

## **Local Market Questionnaire**

- 1) What can you tell us about the good areas to sell to in your local market?
  - a. Specific neighborhood/suburbs? Melbourne, Viera, Suntree, Palm Bay, Titusville, Cocoa Village, Port St. John, Melbourne Beach, Cocoa Beach, Merritt Island
  - b. Zip codes? 32951, 32952, 32940, 32955, 32931, 32903, 32905, 32908, 32909, 32780, 32796, 32951
- 2) What can you tell us about the areas we should AVOID in your local market?
  - a. Specific neighborhood/suburbs? N/A
  - b. Zip codes? N/A
- 3) What types of deals do you think would perform the best based on your local demographics? Restaurants, Recreation/Activities
- 4) Specific Deal categories that you need more of in your market? Restaurants, Recreation/Activities
- 5) What categories definitely don't work in your market "redlit" – Service, classes, yoga, pilates
- 6) What's the best thing about living there? The beach
- 7) Is it a college town? Community College, Florida Institute of Technology, however, not a college town
- 8) What are some big anchor businesses/manufacturers? Harris Corporation, GE, Lockheed
- 9) Are any well known companies Headquartered in your city? Harris Corporation

- 10) A new seller moves in from a market 1500 miles away. What do they need to know? The county is over 60 miles long, Palm Bay is the largest city in Brevard County, very diverse demographics
- 11) Tell us about your market's seasons please.
- a. What time of weather patterns do you experience and when?  
Hurricane season begins June 1 through November 30th
- 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! Ron Jon's Surf Shop/Ron Jon's Resort – known throughout the US; Brevard Zoo – added zipline, hands-on for kids; Disney World, Sea World, Universal Studios
- 13) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) In paper promotion – filler space
- 14) Current Email Subscriber list – 43,500
- 15) Please email all info to April Steffen at [april.steffen@gannett.com](mailto:april.steffen@gannett.com) .