

Comparative Demographic Information for New Auto Dealerships

Source: Griffin Media Research 2016

River Cities' Reader Purchase or Lease a New Vehicle

	Percent	Index to Market	Number of Persons
Purchased	10.6%	69	4,500
Plan to purchase	11.6%	193	4,900
Neither	77.8%	198	33,100

Quad City Times Purchase or Lease a New Vehicle

	Percent	Index to Market	Number of Persons
Purchased	16.1%	105	7,200
Plan to purchase	3.7%	62	1,700
Neither	80.1%	101	36,000

Moline Dispatch Purchase or Lease a New Vehicle

	Percent	Index to Market	Number of Persons
Purchased	11.1%	72	3,700
Plan to purchase	2.3%	38	800
Neither	86.7%	109	29,000

Rock Island Argus Purchase or Lease a New Vehicle

	Percent	Index to Market	Number of Persons
Purchased	31.1%	202	4,600
Plan to purchase	4.7%	78	700
Neither	64.2%	81	9,600



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