

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs? Downtown, West Chester, Mason, Loveland, Hyde Park, Oakley, Clifton, Montgomery, Kenwood, Western Hills, Anderson Township, Mariemont, O'Bryonville, Madeira, Covington, KY, Newport, KY
 - b. Zip codes? 45231, 45215, 45230, 45212, 45238, 45011, 45140, 45069, 45040, 45224, 45227, 45202, 45014, 41042, 45208, 41017, 45219
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs? Lincoln Heights, Reading, Forest Park
 - b. Zip codes? Stay inside the I-275 loop
- 3) What types of deals do you think would perform the best based on your local demographics? Spa, Restaurants, Family entertainment
- 4) Specific Deal categories that you need more of in your market. Spas, pizza, delis or butchers, family entertainment, car wash,
- 5) What categories definitely don't work in your market "redlit" small retails, chiropractors, exercise
- 6) What's the best thing about living there? Activities that people like to do? Eat and drink, amusement/water parks, zoo, aquarium, sports games, Segway tours, B7B Riverboats. Cuisine that is popular: Home style, sushi/thai, pizza, chili, wings, german food.
- 7) Tourist attractions: Kings Island, Coney Island, Beach Waterpark, Reds Baseball, Bengals, college football, college basketball. Newport on the Levee, Newport Aquarium, Museum Center/Union Terminal.
- 8) Is it a college town? University of Cincinnati, Northern Kentucky University and Xavier University all located in the tri-state area.

- 9) What are some big anchor businesses/manufacturers? LaRosa's, Skyline, Frisch's Big Boy, White Castle, Montgomery Inn
- 10) Are any well known companies Headquartered in your city? Macy's, P&G, KOA,
- 11) A new seller moves in from a market 1500 miles away. What do they need to know? Cincinnati is a conservative town
- 12) Tell us about your market's seasons please.
a. What time of weather patterns do you experience and when?
Spring, Summer, Fall, and Winter
- 13) 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! LaRosa's, Skyline, Frisch's Big Boy, White Castle, Montgomery Inn
- 14) Can you tell us what marketing efforts are being done in your area to promote DealChicken? (Flyers, commercials, billboards, etc?) Newspaper ads and local events
- 15) Current Email Subscriber list 74,782
- 16) Please email all info to April Steffen at april.steffen@gannett.com .