

# Springfield, MA



Please refer to [usspi.com](http://usspi.com) for the most current version of our market sheets.

Publisher/Newspaper(s)	Circulation		PRIZM Target Group
	ROP	Insert	
<b>1. Reminder Publications</b>	<b>36,150</b>	<b>36,200</b>	
A. The (Longmeadow) Reminder (Th)*	21,500	21,500	1
B. The (Springfield) Reminder (F)*	14,650	14,700	2/3

\*Denotes Tabloid.

Publishers by County
<b>Hampden County</b>
1. Reminder Publications



# Springfield, MA

## Profile of USSPI-Springfield Circulation Area

	Index vs. Springfield		Index vs. Springfield
HHI \$35,000+	103	Owner-Occupied HU's	106
HHI \$100,000+	105	Renter-Occupied HU's	90
Home Value \$200,000+	98	Single Family Homes	105
HH's with Children	99	2 Vehicles	104
4+ Years College	94	3+ Vehicles	102

92.9% of USSPI-Springfield Circulation is home delivered.

## Market Demographics

	% Population	% Households	Total E.B.I.	Average E.B.I.	% Total Retail Sales	% Food Sales	% Auto Sales
Springfield	100.0	100.0	100.0	\$57,995	100.0	100.0	100.0
Core City*	24.4	23.6	16.7	\$41,073	20.4	13.6	21.3
Suburbs	75.6	76.4	83.3	\$63,210	79.6	86.4	78.7

Source: Claritas

\*Metro City: Springfield

## Newspaper Circulation/Coverage Comparison

	Total Circulation (000)	Metro		City**		Suburbs	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %	Circulation (000)	Coverage %
<i>Households</i>		<i>242.9</i>		<i>57.1</i>		<i>185.8</i>	
Republican (M)	32.9	31.5	13.0	9.1	16.0	22.4	12.0
<b>TOTAL</b>	32.9	31.5	13.0	9.1	16.0	22.4	12.0
<b>USSPI Springfield</b>	<b>36.2</b>	<b>32.7</b>	<b>13.5</b>	<b>—</b>	<b>—</b>	<b>32.7</b>	<b>17.6</b>

\*\*Springfield

## Metro County Circulation Breakdown

	Households (000)	Republican		USSPI	
		Circulation (000)	Coverage %	Circulation (000)	Coverage %
Hampden	182.5	27.5	15.1	32.7	17.9
Hampshire	60.4	4.0	6.6	—	—
<b>Total</b>	<b>242.9</b>	<b>31.5</b>	<b>13.0</b>	<b>32.7</b>	<b>13.5</b>

Source: Circulation '18; USSPI Publisher Records