

Comparative Demographic Information for Cable v Satellite

Source: Griffin Media Research 2016

River Cities' Reader

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Have Satellite Dish, DirecTV, etc.

	Percent	Index to Market	Number of Persons		Percent	Index to Market	Number of Persons
Yes	50.2%	113	21,300	Yes	34.8%	90	14,800
No	49.8%	90	21,200	No	65.2%	106	27,700

Quad City Times

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	Percent	Index to Market	Number of Persons		Percent	Index to Market	Number of Persons
Yes	49.6%	112	22,300	Yes	39.8%	103	17,900
No	50.4%	91	22,600	No	60.2%	98	27,100

Moline Dispatch

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	Percent	Index to Market	Number of Persons		Percent	Index to Market	Number of Persons
Yes	51.5%	116	17,200	Yes	38.2%	99	12,800
No	48.5%	87	16,200	No	61.8%	101	20,700

Rock Island Argus

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	Percent	Index to Market	Number of Persons		Percent	Index to Market	Number of Persons
Yes	45.3%	102	6,800	Yes	50.3%	130	7,500
No	54.7%	98	8,200	No	49.7%	81	7,400



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