

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs? **Biltmore Forest, South Asheville, Downtown, West Asheville, Hendersonville, Candler**
 - b. Zip codes? 28801, 28802, 28803, 28804, 28805, 28806, 28810, 28813, 28814, 28815, 28816
- 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, anything outdoors**
- 4) Specific Deal categories that you need more of in your market **Franchise restaurants, grocery stores, outdoor activities (skiing, climbing, floating the river), brewery tours**
- 5) What categories definitely don't work in your market "redlit"
- 6) What's the best thing about living there? **Very friendly, locally driven, great restaurants, great breweries**
- 7) Is it a college town? **no**
- 8) What are some big anchor businesses/manufacturers? **Ingles, Earth Fare, Biltmore Co., Mission Health & Hospital, Grove Park Inn, Eaton Corp**
- 9) Are any well known companies Headquartered in your city? **Ingles, Biltmore Co, Grove Park Inn, Earth Fare**

10) A new seller moves in from a market 1500 miles away. What do they need to know? **very locally driven, very green-friendly town, hippies**

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

a. What time of weather patterns do you experience and when? **Very cold winters, very touristy**

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 tour of the Biltmore Estate (country's largest home, tours are about \$60-\$80 and its our biggest tourist attraction), a deal for groceries at Ingles or Earth Fare, a deal w/ some of our nice, high end restaurants (Corner Kitchen, Red Stag, FIG, Chestnut, etc)**

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

14) Current Email Subscriber list – **around 18,000- not sure how to get the exact number**

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