

## **Local Market Questionnaire**

- 1) **What can you tell us about the good areas to sell to in your local market?**
  - a. **Specific neighborhood/suburbs?** Major cities – Greensboro, High Point, Winston-Salem, Burlington, Kernersville
  - b. **Zip codes?** Top 10: 27406, 27405, 27410, 27265, 27401, 27284, 27360, 27407, 27107, 27403
- 2) **What can you tell us about the areas we should AVOID in your local market?**
  - a. **Specific neighborhood/suburbs?** Smaller towns – Jamestown, Lexington (unless it's a BBQ deal), Mebane, Julian, Thomasville, Clemmons, Mocksville, Reidsville
  - b. **Zip codes?** 27282, 27292-27295, 27302, 27283, 27360, 27361, 27012, 27028, 27320-27323
- 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 –** High end spas
- 5) **What categories definitely don't work in your market "redlit" –** Fitness, home improvement, photography
- 6) **What's the best thing about living there?** Lots to do, close to the beach and the mountains (2-4 hour drive)
- 7) **Is it a college town?** Yes. Major colleges In the area: University of North iCarolina - Greensboro, Wake Forest University, Elon University, NC A&T, Guilford College, Guilford Tech
- 8) **What are some big anchor businesses/manufacturers?** VF Corporation, Childress, HondaJet, RFMD, TIMCO Aviation Services, Volvo Trucks

**9) Are any well known companies Headquartered in your city?** VF Corporation, Childress, HondaJet, RFMD, TIMCO Aviation Services, Volvo Trucks

**10)A new seller moves in from a market 1500 miles away. What do they need to know?** It's a great place to raise a family.

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

**a. What time of weather patterns do you experience and when?** We experience all 4 seasons with pretty mild temperatures. Monthly averages below. Summers and winters are occasionally extreme.

<b>January</b>	<b>48</b>	<b>29</b>
<b>February</b>	<b>53</b>	<b>33</b>
<b>March</b>	<b>61</b>	<b>39</b>
<b>April</b>	<b>70</b>	<b>47</b>
<b>May</b>	<b>78</b>	<b>56</b>
<b>June</b>	<b>85</b>	<b>65</b>
<b>July</b>	<b>88</b>	<b>69</b>
<b>August</b>	<b>86</b>	<b>68</b>
<b>September</b>	<b>80</b>	<b>61</b>
<b>October</b>	<b>70</b>	<b>49</b>
<b>November</b>	<b>61</b>	<b>40</b>
<b>December</b>	<b>51</b>	<b>32</b>

**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!** Lucky 32, Grandover, Childress

**13)Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?)** Daily deal commercials, online banners, sponsoring Restaurant Report Card

**14)Current Email Subscriber list – 50,000+**

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