

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs? **Amherst, Orchard Park, Cheektowaga, Tonawanda, North Tonawanda, Hamburg, West Seneca, Lockport, Williamsville, Clarence, Depew, Buffalo**
 - b. Zip codes? **14261, 14260, 14228, 14226, 14221, 14051, 14219, 14075, 14227, 14225, 14215, 14212, 14211, 14206, 14043, 14095, 14094, 14224, 14220, 14218, 14210, 14206, 14223, 14217, 14151, 14150, 14031, 14127, 14120**
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs? **Kenmore, Riverside,**
 - b. Zip codes? **14223, 14217**
- 3) What types of deals do you think would perform the best based on your local demographics? **Restaurant deals, Entertainment, Retail**
- 4) Specific Deal categories that you need more of in your market **(More Restaurant and Entertainment deals)**
- 5) What categories definitely don't work in your market "redlit" **fitness centers, Salons (unless pedicures, manicures and massage is offered), Specialty deals (ex: acupuncture, dog or pet care, etc.)**
- 6) What's the best thing about living there? **Enjoy four seasons and seasonal deals can do very well, People really enjoy food and food festivals which are popular in the summer months, and people get excited about the Bills and Sabres the two professional sports franchises in the area. Additionally, this market is impacted significantly by Southern Ontario (Canada).**
- 7) Is it a college town? **Not really known as a college town, but there are several Colleges and Universities in town. University at Buffalo, Canisius College, Daemen College, D'Youville College, Niagara University and Erie Community College.**

- 8) What are some big anchor businesses/manufacturers? **Geico, First Niagara Bank, University at Buffalo Medical Corridor, M&T Bank, ModPac, Delaware North,**
- 9) Are any well known companies Headquartered in your city? **GreatBatch (scientific company) – ex: pacemakers, pumps, etc... Labatt Brewing**
- 10) A new seller moves in from a market 1500 miles away. What do they need to know? **Tight knit community that is very loyal to their hometown brands, Bills, Sabres, places that have been around for a long time (ex: Chef's restaurant, Pearl Street Brewery,) It is a tough town to have a start-up in as the economy has been flat for years and people spend their money on what they know and are hesitant to go elsewhere or somewhere new.**
- 11) Tell us about your market's seasons please.
- a. What time of weather patterns do you experience and when?
 - b. **Buffalo area truly experiences all four seasons to the fullest, Spring, Summer, Fall and Winter and they change between three and four 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! **Chef's Restaurant, Duff's Restaurant, Anchor Bar Restaurant, Salvatore's Restaurant, Russell's Steakhouse, Dave and Buster's, l'Illo Di'Paulo's, Curly's, Mulberry's Restaurant,**
- 13) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) **We are currently running 11 DealChicken spots per day on our NBC affiliate WGRZ. We don't have budget for outside commercial positioning.**
- 14) Current Email Subscriber list **(more than 72,000 emails)**

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