

## **Local Market Questionnaire**

- 1) What can you tell us about the good areas to sell to in your local market?
  - a. Specific neighborhood/suburbs? Morristown, Randolph, Denville, Rockaway, Morris Plains, Mendham, Chatham, Madison, Chester, East Hanover, Parsippany, Whippany, Florham Park, Rockaway, Mountain Lakes, Boonton, Roxbury, Mine Hill, Cedar Knolls
  - b. Zip codes? Anything within a 10 mile radius of Morristown is usually successful
- 2) What can you tell us about the areas we should AVOID in your local market?
  - a. Specific neighborhood/suburbs? Dover, West Caldwell,
  - b. Zip codes? Avoid anything out of a 10 mile radius of Morristown
- 3) What types of deals do you think would perform the best based on your local demographics? Good restaurants (steak, seafood, Italian, ect) and spas are our best performers
- 4) Specific Deal categories that you need more of in your market- Good restaurants, butcher shops, Sushi
- 5) What categories definitely don't work in your market "redlit"
- 6) What's the best thing about living there?

Very nice area, good restaurants, Morristown attractions, NYC is not too far
- 7) Is it a college town? No
- 8) What are some big anchor businesses/manufacturers?

9) Are any well known companies Headquartered in your city? Avis, Bayer, Baymont Inns & Suites, Days Inn, Nabisco, Ramada, Travelodge, Wyndham Hotels and Resorts

10) A new seller moves in from a market 1500 miles away. What do they need to know? Quality Steakhouses, Italian, Sushi, Delis and higher-end spas tend to do the best on our site. Also, if we are able to get one location of a chain such to run it tends to do well.

11) Tell us about your market's seasons please.

a. What time of weather patterns do you experience and when? Very cold in the winter, very hot in the summer, mild spring and fall weather. Average precipitation year round.

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 Strada, Forte, Black River Barn, Buffalo Wild Wings (Rockaway), Minado, Roots Steakhouse, George and Martha's, Tabor Road Tavern, Grato, Black Horse Pub

13) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) WE have had billboards in the past but are waiting on the 2013 budget to begin planning.

14) Current Email Subscriber list Around 41k

15) Please email all info to April Steffen at [april.steffen@gannett.com](mailto:april.steffen@gannett.com).