

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs? Binghamton, Vestal, Endicott
 - b. Zip codes? 13901, 13902, 13903, 13904, 13905, 13850, 13760
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs? Conklin and Kirkwood NY due to recent flooding
 - b. Zip codes? Conklin NY: 13748 and Kirkwood NY: 13795
- 3) What types of deals do you think would perform the best based on your local demographics? Restaurants and family oriented events
- 4) Specific Deal categories that you need more of in your market Family oriented events
- 5) What categories definitely don't work in your market "redlit" product specific items don't do well in our market, a generalized approach works best for Binghamton
- 6) What's the best thing about living there? Family friendly environment. Question actually depends upon your demographic, for kids plenty of school based learning activities, for college crowd events and fun geared for them. For families lots of community involvement activities.
- 7) Is it a college town? Yes
- 8) What are some big anchor businesses/manufacturers?

Binghamton University, BAE Systems Integration, National Pipe & Plastic
- 9) Are any well known companies Headquartered in your city? NO

10)A new seller moves in from a market 1500 miles away. What do they need to know? Major shopping centers are located here, easily accessible for travel (major interstate travels, Binghamton airport etc), 2 local colleges (Binghamton University and Broome Community College), fine dining, family environment.

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

a. What time of weather patterns do you experience and when? True 4 seasons here in Binghamton. Winter time cold with lots of snow. Summer time hot and humid. Fall mild temps, beautiful fall foliage, mild temps. Spring time warmer temps, ice is melting, people are itching to get outside.

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!

13)Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) none currently

14)Current Email Subscriber list: 23,892

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