

Comparative Demographic Information for **Landscaping Companies**

Source: Griffin Media Research 2016

River Cities' Reader Landscaping Project

	Percent	Index to Market	Number of Persons
Purchased	20%	111	8,500
Plan to purchase	15%	118	6,400
Neither	70%	97	29,800

Quad City Times Landscaping Project

	Percent	Index to Market	Number of Persons
Purchased	14.9%	83	6,700
Plan to purchase	12.5%	98	5,600
Neither	72.6%	101	32,600

Moline Dispatch Landscaping Project

	Percent	Index to Market	Number of Persons
Purchased	15.7%	87	5,200
Plan to purchase	7.8%	61	2,600
Neither	77.8%	108	26,000

Rock Island Argus Landscaping Project

	Percent	Index to Market	Number of Persons
Purchased	6.1%	34	900
Plan to purchase	8.9%	70	1,300
Neither	85.1%	118	12,700



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