

## **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? 71105, 71106, 71111, 71101, 71118
- 2) What can you tell us about the areas we should AVOID in your local market? There really aren't any zip codes that shouldn't be touched. The best places are spread all across Shreveport Bossier
- 3) What types of deals do you think would perform the best based on your local demographics? In my opinion restaurant deals, car detailing, clothing, and well known spa deals are among the best performers
- 4) Specific Deal categories that you need more of in your market: We need more restaurants. The local places that people love to eat.
- 5) What categories definitely don't work in your market "redlit":  
Photography and spa deals that are above \$40
- 6) What's the best thing about living there? The best thing about living here is the culture, i.e. food, sports bars, local shopping, well known spas
- 7) Is it a college town? No
- 8) What are some big anchor businesses/manufacturers?
- 9) Are any well known companies Headquartered in your city? No.
- 10) A new seller moves in from a market 1500 miles away. What do they need to know? The buyers are finicky. Advertisement is key.

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

- a. What time of weather patterns do you experience and when? From**  
**Jan.- beginning of April its cold**  
**Mid April-September Spring and Summer**  
**Oct- Dec – Fall and 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! : Chianti Restaurant, Windrush Grill, Bella Fresca, Heart & Soul, Counter Culture, Gueaxsicles, Bergeron's Cajun Meat, Twine, Herby K's, Zocolo**

**13) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) We have ads in the paper and digital ads running online. Other than that, there is nothing. I wish we could do more.**

**14) Current Email Subscriber list 27,000+**

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