

## **Local Market Questionnaire**

- 1) What can you tell us about the good areas to sell to in your local market?
  - a. Fort Collins, Old Town and Front Range Village
  - b. 80521, 80525, 80524, 80526
- 2) What can you tell us about the areas we should AVOID in your local market?
  - a. Greeley
- 3) What types of deals do you think would perform the best based on your local demographics? Restaurants are over 50% of the number of deals sold in this market. Spas perform well, specifically massages for less than \$25.
- 4) Specific Deal categories that you need more of in your market
  - a. I'd love to see some more entertainment type deals so we can find what works.
- 5) What categories definitely don't work in your market "redlit" I really haven't found one yet that's not on the restrictions list.
- 6) What's the best thing about living there? It's a very green community, very sustainable, and environmentally conscious people. There's lots of biking that goes on and outdoor activities.
- 7) Is it a college town? Yes!
- 8) What are some big anchor businesses/manufacturers? New Belgium, Budweiser, there are a ton of breweries here.
- 9) Are any well known companies Headquartered in your city? Otterbox is headquartered here, also New Belgium and other breweries.

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

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

- a. What time of weather patterns do you experience and when? We really experience a good amount of all of the seasons.**

**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! New Belgium, any of the breweries – any of the whitewater rafting companies, any bicycle accessories retailer.**

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

- a. We benefit from 9news being the #1 rated TV station in Colorado, so DealChicken is on TV in our market, also print ads, Coloradoan.com and social media pages. We have our kiosk guys handing out DC marketing cards as well.**

**14)23,000**

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