

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. 47906, 47901, 47905, 47904, 47909
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. N/A
- 3) What types of deals do you think would perform the best based on your local demographics?
 - a. Spas (Manicure/Pedicure/Massage), Restaurant, Ice Cream/Desserts
- 4) Specific Deal categories that you need more of in your market
 - a. Spas
- 5) What categories definitely don't work in your market "redlit"
 - a. Hair treatments, Fitness, Weight loss
- 6) What's the best thing about living there?
 - a. Tight-knit community
- 7) Is it a college town?
 - a. Yes, Purdue University
- 8) What are some big anchor businesses/manufacturers?
 - a. SIA, Tate & Lyle, Caterpillar, Alcoa
- 9) Are any well known companies Headquartered in your city?
 - a. None really
- 10) A new seller moves in from a market 1500 miles away. What do they need to know?
 - a. Lots of summer events downtown; "East side/West side" (East side is Lafayette, West side is West Lafayette)

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

- a. What time of weather patterns do you experience and when?**
 - i. It's the Midwest, we experience all weather patterns; Hot in the summer, cold 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!

- a. Arni's, Monical's, Bruno's, South Street Smokehouse, Triple XXX, Goodrich Theaters, Hour Time, McGraw's Steakhouse, Mountain Jack's**

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

- a. Print ads, Online ads**

14) Current Email Subscriber list

- a. ~24,000 (don't have exact numbers anymore)**

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