

## **Local Market Questionnaire**

- 1) What can you tell us about the good areas to sell to in your local market?
  - a. Specific neighborhood/suburbs?
  - b. Zip codes?
    - i. East Valley, West Valley and Scottsdale
- 2) What can you tell us about the areas we should AVOID in your local market?
  - a. Specific neighborhood/suburbs?
  - b. Zip codes?
    - i. Avoid Downtown Phoenix and any outlying cities
- 3) What types of deals do you think would perform the best based on your local demographics?
  - a. Local getaways
  - b. Golf
  - c. Restaurants
  - d. Skin rejuvenating/Beauty Treatments
  - e. Multi location businesses
- 4) Specific Deal categories that you need more of in your market
  - a. Restaurants
  - b. Things to do
- 5) What categories definitely don't work in your market "redlit"
  - a. Single location, not well-known businesses
  - b. Computer services
  - c. Pet deals
- 6) What's the best thing about living there?
  - a. The weather
- 7) Is it a college town? No
- 8) What are some big anchor businesses/manufacturers?

- a. Fox Restaurant Group
- b. Fry's
- c. Cold Stone

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

- a. Peter Piper Pizza
- b. Fox Restaurant Group
- c. Cold Stone
- d. Petsmart
- e. Harkins
- f. Shamrock Farms
- g. Kona Grill
- h. PF Chang's

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

- a. There are many areas of the Valley, it's not typical for someone from the West Valley to drive to East Valley to eat at a restaurant unless it's iconic
- b. Multi-location businesses do best
- c. It typically takes a person at least 15 minutes to get anywhere

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

- a. What time of weather patterns do you experience and when?
  - i. Very hot up to triple digits in winter
  - ii. Can be very warm throughout entire year
  - iii. Monsoons/haboobs in the summer

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. Any Fox Restaurant Group
- b. AMC Theatre
- c. Harkins
- d. Studio Movie Grille
- e. Lucky Strike
- f. Brunswick

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

- a. TV Spots on 12 News**
- b. Ads in The Arizona Republic**
- c. Some events**
- d. Cross-promotions with businesses like NYPD Pizza and McDonald's**

**14)Current Email Subscriber list**

- a. 160,000**

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