Comparative Demographic Information for Heat/Air Conditioning Suppliers

Source: Griffin Media Research 2016

River Cities' Reader Heating or Air Conditioning Equipment or Service

	Percent	Index to Market	Number of Persons
Purchased	8%	58	3,400
Plan to purchase	14.4%	137	6,100
Neither	81.9%	105	34,800

Quad City Times

Heating or Air Conditioning Equipment or Service

	Percent	Index to Market	Number of Persons
Purchased	10.4%	75	4,700
Plan to purchase	14.8%	141	6,700
Neither	79.8%	102	35,800

Moline Dispatch Heating or Air Conditioning Equipment or Service

	Percent	Index to Market	Number of Persons
Purchased	17%	123	5,700
Plan to purchase	7.7%	73	2,600
Neither	75.3%	96	25,200

Rock Island Argus Heating or Air Conditioning Equipment or Service

	Percent	Index to Market	Number of Persons
Plan to purchase	9.8%	93	1,500
Neither	90.2%	115	13,500



Source: Griffin Cable Report Market: Quad Cities Metro, 2nd Quarter 2016 Orion Version 2.0 Copyright 2016 Griffin Media Research

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