

## Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
  - a. Specific neighborhood/suburbs? **Clive, West Des Moines, Urbandale, Ankeny**
  - b. Zip codes? **50322, 50265, 50325, 50021, 50311, 50312**
- 2) What can you tell us about the areas we should AVOID in your local market?
  - a. Specific neighborhood/suburbs? **SE Des Moines, East Des Moines**
  - b. Zip codes? **50315, 50317**
- 3) What types of deals do you think would perform the best based on your local demographics? **Any food – always need more restaurants. Home improvement deals always do well like cleaning and we have had some wild card deals blow it out of the water – lawn aeration, air vent cleaning**
- 4) Specific Deal categories that you need more of in your market **I'd like to try more expensive, higher priced services like Lasic, Botox, etc.**
- 5) What categories definitely don't work in your market **"redlit" kids parties**
- 6) What's the best thing about living there? **The people. Everyone is personable and you can ask any stranger for directions and they will gladly help. Also pretty liberal for the Midwest. The arts are cherished. We have a renowned art museum <http://www.desmoinesartcenter.org> and \$40 million public sculpture park <http://www.desmoinesregister.com/pappajohn-sculpture-park> The Des Moines Arts Festival is ranked in the top 5 in the nation. <http://desmoinesartsfestival.org>**
- 7) Is it a college town? **nope**
- 8) What are some big anchor businesses/manufacturers? **Meredith Publishing, lots of insurance (Nationwide, Principal, EMC),**
- 9) Are any well known companies Headquartered in your city? **Meredith Publishing (Better Homes & Gardens, Parents, Family Circle, Ladies Home Journal, More, Midwest Living, Wood, Successful Farming) [http://www.meredith.com/media\\_portfolio/magazines.html](http://www.meredith.com/media_portfolio/magazines.html) Pioneer Hi-Bred, Monsanto**
- 10) A new seller moves in from a market 1500 miles away. What do they need to know? **There is a commitment to shopping local. Also, a very political climate. The **Iowa Caucuses** are huge. Most of us consider it an honor to get some attention from our future leaders. All candidates of all parties spend lots of time here. Anyone new would also need to familiarize themselves with the Iowa State Fair. You can't be Iowan without the fair being your favorite summer activity. <http://www.iowastatefair.org>**
- 11) Tell us about your market's seasons please.
  - a. What time of weather patterns do you experience and when? **Huge swings, very distinct seasons. Monday was the coldest it had been in two years and got to -4 degrees. The summer will get as high as 100 degrees and humid.**
- 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 Science Center of Iowa – lots of interactive exhibits for kids, well-known travelling exhibits, our only IMAX theater**

**Adventureland Park** – the only amusement park in the area. Open seasonally Memorial Day through Labor Day.

**Central City Liquors** – they have gone to Groupon and we want them back

**Last Stop Beverage Shop** – we can run alcohol deals here

**El Rodeo** – multi location Mexican Restaurant

**La Bamba** – multi location Mexican

**Jimmy John's** – multi location sandwiches

**Jethro's** – multi location BBQ. Has been on Food Network, ESPN

**801 Chophouse** – high end steak house

**Taki** – sushi and teppanyaki

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

- 1,639 DealChicken Twitter Followers x \$25.00 cost per thousand = 41.00
  - 22,717 Des Moines Register Facebook Fans x \$25.00 cost per thousand = 568.00
  - 1986 DealChicken Facebook Fans x \$25.00 cost per thousand = 50.00
  - 51,000+growing DealChicken subscriber list x \$40.00 cost per thousand = 2,040.00
  - desmoinesregister.com DAILY Homepage views of 100,000 x \$20.00 cost per thousand = 2000.00
  - Live Webspace featuring deal exclusively/branding for 24 hours
  - 3" x 5" full color deal specific ad, section 2A, reaching 250,000 = 1638.00
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|---|---|------------------|
| ○ | <b>Total Worth of DealChicken Advertising Deliverables=</b> | <b>\$6337.00</b> |
|---|---|------------------|

**14)** Current Email Subscriber list **51,000**

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