

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs? **NE Tallahassee, Downtown**
 - b. Zip codes? **32301, 32309, 32312, 32308**
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs? **Our subscriber base is heavy in 32303 BUT there's not a lot of "great" merchants to be found in that area.**
 - b. Zip codes? **32303**
- 3) What types of deals do you think would perform the best based on your local demographics? **Restaurants (apparently all we do is eat around here), massages (and be lazy)**
- 4) Specific Deal categories that you need more of in your market
RESTAURANTS and event/ticket deals, deals that are located close to the beaches I think would do well (we are only 30 minutes from a small beach, 1 ½ hours from the larger, tourist deals)
- 5) What categories definitely don't work in your market "redlit" **Photography deals**
- 6) What's the best thing about living there? **Arts and great food, close to many outdoor parks and beaches and national forests**
- 7) Is it a college town? **Yes! Florida State University, Florida A&M University, Tallahassee Community College (2nd largest in state)**
- 8) What are some big anchor businesses/manufacturers? **Publix, DSW, Fresh Market, Macy's**

- 9) Are any well known companies Headquartered in your city? **Mainline, Syntech (Tech companies)**
- 10) A new seller moves in from a market 1500 miles away. What do they need to know? **Population 181,626, 3 large colleges enroll accumulatively 18,540 full-time students, no state tax, NE Tallahassee most recently developed, Southwood a “community within a community” was developed with little competition among retail/service providers, Gaines Street is on track to develop with emphasis on locally owned stores mixed with artists’ studios and “working professional” upscale condos**
- 11) Tell us about your market’s seasons please.
- a. What time of weather patterns do you experience and when? **Fairly mild seasons, up to 100 in summer and usually no lower 20 in winter. Early winter and early summer experience a lot of rainfall. Hurricanes are on constant watch, but the last bad one hasn’t hit since**
- 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! **The Front Porch (farm to table upscale restaurant), Publix, Fresh Market, Melting Pot (upscale), Shula’s (upscale), Zaxby’s (popular), Guthrie’s (popular with college), Ruby Tuesdays/Applebee’s type chains (popular)**
- 13) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) **Attending events alongside the Tallahassee Democrat, member of Chamber of Commerce (will be using Direct Mail), we’ve done billboards but Marketing will only do those centrally now, working on getting a commercial on the radio via Clear Channel Communications, working on getting a “Buck a Cluck” type program going in the county school system where for every parent that signs up we’ll donate a \$1 to the school.**
- 14) Current Email Subscriber list **close to 17,000**
- 15) Please email all info to April Steffen at april.steffen@gannett.com .

