

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs?
South Salem, West Salem, Keizer, Downtown, Lancaster Dr, Lincoln City
 - b. Zip codes?
97301, 97302, 97303, 97304, 97306
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs?
None
 - b. Zip codes?
None
- 3) What types of deals do you think would perform the best based on your local demographics?
Restaurants, massages, produce
- 4) Specific Deal categories that you need more of in your market
Would like some car deals...car washes, oil changes
**Destination deals like the Portland Zoo or the Newport Aquarium.
Portland and Seattle restaurants. Golf, movies, breweries**
- 5) What categories definitely don't work in your market "redlit"
Laser hair removal, scuba diving, hang gliding, online type deals
- 6) What's the best thing about living there?
**We are roughly 1 hour from Portland, Eugene, mountains, beach. Right in the middle of everywhere else.
We have local beer breweries all over Oregon, kind of our claim to fame!
We are also right in the heart of Willamette Wine country although wind deals have not done well.**
- 7) Is it a college town?

Willamette University, Chemeketa Community College, Western Oregon State College (in Monmouth)

8) What are some big anchor businesses/manufacturers?

Lowes, Home Depot, McDonalds, Trader Joes, Multiple car dealerships, Fred Meyer, Roths IGA, Target...

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

Roths IGA, Volcanos baseball team, Kettle Foods, Willamette Valley Fruit Company...

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

That would depend on what they are selling, where they are locating and what they want to accomplish.

11) Tell us about your market's seasons please. What time of weather patterns do you experience and when?

Cold winters sometimes snow Nov thru Feb

Amazing summers July thru Sept

Always green and lush here rains a lot March thru June

Slow for restaurants is right after the new year thru March.

We are a government town, payday is the first of the month and there are 12 observed state holidays

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!

Bentleys (nice upscale restaurant), Fitts Seafood (only specialized seafood retailer in town), McMenamins (brew pub, we have 2 in Salem and many many more throughout Oregon), Regal Cinemas (largest movie chain in Oregon), Trader Joes (inexpensive health food)

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

Our only presence is word of mouth and event cards placed strategically around town. We run 1 3x5 ad in Statesman Journal for the daily deal and that is all our affiliate will allow at this time, unless we have a special promo like 10 days of Valentines, I can slide those in as needed. We are not on the SJ home page except for a spot to click at the top near the other coupons that says dealchicken, no chicken icon. Amy and I personally post the deals on our own facebook pages to draw attention. If the deal is iconic, I can get our newsroom to post it to their facebook page sometimes. The SJ currently has no marketing manager.

14)Current Email Subscriber list

25,700

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