

# Comparative Demographic Information for Insurance Purchases

Source: Griffin Media Research 2016

## River Cities' Reader

New or Additional Insurance  
Other than Health Insurance

	Percent	Index to Market	Number of Persons
Purchased	17.6%	138	7,500
<b>Plan to purchase</b>	<b>13.7%</b>	<b>193</b>	<b>5,800</b>
Neither	71.5%	88	30,400

## Quad City Times

New or Additional Insurance  
Other than Health Insurance

	Percent	Index to Market	Number of Persons
Purchased	7.3%	57	3,300
Plan to purchase	5.9%	84	2,700
Neither	87.8%	108	39,400

## Moline Dispatch

New or Additional Insurance  
Other than Health Insurance

	Percent	Index to Market	Number of Persons
Purchased	9.1%	71	3,000
Plan to purchase	7.2%	102	2,400
Neither	84.8%	105	28,400

## Rock Island Argus

New or Additional Insurance  
Other than Health Insurance

	Percent	Index to Market	Number of Persons
Purchased	5.7%	44	800
Plan to purchase	6.1%	86	900
Neither	88.3%	109	13,200



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