

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs? Webster Groves, Clayton, Chesterfield, Kirkwood, Ladue, Creve Coeur
 - b. Zip codes? 63021, 63123, 63031, 63129, 63026, 63109, 63122, 63128, 63119, 63376
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs? North City, East St Louis, Normandy, Pine Lawn, Granite City, Jennings, Baden,
 - b. Zip codes? 63106, 63107, 63115, 63113, 63133, 62090, 63120, 62201, 62205, 62204, 62207
- 3) What types of deals do you think would perform the best based on your local demographics? Family style restaurants, tours, mid priced to high end restaurants.
- 4) Specific Deal categories that you need more of in your market. Outdoor activities, massages, nail salon, house cleaning
- 5) What categories definitely don't work in your market "redlit"

Home repair, hair salon, carpet cleaning

- 6) What's the best thing about living there? Great Fall and Spring seasons. Fun sports town with a lot of festivals and activities.
- 7) Is it a college town? No, but we have two major Universities.
- 8) What are some big anchor businesses/manufacturers? Anheuser-Busch, Ameren, Laclede Gas, Imo's Pizza (large chain), Schnucks, Dierbergs

Are any well known companies Headquartered in your city? Scottrade, Anheuser-Busch, Monsanto, Nestle Purina, Hardees, Ralcorp

9)

10) A new seller moves in from a market 1500 miles away. What do they need to know? St. Louis is spread out, very neighborhood centric, never travel to North City, some of North County and East St. Louis. St. Louis has a lot of free concerts, parks and the zoo. Also, the pizza is thin crust and they use provol cheese. People eat frozen custard, not ice cream.

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

a. What time of weather patterns do you experience and when?

Summer: is very hot—95+, Fall: (best season in STL) is 50s-low

70s, Winter: low thirties, little snow Spring: 70s and 80s (starts in Feb/March)

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! Racanelli's, Fountain's on Locust, Bogarts, Oceano, CJ Muggs, Broadway Oyster Bar, Gulf Shores Restaurant, Ted Drew's, Fritz's, Favazza's, Culpeppers.

13) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) 3 10 second spots promoting the deal, 300x250 digital banner on ksdk.com homepage, Facebook post on affiliate page, 1 live read in Show Me St. Louis.

14) Current Email Subscriber list 64,000

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