Irmo, Shandon, Spring Valley, Forest Acres
 - b. Zip codes? 29205, 29206, 29223, 29212, 29072
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs?
 - b. Zip codes? 29203
- 3) What types of deals do you think would perform the best based on your local demographics? Restaurants (multi-location) auto detailing, health/skin beauty treatments
- 4) Specific Deal categories that you need more of in your market Zoo, botox, movies, theatre sporting events, concerts
- 5) What categories definitely don't work in your market "redlit" discount restaurant.com, photography classes, karate, pole-dance fitness
- 6) What's the best thing about living there? The Riverbanks zoo, the university and their athletic teams, 2 hours to beach two hours to mountains, the 3 rivers
- 7) Is it a college town? South Carolina Gamecocks <http://www.sc.edu/>
- 8) What are some big anchor businesses/manufacturers? 4 hospitals, government
- 9) Are any well known companies Headquartered in your city? SCANA <http://www.scana.com/en/>

- 10) A new seller moves in from a market 1500 miles away. What do they need to know? Things happen slower here. People appreciate locality and the neighborhoods are isolated
- 11) Tell us about your market's seasons please.
- a. What time of weather patterns do you experience and when? Heavy heat from mid June to mid Sept, fall for 2 months, mild winter til late Feb, nice spring for 2 months
- 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! California dreaming, EarthFare, Bojangles, Krispy Kreme, MoMo's, Villa Tronco, Tombo, Rosso's
- 13) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) Flyers, Attend events with affiliate, Promo cards at malls
- 14) Current Email Subscriber list haven't seen an accurate count in about a month, but perhaps 37,000
- 15) Please email all info to April Steffen at april.steffen@gannett.com .