

## **Local Market Questionnaire**

- 1) What can you tell us about the good areas to sell to in your local market?
  - a. Specific neighborhood/suburbs? Brandon, Pearl, Flowood, Ridgeland, Madison, Clinton, Byram,
  - b. Zip codes? In order of subscriber #s: 39110, 39042, 39211, 39047, 39208, 39056, 39157, 39202, 39272. 39232, 39218, 39216, 39201
- 2) What can you tell us about the areas we should AVOID in your local market?
  - a. Specific neighborhood/suburbs? South and West Jackson, lower income side of town and even Iconic business don't always do well. Feel free to reach out to me and ask if you think you find a diamond in the rough!
  - b. Zip codes? 39206, 39204, 39212, 39209, 39213, 39203
- 3) What types of deals do you think would perform the best based on your local demographics? The majority of deals lately have been restaurants.
- 4) Specific Deal categories that you need more of in your market. I would like to see more women oriented deal, Spa, manicure, massage, shopping; entertainment, family fun; Biloxi, Gulfport and Bay St Louis MS casino weekend golf trips; Huge water park and outlet mall in Gulfport with Hotel stay weekend trip, Natchez BB weekend getaway. MS Braves tickets(minor league baseball), New Orleans get aways. Local museums
- 5) What categories definitely don't work in your market "redlit". Not really.
- 6) What's the best thing about living there? Small town feel, easy going, great food, family oriented
- 7) Is it a college town? No
- 8) What are some big anchor businesses/manufacturers? Nissan, Furniture manufactures about 2 hours north, Viking Range

- 9) Are any well known companies Headquartered in your city? CSpire (4 cellular company to get iPhone)
- 10) A new seller moves in from a market 1500 miles away. What do they need to know? Some don't get in a hurry here, it is all about the relationship. Jackson hosts the USA international Ballet Competition
- 11) Tell us about your market's seasons please.
- a. What time of weather patterns do you experience and when?  
Sometimes cold, sometimes mild winters, nice spring and fall, HOT summers
- 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! Aqua the Day Spa, Viking Cooking Schools, Chick-fil-a, Newks, Ms Braves, Pink Bombshell, Hollywood Feed, Plato's Closet, River's greenhouse
- 13) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) Mon-Sat Strip ad on page 2, Quarter page on Sunday
- 14) Current Email Subscriber list 20,000+
- 15) Please email all info to April Steffen at [april.steffen@gannett.com](mailto:april.steffen@gannett.com) .