

## Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
  - a. Specific neighborhood/suburbs? **Reno /Sparks**
  - a. Zip codes? **89434,89531, 89502, 89511, 89509**
- 2) What can you tell us about the areas we should AVOID in your local market?
  - a. Specific neighborhood/suburbs? **89434,89531, 89502, 89511, 89509**
  - b. Zip codes? **89433**
- 3) What types of deals do you think would perform the best based on your local demographics? **Outdoor, family activities**
- 4) Specific Deal categories that you need more of in your market? **Outdoor, family activities.**
- 5) What categories definitely don't work in your market "redlit" **Pet services other than groomers.**
- 6) What's the best thing about living there? **30 min from Lake Tahoe- great for summer and winter. We have mountains, and snow. There is also the Truckee river- great for fishing and summer activities.**
- 7) Is it a college town? **Yes, UNR colin kaepernick was our quarterback before being drafted to SF**
- 8) What are some big anchor businesses/manufacturers? **We have all the big business most cities do- we have three major malls- Legends in Sparks, Meadowood in Reno and Summit in Reno.**
- 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? **Reno is one of the most business-friendly cities**  
**We offer NO corporate income taxes, personal income taxes, estate and/or gift taxes, unitary taxes, franchise taxes, inventory taxes and franchise taxes on income. That's right - zero, zip, none.**

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

a. What time of weather patterns do you experience and when? **Warm in spring and summer, mild in Fall, cold and snow in 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! **A golf course would be nice. We are a big golfing community; one up in Tahoe would be fabulous!**

13) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) **two print .75x4 and a 4x6 color ads with every deal on the Reno Gazette Journal along with a 250x300 static ad on RGJ.com- valued at \$6,500**

14) Current Email Subscriber list **31k**

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