

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs?
 - i. Plymouth (48170), Royal Oak (48067), Ferndale (48220), Birmingham (48009), Novi (48377), Canton (48187), downtown Detroit (48226)
 - b. Zip codes? See above
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs?
 - b. Zip codes?
- 3) What types of deals do you think would perform the best based on your local demographics? Restaurants, movies, theatre, activities like walking tours, trail rides, painting, glass blowing, retail, local butcher shops, grocery etc. seasonal activities like rivertours, skiing, etc.
- 4) Specific Deal categories that you need more of in your market
 - a. Activities – more movie theatres, activities like painting and glass blowing, etc.
 - b. Butcher/grocery
 - c. Unique experiences – hot air balloon rides, vertical wind tunnels, helicopter/airplane rides over the city
- 5) What categories definitely don't work in your market "redlit"
 - a. Lipo laser, gym memberships, dental, optical (unless it's a big multi facility deal)
- 6) What's the best thing about living there?
 - a. Sports, in-state travel, micro-breweries, wineries, the different seasons, Everyone is really into supporting local businesses
- 7) Is it a college town?

- a. Downtown Detroit – Wayne State University and University of Detroit
- b. Dearborn – University of Michigan – Dearborn
- c. Ann Arbor – The University of Michigan
- d. Rochester Hills – Oakland University

8) What are some big anchor businesses/manufacturers?

- a. Ford, GM, Chrysler
- b. Bettermade Potato Chips
- c. Faygo
- d. Tappers Fine Jewelry
- e. Domino's Pizza
- f. Hungry Howies
- g. Little Caesars

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

10) A new seller moves in from a market 1500 miles away. What do they need to know?

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

- a. What time of weather patterns do you experience and when?
 - i. Fall September 20 – December 19th
 - Fall colors – When the leaves turn from green to yellow, red & brown
 - Weather goes down into the 40's – 60's
 - ii. Winter December 20th – March 19th
 - It starts getting cold and snowy
 - Weather can dip down into the negative temperatures
 - iii. Spring March 20th – June 19th
 - A lot of rain
 - Weather is anywhere between 40-70 degrees

iv. Summer June 20th – September 19th

- Temperatures rise 70-90 degree weather (sometimes hotter- not often though)
- Up north travel is the most popular at this time

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!

- a. Slows BBQ – it's over by the old Tiger's Stadium, people come here because the food is really good. It's been featured on Diner's Drive In's and dives. The Mary Ann was featured on Adam Richmond's Best Sandwich in America. It's a staple – Adam Claypool has been and he can attest that it's fabulous.
- b. D Tour Spa – it's located inside the MotorCity Casino and is one of the best Spa's in town.
- c. Tap Sports Bar – located inside MGM Grand Casino. It has over 50 draft and bottle beers, over 40 HD flat-screen tv's. Everyone knows about Tap, they did a big Ad Campaign and people are still talking about it
- d. Detroit Zoo
- e. Michael Symon's Roast
- f. Henry Ford Museum
- g. Ovation Yatch
- h. Detroit Princess

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

- a. DealChicken marketing flier
- b. Twitter & Facebook
- c. Affiliate promotions:
 - i. Front page note in both the Detroit Free Press and The Detroit News
 - ii. 2A full color 1/8 pg ad in both papers
 - iii. Promotion on both Freep.com and detnews.com

14) Current Email Subscriber list 106,548

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

