

# Comparative Demographic Information for **Appliance Retailers**

Source: Griffin Media Research 2016

## River Cities' Reader

### Major Household Appliance

	Percent	Index to Market	Number of Persons
Purchased	10.4%	76	4,400
<b>Plan to purchase</b>	<b>19.5%</b>	<b>189</b>	<b>8,300</b>
Neither	75.1%	97	31,900

## Quad City Times

### Major Household Appliance

	Percent	Index to Market	Number of Persons
Purchased	22.1%	161	9,900
Plan to purchase	9.7%	94	4,300
Neither	68.3%	89	30,700

## Moline Dispatch

### Major Household Appliance

	Percent	Index to Market	Number of Persons
Purchased	5.5%	40	1,800
Plan to purchase	19.9%	193	6,700
Neither	77.4%	100	25,900

## Rock Island Argus

### Major Household Appliance

	Percent	Index to Market	Number of Persons
Neither	100%	130	15,000



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