

## **Local Market Questionnaire**

- 1) What can you tell us about the good areas to sell to in your local market?
  - a. Specific neighborhood/suburbs? Carmel, Westfield, Fishers, Noblesville, downtown Indianapolis, Fountain Square, Hendricks County (Brownsburg)
  - b. Zip codes? 46032, 46074, 46038, 46033, 46066, 46204, 46203, 46112, 46254, 46220
- 2) What can you tell us about the areas we should AVOID in your local market?
  - a. Specific neighborhood/suburbs? East side of Indianapolis, outside of the 465 loop (exceptions being wineries and zip line deals)
  - b. Zip codes? 46219,
- 3) What types of deals do you think would perform the best based on your local demographics? Restaurants, wineries, and events.
- 4) Specific Deal categories that you need more of in your market – restaurants, restaurants, restaurants.
- 5) What categories definitely don't work in your market "redlit" – facials, retail deals, bowling
- 6) What's the best thing about living there? There's a lot of great places to eat without shelling out lots of cash. Low cost of living in general.
- 7) Is it a college town? Sort – of (we have Butler and IU's main campus is 45 minutes south)
- 8) What are some big anchor businesses/manufacturers? Eli Lilly, Rolls Royce, Wellpoint, Allison Transmission, Sallie Mae, Roche Diagnostics.
- 9) Are any well known companies Headquartered in your city? Wellpoint, Eli Lilly (they make Prozac, Cymbalta, and Zyprexa), Emmis Communications
- 10) A new seller moves in from a market 1500 miles away. What do they need to know? People love to eat and love locally-owned businesses.
- 11) Tell us about your market's seasons please.

- a. What time of weather patterns do you experience and when?  
We have all four (sometimes in a matter of days). We have standard winter, spring, summer, and fall.

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!

- Oliver Winery
- Chateau Thomas Winery
- Dick's Last Resort (it just opened)
- The Colts Grille
- Colts Pro Shop

13) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) – Print ads and word-of-mouth (we are still hashing out a better relationship with our affiliate locally).

14) Current Email Subscriber list – approximately 76K.

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