

Comparative Demographic Information for **Orthopedic Specialists**

Source: Griffin Media Research 2016

River Cities' Reader Services of an Orthopedic Specialist

	Percent	Index to Market	Number of Persons
Purchased	16%	116	6,800
Plan to purchase	7%	86	3,000
Neither	82.3%	101	35,000

Quad City Times Services of an Orthopedic Specialist

	Percent	Index to Market	Number of Persons
Purchased	20.4%	147	9,200
Plan to purchase	10%	121	4,500
Neither	78.1%	96	35,100

Moline Dispatch Services of an Orthopedic Specialist

	Percent	Index to Market	Number of Persons
Purchased	14.3%	103	4,800
Plan to purchase	14.4%	175	4,800
Neither	77.5%	95	25,900

Rock Island Argus Services of an Orthopedic Specialist

	Percent	Index to Market	Number of Persons
Purchased	7.6%	55	1,100
Plan to purchase	7.6%	92	1,100
Neither	92.4%	113	13,800



Source: Griffin Cable Report
Market: Quad Cities Metro, 2nd Quarter 2016
Orion Version 2.0
Copyright 2016 Griffin Media Research