

Local Market Questionnaire

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

a. Specific neighborhood/suburbs?

b. Zip codes?

33908

33904

33907

33914

33901

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33905

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33903

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33917

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

a. Specific neighborhood/suburbs? Pine Island, Lehigh Acres, Sanibel Island, Naples

b. Zip codes?

34114

33471

33974

34108

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34103

34105

34293

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34117

33948

33983

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

- 4) Specific Deal categories that you need more of in your market
RESTAURANTS!!!
- 5) What categories definitely don't work in your market "redlit". We have an unstable market and it is very hard to predict due to seasonality, demographics, etc.
- 6) What's the best thing about living there? weather
- 7) Is it a college town? No
- 8) What are some big anchor businesses/manufacturers? Gartner Inc.; Fuccillo Kia, largest dealership in the nation; South Seas (LXR Luxury Resorts & Hotels)
- 9) Are any well known companies Headquartered in your city?
Chico's/SOMA/White House-Black Market, Lee Memorial Health System
- 10)A new seller moves in from a market 1500 miles away. What do they need to know? The News-Press Media Group - Get connected to all things Southwest Florida 2/47 [affiliate of DealChicken Fort Myers/Cape Coral]
- 11)Tell us about your market's seasons please.
- a. What time of weather patterns do you experience and when?
 - i. Our weather in SWFL is always pleasant
 1. We experience "seasons" of residents. Part time residents live here from November-April each year coming down from northern states and Canada.
 2. All annual local events, advertising, etc. is based on the snowbird season.
 3. Not much going on from May-October in SWFL.

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 DealChicken. We'd love to hear why they are so popular in town too!

- a.** Bistro 41 Restaurant [refuses to reduce himself to discount deals]
- b.** Cantina Laredo [doesn't want to discount food]
- c.** Norman Love Chocolatier

13)Can you tell us what marketing efforts are being done in your area to promote DealChicken? (Flyers, commercials, billboards, etc?) See attached added value marketing promotion from affiliate. Could possibly increase email database substantially if affiliate would back DealChicken in social media and promotion by the information center.

14)Current Email Subscriber list 31,000

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