

Comparative Demographic Information for Interior Decorators/Renovators

Source: Griffin Media Research 2016

River Cities' Reader

Redecorate or Renovate
Home Interior

| | Percent | Index to Market | Number of Persons |
|-------------------------|--------------|-----------------|-------------------|
| Purchased | 17.4% | 114 | 7,400 |
| Plan to purchase | 19.3% | 107 | 8,200 |
| Neither | 65.2% | 92 | 27,700 |

Quad City Times

Redecorate or Renovate
Home Interior

| | Percent | Index to Market | Number of Persons |
|------------------|---------|-----------------|-------------------|
| Purchased | 10.4% | 68 | 4,700 |
| Plan to purchase | 16.5% | 92 | 7,400 |
| Neither | 73.1% | 103 | 32,800 |

Moline Dispatch

Redecorate or Renovate
Home Interior

| | Percent | Index to Market | Number of Persons |
|------------------|---------|-----------------|-------------------|
| Purchased | 10% | 66 | 3,400 |
| Plan to purchase | 19.2% | 106 | 6,400 |
| Neither | 73.5% | 104 | 24,600 |

Rock Island Argus

Redecorate or Renovate
Home Interior

| | Percent | Index to Market | Number of Persons |
|------------------|---------|-----------------|-------------------|
| Purchased | 8.5% | 55 | 1,300 |
| Plan to purchase | 10.8% | 60 | 1,600 |
| Neither | 80.8% | 114 | 12,100 |



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