

## **Local Market Questionnaire**

- 1) What can you tell us about the good areas to sell to in your local market?
  - a. Specific neighborhood/suburbs? We are heavily East End for what deals perform best. This includes Oldham Co., Jeffersontown, St. Matthews, Middletown
  - b. Zip codes? Attached to email
- 2) What can you tell us about the areas we should AVOID in your local market?
  - a. Specific neighborhood/suburbs? Avoid south and west end. Deals don't sell here at all
  - b. Zip codes?
- 3) What types of deals do you think would perform the best based on your local demographics? Spas (we are loaded with massages though), restaurants, bakeries
- 4) Specific Deal categories that you need more of in your market:  
Restaurants and bakeries
- 5) What categories definitely don't work in your market "redlit"  
Microdermabrasions, facials, shipped candies, goods, chocolates
- 6) What's the best thing about living there?  
Friendly people, Derby, Lots to do
- 7) Is it a college town?  
Yes- University of Louisville is here and UK is big among fans
- 8) What are some big anchor businesses/manufacturers?  
Louisville Stoneware, Heitzmann's Bakery, Maker's Mark, UK/UofL apparel, Papa John's
- 9) Are any well known companies Headquartered in your city?  
Papa Johns and Yum Brands (KFC, Long John's, Taco Bell, etc...)

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

**Live on the east side, A lot of local places/restaurants, Hope you support UofL or UK, huge sports market**

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

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

**All four seasons- more ice than snow and never a huge amount**

**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!**

**Wick's Pizza, Papa John's, Bearno's, Little Cesar's, Jimmy John's, Graeter's Ice Cream,**

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

**Nothing other than paper and online ads**

**14)Current Email Subscriber list**

**47,000**

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