

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs? **Brandon, SD; Tea, SD; Harrisburg, SD**
 - b. Zip codes? **Sioux Falls: 57101, 57103, 57104, 57105, 57106, 57107, 57108 57110; Brandon: 57005; Tea: 57064; Harrisburg: 57032**
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs? **Don't sell outside the cities and zips above. There are a few circumstances to sell outside, but focus on Sioux Falls**
 - b. Zip codes?
- 3) What types of deals do you think would perform the best based on your local demographics? **Restaurants, car washes, carpet cleaning**
- 4) Specific Deal categories that you need more of in your market **See question #3, especially restaurants**
- 5) What categories definitely don't work in your market "redlit" **deals outside our area except for higher tier deals**
- 6) What's the best thing about living there? **Great outdoors activities. Can experience all 4 seasons. Very loyal customers. Small town feel with all the larger city amenities.**
- 7) Is it a college town? **Two private universities in the city. The two major state universities are an hour away. Smaller technical schools in city.**
- 8) What are some big anchor businesses/manufacturers?
- 9) Are any well known companies Headquartered in your city?

10) A new seller moves in from a market 1500 miles away. What do they need to know? **Head to downtown Sioux Falls. There are a lot of great, local shops and restaurants.**

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

- a. What time of weather patterns do you experience and when? **We have all 4 seasons. It will hit over 100 degrees in the summer and will be below 0 in the winter.**

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! **Minerva's Restaurant, very well-known and respected restaurant in Sioux Falls – the owners also operate other great restaurants as well. Scheels All Sports, large popular sporting goods store.**

13) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) **2x3 color ad on A2 M-Sa and on the front page of Life on Su. Ad on ArgusLeader.com. Will post popular deals on affiliate social media pages.**

14) Current Email Subscriber list **26,000**

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