

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. The Vaugh Road and Taylor Road
 - b. 36116, 36117, 36109, 36108, 36104 and 36105
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. West side North side of Montgomery
 - b. 36113 & 36110
- 3) What types of deals do you think would perform the best based on your local demographics? Restaurant, spa and event oriented deals
- 4) Specific Deal categories that you need more of in your market. Massage , spa & nails
- 5) What categories definitely don't work in your market "redlit".
Photography
- 6) What's the best thing about living there? Location, cheap food, weather and the riverfront
- 7) Is it a college town? Yes. We have several colleges. The two main colleges are Alabama State and Auburn Montgomery. We have several smaller schools with huge followings (Huntingdon, Faulkner & Trenholm Tech)
- 8) What are some big anchor businesses/manufacturers? Hyundai Motors, RSA (Retired Systems of Alabama), Maxwell & Gunter AFB.
- 9) Are any well known companies Headquartered in your city? Hyundai Motors Manufacturing Alabama located here in April 2002.

- 10) A new seller moves in from a market 1500 miles away. What do they need to know? How to navigate through downtown Montgomery. Lots of one way streets.
- 11) Tell us about your market's seasons please.
a. Extremely mild winters and typical hot summers
- 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! La Holla Restaurant, 5 Guys Burgers & Fries and Applebee's
- 13) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) Lots of digital ads online such as sliding billboards, pencil push down ads, digital billboards and daily deal ads in the papers.
- 14) Current Email Subscriber list. About 24,000
- 15) Please email all info to April Steffen at april.steffen@gannett.com .