

## Local Market Questionnaire

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

a. Specific neighborhood/suburbs?

Bedford, Mt. Kisco, Pound Ridge,  
Chappaqua, Pleasantville, Ossinng, Briarcliff Manor, Thornwood,  
Hawthorne, Valhalla, Tarrytown, Elmsford, White Plains, Purchase,  
Port Chester, Rye, Rye Ridge, Hartsdale, Irvington, Dobbs Ferry,  
Ardsley, Scarsdale, Hastings on Hudson, Croton on Hudson,  
Harrison, Mamaroneck, Larchmont, Tuckahoe, New Rochelle,  
Bronxville, Yonkers, Mt. Vernon, Pelham

Note: Can do a deal that is in New York City, especially for a tourist  
thing to do, play, ice skating, etc.

b. Zip codes?

10710  
10541  
10536  
10562  
10580  
10704  
10549  
10605  
10510  
10514  
10583  
10598  
10522  
10532  
10567  
10707  
10606  
10595  
10804  
10570  
10528  
10708  
10562  
10573  
10543  
10801

10701  
10530  
10591  
10710  
10583  
10603  
10598  
10605  
10573

- 2) What can you tell us about the areas we should AVOID in your local market?
- a. Specific neighborhood/suburbs?
  - b. Zip codes?
- 3) What types of deals do you think would perform the best based on your local demographics?

**Restaurants, spa/salon, botox, Adult entertainment (concerts), family fun (museums, circus)**

- 4) Specific Deal categories that you need more of in your market

**Spa/Salon**

**Entertainment**

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

**Martial arts for children**

- 6) What's the best thing about living there?

**Access to New York City**

**Great school systems**

**Tons of parks to walk the trails**

**Excellent restaurants**

Variety of things to do from museums, concerts, restaurants etc.

7) Is it a college town?

No, but there is Pace University and a few local others

8) What are some big anchor businesses/manufacturers?

Pepsi Co., Kraft Foods, IBM

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

Pepsi Co., Kraft Foods, IBM

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

Close to NYC via train

Plenty of restaurants, activities for kids, parks to explore, restaurants overlooking the Hudson river to the west and restaurants on the water in Rye overlooking the Long Island Sound.

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

Winter, Spring, Summer, Fall

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

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!

-Tickets to an event at The Capital Theatre, County Center, Tarrytown Music Hall

-Fig & Olive Restaurant

-Modern Barn

-La Panetiere French restaurant

-Emma's Ale House

- Oasis Day Spa
- Top of the Rock in NYC
- Bronx Zoo
- Stepping Stones Museum in CT

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

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