

# Comparative Demographic Information for Used Auto Dealerships

Source: Griffin Media Research 2016

## River Cities' Reader

### Purchase a Used Vehicle

	Percent	Index to Market	Number of Persons
Purchased	26.2%	121	11,100
<b>Plan to purchase</b>	<b>12.9%</b>	<b>103</b>	<b>5,500</b>
Neither	63.7%	95	27,100

## Quad City Times

### Purchase a Used Vehicle

	Percent	Index to Market	Number of Persons
Purchased	14.5%	67	6,500
Plan to purchase	11.2%	90	5,000
Neither	74.3%	111	33,400

## Moline Dispatch

### Purchase a Used Vehicle

	Percent	Index to Market	Number of Persons
Purchased	22.6%	104	7,600
Plan to purchase	11.2%	90	3,700
Neither	66.2%	99	22,200

## Rock Island Argus

### Purchase a Used Vehicle

	Percent	Index to Market	Number of Persons
Purchased	10.9%	50	1,600
Plan to purchase	8.9%	72	1,300
Neither	80.1%	120	12,000



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