

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Palm Springs, Cathedral City, Rancho Mirage, La Quinta, Palm Desert, Indio, Bermuda Dunes and Indian Wells
 - b. Zip codes? 82253, 92260, 92262, 92201, 92211, 92234, 92203, 92270, 92264, 92210,
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs? Coachella, Only very popular places in Desert Hot Springs (spas, larger restaurants)
 - b. Zip codes?
- 3) What types of deals do you think would perform the best based on your local demographics? restaurants
- 4) Specific Deal categories that you need more of in your market- Restaurants
- 5) What categories definitely don't work in your market "redlit" Fitness
- 6) What's the best thing about living there? the weather, the beautiful surroundings, yearly events, and great places to eat
- 7) Is it a college town? no
- 8) What are some big anchor businesses/manufacturers? Jensen's Fine Foods, all the Indian Casinos – Spa Resort, Agua Caliente, Augustine, Fantasy Springs, Spotlight 29
- 9) Are any well known companies Headquartered in your city? Shields Date Gardens

10)A new seller moves in from a market 1500 miles away. What do they need to know? We are a vacation and retirement destination.

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

a. What time of weather patterns do you experience and when? Our "season" is Jan-April. We have extremely hot weather May-Sept.

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 Falls

LG's

Kaiser Restaurant Group

Palm Springs Arial tramway

The Living Desert

Palm Springs Power baseball

Palm Springs Air Museum

Anything downtown Palm Springs, in Old Town La Quinta, or on El Paseo in Palm Desert (most popular areas in the Coachella Valley)

13)Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) none

14)Current Email Subscriber list - ?

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