

# Comparative Demographic Information for Banks and Credit Unions

Source: Griffin Media Research 2016

## River Cities' Reader

New Checking or Savings  
Account or Consumer Loan

	Percent	Index to Market	Number of Persons
Purchased	6.2%	43	2,600
<b>Plan to purchase</b>	<b>13%</b>	<b>169</b>	<b>5,500</b>
Neither	84.8%	107	36,000

## Quad City Times

New Checking or Savings  
Account or Consumer Loan

	Percent	Index to Market	Number of Persons
Purchased	8.4%	58	3,800
Plan to purchase	5.9%	77	2,700
Neither	85.7%	108	38,500

## Moline Dispatch

New Checking or Savings  
Account or Consumer Loan

	Percent	Index to Market	Number of Persons
Purchased	8.2%	56	2,700
Plan to purchase	7.4%	96	2,500
Neither	84.5%	107	28,300

## Rock Island Argus

New Checking or Savings  
Account or Consumer Loan

	Percent	Index to Market	Number of Persons
Plan to purchase	4.8%	62	700
Neither	95.2%	120	14,200



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