

## **Local Market Questionnaire**

- 1) What can you tell us about the good areas to sell to in your local market?
  - a. Specific neighborhood/suburbs? Cool Springs, Franklin, Providence, Belle Meade, West Meade, Hendersonville, Goodlettsville and Madison
  - b. Zip codes? 37027, 37064, 37211, 37215, 37205, 37075, 37072, 37115
- 2) What can you tell us about the areas we should AVOID in your local market?
  - a. Specific neighborhood/suburbs? Avondale, North Nashville, Metro Center and North Charlotte Pike
  - b. Zip codes? 37213, 37208, 37228, 37209
- 3) What types of deals do you think would perform the best based on your local demographics? Service oriented deals do well in Nashville, food sells as well as events like the circus, beer and bourbon festivals, ect.
- 4) Specific Deal categories that you need more of in your market:

Food, Spas, Events and family friendly activities
- 5) What categories definitely don't work in your market "redlit"

Fitness does not sell in Nashville!
- 6) What's the best thing about living there? There is live music going on all the time and almost everyone in Nashville is involved with music somehow. We have very trendy locations near downtown that are serving great food. Would love to feature more of the trendy restaurants located in The Gulch, Midtown and Germantown.
- 7) Is it a college town? We have a ton of colleges here in Nashville so any deals that can appeal to a group but also be available to one college kid is the way to go!

- 8) What are some big anchor businesses/manufacturers? Nissan, Dell, Mars Candy, GM Plant and whiskey distillers
- 9) Are any well known companies Headquartered in your city? Nissan, Back Yard Burgers, Captain D's, Caterpillar, Cokesbury, CMT, Firestone, Gaylord Opryland, Gibson, Sun Records, Yazoo Brewing Company, j. Alexanders, O'Charleys, Purity Dairy and Shoney's
- 10) A new seller moves in from a market 1500 miles away. What do they need to know? Nashville is a historic music city, most people are not native to Nashville, Williamson County has one of the top rated school districts in the nation and it is one of the wealthiest counties in the nation. Nashville has the worst traffic for a medium sized city in the US.
- 11) Tell us about your market's seasons please.
- a. What time of weather patterns do you experience and when?  
Winters can be mild but also bitter cold, spring is the best time of year for merchants and the busiest time of year for tourists.
- 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!
- Cheekwood Botanical Gardens  
Jack Daniels Distillery  
Ryman Auditorium  
Bluebird Café  
Phunky Griddle  
The Belcourt Theatre  
Yazoo Brewing Company  
Nashville Pedal Tavern
- 13) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) Print ads, flyers and event cards
- 14) Current Email Subscriber list 47,000

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