

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs? Our TV market covers a large area, including several separate towns – Macon and Warner Robins [inclusive of Bonaire, Centerville, and Kathleen] are two major ones, but we’ve also had success in Perry, Milledgeville, and Dublin
 - b. Zip codes? 31210, 31201, 31206, 31088, 31005, 31047, 31069, 31061, 31021
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs? These are rare. Most areas in our market are pretty safe, with only minimal pockets here and there.
 - b. Zip codes? 31211, but there are exceptions to this rule
- 3) What types of deals do you think would perform the best based on your local demographics? Family restaurants, MASSAGES, tours, mid priced to high end restaurants, major downtown events [Macon Symphony Orchestra, The Grand Opera House, etc]
- 4) Specific Deal categories that you need more of in your market. Outdoor activities, massages, nail salon, house cleaning
- 5) What categories definitely don’t work in your market “redlit”

Home repair, hair salon, unknown/small spa services

- 6) What's the best thing about living there? Nice weather most of the time, rapidly developing sense of community pride,
- 7) Is it a college town? Downtown can feel like it sometimes thanks to the large crowd from Mercer University [Go Bears!], but it would not typically be considered a college town. However, Milledgeville is also in our market and is somewhat of a college town surrounding Georgia College & State University
- 8) What are some big anchor businesses/manufacturers? Geico, Robins AFB

Are any well known companies Headquartered in your city? Not to my knowledge

9)

10)A new seller moves in from a market 1500 miles away. What do they need to know? North Macon is a major developing area and a hotspot for spending [new malls, stores, boutiques, homes, etc], with segments of downtown also being built up as community projects. Avoid industrial Macon – neighborhoods are rough and businesses are declining.

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

- a. What time of weather patterns do you experience and when? Warm for most of April-November, very hot (95+) June-Early August, isolated cool days [40-50] in early spring and late fall**

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! Fountain Car Wash, Dolce Vita, Nu-Way Wieners, Greek Corner Pizza, Greek Corner Deli, Mama Mia Pizza & Pasta, Signature Salon & Spa, Ginger Michelle Boutique, Ingleside Village Pizza, El Sombrero, Museum of Arts & Sciences

13)Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) 6 15 second spots promoting the deal, 300x250 digital banner on 13wmaz.com homepage, Facebook post on affiliate page

14)Current Email Subscriber list 29,000

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