

Local Market Questionnaire

1) What can you tell us about the good areas to sell to in your local market?

a. Specific neighborhood/suburbs?

The East side of the city is the best place to sell, including the suburbs of Webster, Penfield, Fairport and Pittsford. Also, certain spots in downtown Rochester have a lot of great restaurants and nightlife, including Park Ave., Monroe Ave. and Corn Hill area.

b. Zip codes? 14580, 14526, 14450, 14534, 14607, 14608, 14618

2) What can you tell us about the areas we should AVOID in your local market?

a. Specific neighborhood/suburbs?

Certain areas downtown are not the safest neighborhoods, including Clinton Ave., Clifford St., Ave. A, B, C, D,

b. Zip codes? 14620, 14621

3) What types of deals do you think would perform the best based on your local demographics?

*Restaurant Deals

*Coffee Shops

*Massage Deals

*Manicure/Pedicure Deals

*Limousine Services

*Concerts

4) Specific Deal categories that you need more of in your market

*Food/Drink

* Massage, Manicure/Pedicure Services

*Coffee Shops

*Sporting Events

5) What categories definitely don't work in your market "redlit"

*Tanning

*Hair Deals (Cut, Color Treatment)

6) What's the best thing about living there?

Entertainment-Rochester has a great selection of restaurants, bars and nightclubs

7) Is it a college town?

Rochester has many great colleges in the area, including University of Rochester, Rochester Institute of Technology, Saint John Fisher, Nazareth College, Monroe Community College.

Downtown Rochester has an array of nightclubs and bars that are designed for and frequented by many college age students. We also have a lot of great minor league sports teams such as the Rochester Rhinos (Soccer), Rochester Red Wings (Baseball), Rochester Lancers (Indoor Soccer), Rochester Amerks (Hockey), Rochester Knighthawks (Lacrosse) that are popular events amongst college kids.

8) What are some big anchor businesses/manufacturers?

Kodak and Xerox are Rochester's most famous businesses

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

Kodak's company headquarters are in Rochester.

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

*We have many competitors in the area such as LivingSocial, Groupon and Get My Perks so any AE needs to make sure they are selling great deals that will help make DealChicken more successful and stand tall amongst its competitors. If you aren't 100% sure that something will sell, don't run it!

*We have lots of popular minor league sports teams in Rochester. People in our city love going to games...Just remember, in-door events in winter, out-door events in spring and summer!

*Also, given the fact that we have many colleges in the area, think about reaching out to places that cater to the needs of college students...pubs, bars, clubs, etc...

*Rochestarians LOVE eating out. So restaurant deals will never fail!

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

a. What time of weather patterns do you experience and when?

The winter months (December-March) get pretty cold with lots of snow. We have mild springs and hot summers. During the spring and fall, we get lots of rain.

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!

*Trata-A new trendy bar/restaurant that opened in downtown Rochester (Culver Rd.)

*Flight-A popular wine bar in downtown Rochester

*Next Door Bar and Grill-An American restaurant on Monroe Ave. in Pittsford, owned by Wegmans.

*Dinosaur Bar-B-Que-It's great location and atmosphere as well as its amazing barbeque-style foods make it one of the hottest spots in town

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

*Daily print advertisements in the Rochester Democrat & Chronicle paper

*Handing out \$5 off promotional cards

*Social Networking (Facebook, Twitter updates)

*Hosting DealChicken sponsored events

14) Current Email Subscriber list

30,000 subscribers

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