

## **Local Market Questionnaire**

- 1) What can you tell us about the good areas to sell to in your local market?
  - a. Specific neighborhood/suburbs? – Parma, Parma Heights, Middleburg Heights, Mentor, Lakewood, Willoughby, Brunswick, Lyndhurst, North Royalton
  - b. Zip codes? 44130, 44060, 44107, 44133, 44124, 44094, 44212, 44129
- 2) What can you tell us about the areas we should AVOID in your local market?
  - a. Specific neighborhood/suburbs? Cleveland Downtown, Inner City
  - b. Zip codes? 44114, 44103, 44115, 44104, 44108, 44110, 44112, 44119, 44117, 44127, 44105, 44128
- 3) What types of deals do you think would perform the best based on your local demographics? Green Lit List, Restaurants, Packages, Unique Opportunities
- 4) Specific Deal categories that you need more of in your market  
  
Higher price points, wine tastings, date night/night out ideas
- 5) What categories definitely don't work in your market "redlit"  
  
Fitness, Bowling, Retail
- 6) What's the best thing about living there?  
  
Unique neighborhoods, Brewing Town, Sports Town
- 7) Is it a college town?  
  
No
- 8) What are some big anchor businesses/manufacturers?  
  
Cleveland Sports Teams, Nationwide High End Restaurants, East 4<sup>th</sup> Street Neighborhood
- 9) Are any well known companies Headquartered in your city?  
  
Lots of corporations but no deal site type of companies.

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

**Don't go to the inner city at night.**

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

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

**We have winter from October – April basically. It can be 60 degrees one day and 10 the next. Spring/Summer/Fall blend into one for the other months out of the year.**

**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!**

**Breweries – We are a big beer town, All MAJOR sports teams (no minor teams), Nationwide Restaurants**

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

**Our affiliates added value efforts which have already been provided.  
Commercials, Online, Social Media**

**14)Current Email Subscriber list – As of November 2012 - 56k**

**15)Please email all info to April Steffen at [april.steffen@gannett.com](mailto:april.steffen@gannett.com) .**