

Local Market Questionnaire – Jacksonville, FL

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs? South Jacksonville (Southside, Mandarin, San Marco), Jacksonville Beach, Avondale/Riverside,
 - b. Zip codes? 32216, 32246, 32256, 57, 58. 32204-5. 32073. 32250. 32217, 32207, 32223. 32084, 32065.
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs? Arlington, Regency, Dinsmore/Moncrief, Springfield, Downtown with exceptions to upscale dining and entertainment. Not much to choose from. Middleburg, Green Cove Springs.
 - b. Zip codes? 32211, 32277, 32225, 32226, 32208, 32209, 32202, 32206, 32254, 32043, 32068.
- 3) What types of deals do you think would perform the best based on your local demographics? Upscale dining and local favorites. Everything else seems to do poorly in the dining category. Jacksonville resident's love chain businesses, which is bad for DC. Local activities (ie. Boating, water tours, family activities.) Kayaking does poorly every time. Entertainment. Bakeries. PaintBall.
- 4) Specific Deal categories that you need more of in your market

Things to do. Outside activities.
- 5) What categories definitely don't work in your market "redlit"
Retail, Fitness, Facials, low end restaurants.
- 6) What's the best thing about living there?
Warm weather almost all year. 35 minutes from the nation's oldest city – St. Augustine.
- 7) Is it a college town?

We have UNF, JU and FL State College, but we are not known as a college town.

8) What are some big anchor businesses/manufacturers?

Everbank, Blue Cross Blue Shield, Wells Fargo are our large businesses. Local businesses that are popular are La Nopalera, Salt life, Al's Pizza,

9) Are any well known companies Headquartered in your city?

Winn Dixie, Bubba Burgers/

10)A new seller moves in from a market 1500 miles away. What do they need to know? Jacksonville is extremely large. The entire county is also the city limits. Each side of town seems to have their own niche and the people do not like to travel out of their area.

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

a. What time of weather patterns do you experience and when?

We are typically warm all year. It does get into freezing or near-freezing temps late in the winter, but 80 degree weather in January is common. We have no fall transition. It will be hot and then a cold front will come in.

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! La Nopalera, Mellow Mushroom Pizza Bakers, Al's Pizza, The Loop Pizza Grill, Ill Forks, Chart House, Adventure Landing/Shipwreck Island waterpark. Rebounderz.

13)Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?)

Commercials, events, Social media, Event cards, periodic local contests.

14)Current Email Subscriber list – 36,500

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