

25-54 DEMO

55%

HIGHEST MARKET INDEX: 153

HOUSEHOLD INCOME ANNUALLY

\$50,000+

60%

YOUNG READERS

25-34: 25%

\$100K OR MORE: 29%

MARKET INDEX: 182

EMPLOYMENT

60%

FULL OR PART-TIME 53% FT: 121 INDEX

EDUCATED AUDIENCE

53%

COLLEGE GRAD+ HIGH INDEX: 181

Ages	%	Market Index	Readers
18-24	2%	34	900
25-34	25.4%	153	10,800
35-44	11.4%	72	4,800
45-54	18.2%	225	7,800
55-64	18.8%	108	8,000
65+	24.1%	111	10,300
			42,600

HHI	%	Market Index	Readers
< \$25K	9.2%	35	3,900
\$25K-\$36K	15.9%	87	6,800
\$36K-\$50K	15.3%	111	6,500
\$50K-\$75K	17.3%	100	7,400
\$75K-\$100K	13.4%	159	5,700
\$100K+	28.8%	182	12,200
			42,500

Employment	%	Market Index	Readers
Full Time	52.6%	121	22,400
Part Time	6.9%	44	3,000
Student	2%	30	900
Homemaker	7.7%	69	3,300
Retired	31.2%	116	13,300
Other	8.2%	72	3,500
			46,400

Education	%	Market Index	Readers
High School	13.7%	59	5,800
Some College/Trade	33.2%	91	14,100
College Graduate	29%	125	12,300
Post Grad Studies	24.2%	181	10,300
			42,500

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

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