

Local Market Questionnaire

- 1) What can you tell us about the good areas to sell to in your local market?
 - a. Specific neighborhood/suburbs? Denver, The Highlands (not Highlands Ranch), Centennial, Engelwood, Westminster, Arvada, Broomfield, Littleton, Lakewood
 - b. Zip codes? 80201-80219, 80020, 80004, 80123. 80011
- 2) What can you tell us about the areas we should AVOID in your local market?
 - a. Specific neighborhood/suburbs? Highlands Ranch, Parker, Commerce City, Golden, Castle Rock, Brighton
 - b. Zip codes? 80108, 80126, 80401, 80601, 80134
- 3) What types of deals do you think would perform the best based on your local demographics? Well known restaurants, getaways, family activities, outdoor adventures
- 4) Specific Deal categories that you need more of in your market: well known restaurants, family activities
- 5) What categories definitely don't work in your market "redlit": waxing, coffee houses, small restaurants
- 6) What's the best thing about living there? Denver is extremely outdoorsy, we are very family oriented and one of the fittest cities in the nation. We are known for our breweries, sunny days, mountain views, sports teams
- 7) Is it a college town? We have colleges, but it is not the college type town atmosphere
- 8) What are some big anchor businesses/manufacturers? Lumber Liquidators, Sherwin-Williams, Argonaut Wine & Liquor, Carpet Mill

- 9) Are any well known companies Headquartered in your city? Chipotle, Boston Market, Blackjack Pizza, Papa John's Pizza, Coors Brewing Company, Furniture Row, American Furniture Warehouse, LaMars Donuts, Noodles and Company, Qdoba, Red Robin, Rock Bottom Restaurants, Sports Authority, Big 5, Village Inn, Woody's Chicago Style
- 10) A new seller moves in from a market 1500 miles away. What do they need to know? Denver is a very much 9-5 worker kind of market. The majority of your business will come in on evenings and weekends.
- 11) Tell us about your market's seasons please.
- a. What time of weather patterns do you experience and when? We have more sunny days than Florida and California combined. Our weather is extreme enough to have the heat and the AC on in one day. March is our snowiest month. Average temp is
- 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! Denver Zoo, Whole Foods, Starbucks, Water World, Elitch's, Denver Aquarium
- 13) Can you tell us what marketing efforts are being done in your area to promote Deal Chicken? (Flyers, commercials, billboards, etc?) :10 tv spots for every deal that runs
- 14) Current Email Subscriber list 83k
- 15) Please email all info to April Steffen at april.steffen@gannett.com .