

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. North Branchburg
 - ii. New Brunswick
 - iii. Somerville
 - iv. Bridgewater
 - v. Middlesex
 - vi. Piscataway
 - vii. Raritan
 - b. Zip codes?
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs?
 - i. Elizabeth
 - ii. Linden
 - iii. Union
 - iv. Springfield
 - b. Zip codes?
- 3) What types of deals do you think would perform the best based on your local demographics?
 - i. Any eatery's i.e. Restaurants
 - ii. Any pampered places i.e. Messages
 - iii. \$15 for \$30 deals
- 4) Specific Deal categories that you need more of in your market
 - i. Restaurants
 - ii. Messages
 - iii. Entertainment deals i.e. like a dinner and a movie deal or family fun deals (laser tag, family golf and etc...)
- 5) What categories definitely don't work in your market "redlit"
 - i. Pet services
 - ii. Any non-eatery's for the most part
 - iii. Gym or diet
 - iv. Clothing
- 6) What's the best thing about living there?

- i. Within 30-45 mins to NYC
- ii. Great place to live for family's
- iii. Close to a major college
- iv. Nice mix of middle and upper class families
- v. Somerset and Hunterdon County's are 1 of the highest per capitol income in the US

7) Is it a college town?

- i. Yes, Rutgers, the State University of New Jersey

8) What are some big anchor businesses/manufacturers?

- i. New Brunswick is known as "the Healthcare City"

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

- i. Johnson and Johnson
- ii. Verizon Wireless

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

- i. They need to connect with local business groups i.e. local Chamber of Commerce and restaurant groups
- ii.

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

- a. What time **(type)** of weather patterns do you experience and when?
 - i. Central Jersey is a normal seasonal market with fall, winter, spring and summer season. During the winter it does become very cold and snows

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!

- i. The Frog and The Peach
- ii. Steakhouse 85
- iii. Makeda Ethiopian Restaurant
- iv. Panico's
- v. Melting Pot in Somerville
- vi. Yokohama Restaurant
- vii. Central Pizzeria & Restaurant
- viii. Starbucks
- ix. Cold Stone

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

- i. Front page ad placement in 2 papers (Courier News and Home News Tribune)**
- ii. Placement on MyCentralJersey.com**
- iii. Facebook and Twitter post with DealChicken and MyCentralJersey.com**

14)Current Email Subscriber list

- i. Over 40,000**

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