

Local Market Questionnaire OCEAN

- 1) What can you tell us about the good areas to sell to in your local market?
The Beach areas are great, especially after Hurricane Sandy Everyone is rebuilding and reopening
- a. Specific neighborhood/suburbs? Point Pleasant, Forked River Toms River
 - b. Zip codes? 08731, 08724, and 08742

- 2) What can you tell us about the areas we should AVOID in your local market? Ocean County is densely populated and highly populated with Retail and restaurants. I would like to continue to probe all areas.
- a. Specific neighborhood/suburbs?
 - b. Zip codes?

- 3) What types of deals do you think would perform the best based on your local demographics? Big Restaurants and Home repair (After the storm)

- 4) Specific Deal categories that you need more of in your market

Home repair

- 5) What categories definitely don't work in your market "redlit"

High end

- 6) What's the best thing about living there?

The beach

- 7) Is it a college town?

Ocean County College

- 8) What are some big anchor businesses/manufacturers?

[EGM Green](#) and [Zeducorp](#)

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

, [Jersey Mike's Subs](#), [Lane Drug Stores](#),

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

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

- a. What time of weather patterns do you experience and when?**
We experience all four seasons

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!
Jersey Mikes Subs- my affiliate has a relationship with them

13)Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?)
Front page print everyday in most popular newspaper and online ads for our affiliate as well

14)Current Email Subscriber list

I have to check- I don't have that info at this moment will get it to you asap

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