

Comparative Demographic Information for **Higher Education**

Source: Griffin Media Research 2016

River Cities' Reader

Attend College or Continuing Education Classes

	Percent	Index to Market	Number of Persons
Purchased	13.1%	118	5,600
Plan to purchase	19.7%	134	8,400
Neither	75.6%	96	32,100

Quad City Times

Attend College or Continuing Education Classes

	Percent	Index to Market	Number of Persons
Purchased	1.5%	14	700
Plan to purchase	6.9%	47	3,100
Neither	91.6%	117	41,200



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