

Comparative Demographic Information for Grocery Stores

Source: Griffin Media Research 2016

River Cities' Reader

Weekly Grocery Expenditures

	Percent	Index to Market	Number of Persons
Under \$100	35.5%	83	14,700
\$100-\$149	51.5%	124	21,300
\$150 or more	13%	83	5,400

Quad City Times

Weekly Grocery Expenditures

	Percent	Index to Market	Number of Persons
Under \$100	50%	116	21,400
\$100-\$149	38.4%	93	16,400
\$150 or more	11.6%	74	4,900

Moline Dispatch

Weekly Grocery Expenditures

	Percent	Index to Market	Number of Persons
Under \$100	40.5%	94	13,500
\$100-\$149	43.7%	105	14,600
\$150 or more	15.9%	102	5,300

Rock Island Argus

Weekly Grocery Expenditures

	Percent	Index to Market	Number of Persons
Under \$100	63.3%	148	9,500
\$100-\$149	21.3%	51	3,200
\$150 or more	15.4%	99	2,300



Source: Griffin Cable Report
Market: Quad Cities Metro, 2nd Quarter 2016
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