

Comparative Demographic Information for Carpet Stores

Source: Griffin Media Research 2016

River Cities' Reader

Carpet or Other Floor Covering

	Percent	Index to Market	Number of Persons
Purchased	20.5%	132	8,700
Plan to purchase	17.7%	111	7,500
Neither	63.0%	90	26,800

Quad City Times

Carpet or Other Floor Covering

	Percent	Index to Market	Number of Persons
Purchased	13.9%	90	6,300
Plan to purchase	15.8%	99	7,100
Neither	70.9%	101	31,900

Moline Dispatch

Carpet or Other Floor Covering

	Percent	Index to Market	Number of Persons
Purchased	17.1%	110	5,700
Plan to purchase	13.2%	83	4,400
Neither	74.4%	106	24,900

Rock Island Argus

Carpet or Other Floor Covering

	Percent	Index to Market	Number of Persons
Purchased	6.1%	39	900
Plan to purchase	2.5%	16	400
Neither	91.4%	131	13,700



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