

## **Local Market Questionnaire**

- 1) What can you tell us about the good areas to sell to in your local market?
  - a. We have several areas of focus where pockets of businesses are: Bangor area, Bar Harbor and all of MDI (Mount Desert Island), Belfast, Bucksport, the Downeast Coast, Ellsworth, Newport, Orono, anything relating to resorts across the state
  - b. Multiple towns around Bangor share the 04401 zip code with Bangor
  - c. We do overlap some with Portland for very desirable restaurants and getaways stays on the coast mostly.
- 2) What can you tell us about the areas we should AVOID in your local market?
  - a. Areas with little to no population – lots of forest in our part of Maine just check a map. Mainers are used to driving so a good restaurant an hour away is still a good deal.
- 3) What types of deals do you think would perform the best based on your local demographics? Homestyle Restaurants, kids activities
- 4) Specific Deal categories that you need more of in your market  
Kids activities – but there really are not many
- 5) What categories definitely don't work in your market "redlit"  
We don't have a category – what doesn't work is the small town place that doesn't have a big following – can be very hard to sniff out strong from weak
- 6) What's the best thing about living there?  
Small town feeling of neighborliness, the outdoors and recreation, the natural scenery itself from Mt Katahdin to the Maine Coast and all the lakes in between
- 7) Is it a college town? The main campus of the University of Maine is in Orono a few miles up the road from Bangor but this is still a small campus (10,000 students)
- 8) What are some big anchor businesses/manufacturers?

**The big employers are healthcare and what paper mills are still running.  
No major merchants for our purposes**

- 9) Are any well known companies Headquartered in your city? Old Town Canoe, LL Bean has its call center in Bangor but headquarters is in Freeport (Portland area)**

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

**Check your pronunciation! Locals do not like people from away and mispronouncing names will turn them right off. Bangor is just like Al Gore "Bang Gore".**

**Our affiliate: WLBZ Channel 2 is the local NBC affiliate. Just know it is not the big dog in the ratings game. Comes in second place, well behind the CBS affiliate WABI Channel 5. We are sister station to the much larger WCHS 6 in Portland and share the local news programming.**

**Our (newish) local AE, Amy Fortier, has been selling in the area for many years, she was born and raised here and many people know her and her whole extended family well. She is easy and gracious to work with, if a merchant hits you with wanting to speak to someone local (and that does happen) please know she will be happy to work with you.**

**Please always feel free to touch base with Bangor AM – Jean Nowak, I am here to help you!**

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

**Weather and seasons are everything up here. Think about those lovely pictures in the LL Bean catalogues – those are shot in our area.**

**Four distinct seasons that do match up almost exactly with the calendar  
Spring starts on the equinox Summer starts on the solstice etc. Winter is real – snow, cold and Mainers love it – ice fishing, snowmobiling, snowshoeing, skiing**

- 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!**

**All the major franchise restaurants: Longhorn, Texas Roadhouse, Unos, Applebees, TGIFridays  
Locals love to go out to eat at a good price  
Sugarloaf and Sunday River Ski Resorts  
Maine Discovery Museum (station is a media sponsor and we still can't get them!)**

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

**We are a TV station – brand commercials, deal specific promos, station webpage and facebook page**

**14)Current Email Subscriber list – to the best of my knowledge: Approx 24,000**

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