

# 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
<b>Plan to purchase</b>	<b>14.4%</b>	<b>137</b>	<b>6,100</b>
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  
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