

Comparative Demographic Information for **Laser Vision Correction**

Source: Griffin Media Research 2016

River Cities' Reader		Index to Market	Number of Persons
Considering Lasik Eye Surgery	Percent		
Yes	20.5%	167	8,700
No	79.5%	91	33,800

Quad City Times		Index to Market	Number of Persons
Considering Lasik Eye Surgery	Percent		
Yes	14.5%	118	6,500
No	85.5%	98	38,400

Moline Dispatch		Index to Market	Number of Persons
Considering Lasik Eye Surgery	Percent		
Yes	12.6%	102	4,200
No	87.4%	100	29,300

Rock Island Argus		Index to Market	Number of Persons
Considering Lasik Eye Surgery	Percent		
No	100%	114	15,000



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