

Comparative Demographic Information for Kitchen and Bath Renovators

Source: Griffin Media Research 2016

River Cities' Reader

Redecorate or Renovate
Kitchen or Bath

	Percent	Index to Market	Number of Persons
Purchased	14.5%	121	6,100
Plan to purchase	23.5%	135	10,000
Neither	65.6%	89	27,900

Quad City Times

Redecorate or Renovate
Kitchen or Bath

	Percent	Index to Market	Number of Persons
Purchased	7.5%	63	3,400
Plan to purchase	15.9%	91	7,100
Neither	76.6%	104	34,400

Moline Dispatch

Redecorate or Renovate
Kitchen or Bath

	Percent	Index to Market	Number of Persons
Purchased	13.8%	116	4,600
Plan to purchase	24.6%	142	8,200
Neither	68.5%	93	22,900

Rock Island Argus

Redecorate or Renovate
Kitchen or Bath

	Percent	Index to Market	Number of Persons
Plan to purchase	2.5%	15	400
Neither	97.5%	133	14,600



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