

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs? **Wausau, Schofield, Wisconsin Rapids, Marshfield, Stevens Point, Merrill**
 - b. Zip codes? **54401-02-03, 54476, 54494-95, 54481-82-92, 54452, 54404-41-49-72**
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs? **CWI is actually pretty diverse, but please stick with the zip codes above**
 - b. Zip codes: **Please stick with zip codes above.**
- 3) What types of deals do you think would perform the best based on your local demographics? **FOOD! We love food, and also golf. Any outdoor adventure, or light get away would also work here, but please focus on food.**
- 4) Specific Deal categories that you need more of in your market
We could use more outdoor deals. CWI is very outdoor friendly, and I would like to see more places (golf, hiking, national parks)
- 5) What categories definitely don't work in your market "redlit"
Bakeries (cupcake places don't do that well), photography, bowling.
- 6) What's the best thing about living there?
We are a big-time outdoor community! Central Wisconsinites love to spend time at events and community organized events.
- 7) Is it a college town?
Stevens Point is a big-time college town, home of University of Wisconsin-Stevens Point!
- 8) What are some big anchor businesses/manufacturers?
Neuske's Meat Market, various pizza places, various golf courses
- 9) Are any well known companies Headquartered in your city? **Nope**

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

CWI is very diverse and is a HUGE market to be in. We cover 8 different counties, 4 newspapers, and have a populous nearing 200k!

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

a. What time of weather patterns do you experience and when?

We have 2 seasons... Winter and Construction! Just kidding! Our weather can change at the drop of a hat, but we're fairly steady with the following:
November-March: Sub-Zero temps, snow, wind, ice, nearly impassable roads if not a major highway or a metro area (Wausau).

April-October (ok, sometimes October can be in the above category, too!):
Mostly sunny, temps ranging from 40s-Mid-70s, most golf courses open mid-April and stay open until mid-October.

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!

-Michael's Supper Club-Iconic restaurant

-Wish Steakhouse-Iconic restaurant

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

We currently run ads every day in ALL FOUR of our Central Wisconsin newspapers!

14) Current Email Subscriber list

17800

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