

Comparative Demographic Information for Jewelry Stores

Source: Griffin Media Research 2016

River Cities' Reader Jewelry

	Percent	Index to Market	Number of Persons
Purchased	19.1%	104	8,100
Plan to purchase	25.5%	192	10,800
Neither	62.5%	87	26,600

Quad City Times Jewelry

	Percent	Index to Market	Number of Persons
Purchased	14.2%	78	6,400
Plan to purchase	24.2%	183	10,900
Neither	68.2%	95	30,600

Moline Dispatch Jewelry

	Percent	Index to Market	Number of Persons
Purchased	20.3%	111	6,800
Plan to purchase	16.9%	127	5,600
Neither	68.3%	95	22,800

Rock Island Argus Jewelry

	Percent	Index to Market	Number of Persons
Purchased	9.7%	53	1,500
Plan to purchase	4.7%	35	700
Neither	87.7%	122	13,100



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