

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs? Greenville, Simpsonville, Mauldin, Greer, Taylors, Travelers Rest
 - b. Zip codes? 29601, 29609, 29615, 29605, 29607, 29690, 29650, 29651, 29662, 29681, 29680, 29687
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs? Berea, West Greenville
 - b. Zip codes? 29611, 29617
- 3) What types of deals do you think would perform the best based on your local demographics? “Old Greenville” deals—business that have been in business > 20 years. Upscale restaurants, weekend getaways
- 4) Specific Deal categories that you need more of in your market: Upscale restaurants
- 5) What categories definitely don’t work in your market “redlit” Deals outside Greenville County
- 6) What's the best thing about living there? Great environment, friendly people, mild temperatures and low prices.
- 7) Is it a college town? Closest colleges are Furman University (~5 miles north) and Clemson University (~20 miles west)
- 8) What are some big anchor businesses/manufacturers? BMW, Walmart, Costco, Chick-fil-A, Bi-Lo
- 9) Are any well known companies Headquartered in your city? BMW, Michelin, TD Bank, Bi_lo Corporations, Charter Communications, Fluor Coporation, General Electric, Verizon Wireless

10)A new seller moves in from a market 1500 miles away. What do they need to know? Slow down. Everything here is slower than elsewhere. If you're liberal, keep it quiet ... there are tons of liberals here, but the conservatives are louder and more annoying. And they have money.

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

- a. What time of weather patterns do you experience and when? Mild winters and hot summers. There really aren't spring and fall seasons ... it goes from cold to quite warm within a couple of weeks.**

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! The Handlebar (local music venue), Bi-Lo Center (convention center i.e. monster trucks)

**13)Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?)
Newspaper ads, online placement, Facebook, Twitter**

14)Current Email Subscriber list 42,000

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