

Comparative Demographic Information for Home Improvement Projects

Source: Griffin Media Research 2016

River Cities' Reader

Home Improvement Projects

	Percent	Index to Market	Number of Persons
Purchased	22.4%	96	9,500
Plan to purchase	30.6%	113	13,000
Neither	55.6%	92	23,600

Quad City Times

Home Improvement Projects

	Percent	Index to Market	Number of Persons
Purchased	13.6%	59	6,100
Plan to purchase	26.5%	116	11,900
Neither	62.8%	104	28,200

Moline Dispatch

Home Improvement Projects

	Percent	Index to Market	Number of Persons
Purchased	30.6%	131	10,200
Plan to purchase	19.9%	87	6,700
Neither	58.5%	97	19,600

Rock Island Argus

Home Improvement Projects

	Percent	Index to Market	Number of Persons
Plan to purchase	4.7%	21	700
Neither	95.3%	158	14,200



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