

Local Market Questionnaire – Poughkeepsie, NY

1) What can you tell us about the good areas to sell to in your local market?

- a. Specific neighborhood/suburbs? Poughkeepsie, NY, Wappingers Falls, NY, Fishkill, NY and Hopewell Junction, NY (most popular businesses are located on Route 9 in Poughkeepsie, Route 9 in Wappingers Falls and Route 9 in Fishkill) --
- b. Zip codes? 12601, 12602, 12603, 12590, 12524, 12533

2) What can you tell us about the areas we should AVOID in your local market?

- a. Specific neighborhood/suburbs? Middle of Main St. in Poughkeepsie (should avoid)

3) What types of deals do you think would perform the best based on your local demographics?

- a. Answer: Most restaurants do well here in the Poughkeepsie area. We have some museums along the Hudson River which attract a lot of visitors. Bakeries do well, and so do massage therapists, facials and nail services.

4) Specific Deal categories that you need more of in your market; Fitness, home improvement, landscaping

5) What categories definitely don't work in your market "redlit" Ballroom dance

6) What's the best thing about living there? Beautiful Hudson Valley – variety of scenic spots to visit; lots of culture and history (West Point, for example), eclectic mix of people, only two hours to NYC.

7) Is it a college town? Yes – Vassar College, Marist College, Bard College, Dutchess Community College and the State University of New York at New Paltz

8) What are some big anchor businesses/manufacturers? IBM

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

10)A new seller moves in from a market 1500 miles away. What do they need to know? Everything in our area is relationship and trust. We have a long history here; people usually know one another. It's necessary to build long-term relationships and gain trust.

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

a. What time of weather patterns do you experience and when? We have 4 distinct seasons. Currently, in winter, we are experiencing an Arctic blast (0 degrees Fahrenheit some days). In summer, it can be hot and humid and the spring and fall have seasonably normal weather patterns.

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! Dunkin Donuts, Cold Stone Creamery, Applebees, TGIFridays, - most chains do very well here.

13)Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) Flyers, newspaper print ads, online ads on our newspaper's home page and attending events, contents via Facebook

14)Current Email Subscriber list – 20,996

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

Completed by Samantha Paccione
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