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St. Petersburg Times Market Research Collection : A Collection Guide

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St. Petersburg Times (Firm)

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The St. Petersburg Times Market Research Collection

A Collection Guide by

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Introduction to the Collection

From the mid-1970s through the mid-1990s, the Nelson Poynter Memorial Library maintained a vertical file of reports and market surveys conducted by the *St. Petersburg Times*. Located in the Business Reference area, these materials offered a portrait of life along the Suncoast that combined data available from other sources (such as the United States Census) with surveys, in-house research, and other statistical information gathered by the newspaper. The various reports and profiles residing in this collection offer an excellent account of commercial, demographic, media-related, and transportation trends in the Tampa Bay region. Some data sets examined individual municipalities or counties, while other sets included information about Standard Metropolitan Statistical Areas (SMSAs) or Metropolitan Statistical Areas (MSAs) of Florida. This collection offers a condensed version of the most important and unique market survey materials from the original accession, with items arranged alphabetically within the broad subject areas outlined in the Scope and Contents note, below.

Preservation Note

The materials in this collection occupy three acid-free document boxes. While preservation measures may slow the physical deterioration of such items, these steps cannot prevent damage from occurring. To prevent further damage to the fragile materials in this collection, avoid exposing them to light for an extended period of time. Please report any tears or other damage so that library staff may take appropriate preservation or conservation measures. Protective gloves should be worn when handling all fragile materials. While no restrictions limit access to this collection, library staff will evaluate photocopying or digitization requests on an individual basis to ensure the long-term preservation of this unique collection. Patrons using this collection must adhere to copyright and fair-use guidelines and provide proper citation of sources appearing in their research.

Provenance of the *St. Petersburg Times* Market Research Collection

This collection falls under the Journalism and Local and Regional History provenance areas of the Special Collections and Archives department, Nelson Poynter Memorial Library, USF St. Petersburg.

Scope and Contents

Materials in this collection include summaries of surveys, charts, and statistical information about residents and visitors to the Suncoast. Items reside in folders arranged into seven broad subject series: Business/Retail, Demographics, Economics/Finance, Media, Real Estate, Transportation, and Travel. The bulk of the collection covers the period from 1978 through 1997, though a few items include quantitative information from earlier years (from 1960 forward).

Collection Guide

Box 1, Folder 1 Business/Retail: Alcoholic Beverage Markets and Outlets

Licensed Alcohol Beverage Outlets, Florida Suncoast and Florida MSA, 1979-1989
Alcohol Beverage Market, Tampa Bay Area, 1993, 1994

Box 1, Folder 2 Business/Retail: Apparel and Shoes

Clothing/Shoe Store Sales, 1979, 1980, 1983
Tampa Bay Apparel Market, 1984-1989, 1992, 1993, 1994, 1996

Box 1, Folder 3 Business/Retail: Appliances, Electronics, and Computers

Shopping for Major Appliances, TV, Stereo, and Video Equipment, Pinellas County, 1982
Tampa Bay Appliances and Electronics Market, 1990
Tampa Bay Electronics and Appliances Market, 1994
Tampa Bay Electronics Market, 1995, 1996
Tampa Bay Large Appliances Market, 1995, 1996
Tampa Bay Computer Market, 1990, 1991, 1994, 1995, 1996

Box 1, Folder 4 Business/Retail: Cigarette Sales

Cigarette Sales, Six-County Suncoast and Florida SMSA, 1978-1989

Box 1, Folder 5 Business/Retail: Dining Establishments

Food Service Establishments, Florida Suncoast and Florida MSA, 1980-1992
Dining Market, Tampa Bay Area, 1989, 1990, 1993, 1994, 1995
Fast Food and Restaurant Dining, Pasco County, 1989
Fast Food and Restaurant Dining, Pinellas County, 1989
Dining Out in Pinellas County, 1985
Liquor Sales/Restaurant and Lunchroom Sales, 1979-1980
Taverns, Nightclubs, Liquor Sales/Restaurant and Lunchroom Sales, 1983

Box 1, Folder 6 Business/Retail: Employment in Various Industries

Employment Breakouts, 1978-1989
Non-Government Employment, 1979-1989, 1991, 1992
Tampa Bay Recruitment Market, 1993, 1995
Tampa Bay Health Care Recruitment Market, 1993
Tampa Bay Manufacturing/High Tech Recruitment Market, 1993, 1995
Manufacturing, Health Service Employees, 1988, 1991, 1992

Box 1, Folder 7 Business/Retail: Food and Drug Stores

Food and Drug Sales, Six-County Suncoast, 1979, 1980, 1983
Food and Drugstore Market, 1989
Drugstore Directory, Florida Suncoast, 1981
Drugstore Shopper Profile, Pasco County, 1981
Drugstore Shopper Profile, Pinellas County, 1981, 1982
Tampa Bay Drugstore Market, 1992, 1993, 1994
Supermarket and Food Store Sales, 1979, 1980
Supermarket and Grocery Store Sales, 1981, 1982, 1983, 1984, 1985
Supermarket Sales, 1986, 1987
Top 30 Metro Markets, Food Stores, 1980, 1981
Food Store Shopper Profile, Tampa-St. Petersburg-Clearwater, 1979
Food Store Shopper Profile, Pinellas County, 1982
Supermarket/Grocery Store Shopper Profile, Pinellas County, 1985
Tampa Bay Food Market, 1994, 1995, 1996

Food Stores Directory, Florida Suncoast, 1980, 1982, 1988, 1990

Box 1, Folder 8 Business/Retail: Furniture

New and Used Furniture Store Sales, Six-County Suncoast, 1983
 Furniture and Home Furnishings, St. Petersburg-Tampa-Clearwater, 1988
 Tampa Bay Furniture Stores, 1991
 Tampa Bay Home Furnishings, 1993, 1994
 Tampa Bay Furniture Market, 1996

Box 1, Folder 9 Business/Retail: Home and Garden

Florist Sales by Month/Nurseries and Landscape Sales by Month, 1983
 Decorating, Painting, Papering Sales/Heating, A/C, Insulation Sales, 1979, 1980, 1983
 Lumber, Building Materials, Hardware, Paints, and Light Machinery, 1983
 Home Improvement Market, 1992, 1994, 1995
 Tampa Bay Lawn and Garden Market, 1994, 1995, 1996

Box 1, Folder 10 Business/Finance: Manufact., Retail Estab., and Industries

New Plants and Expansions, Pinellas County, 1960-1993
 Top Industries, Pinellas County, 1980, 1982
 Top Manufacturers, Pinellas County, 1983, 1984, 1987, 1988, 1989, 1990, 1991, 1992
 Retail Trade Establishments, Florida, 1982
 Retail Trade Establishments, Pasco County, 1982
 Retail Trade Establishments, Pinellas County, 1982
 Largest Manufacturers, Hillsborough County, 1993, 1994
 Largest Manufacturers, Pinellas County, 1993, 1994

Box 1, Folder 11 Business/Retail: Miscellaneous Retailers

Miscellaneous Retailers, varies

Box 1, Folder 12 Business/Retail: Ownership/Acquisition of Major Items

Ownership/Acquisition of Major Items, Pasco County, 1981
 Ownership/Acquisition of Major Items, Pinellas County, 1981, 1982, 1984, 1985

Box 1, Folder 13 Business/Finance: Purchasing Power and Rankings

St. Petersburg-Tampa SMSA vs. State, Southeast, and National Rankings, 1979-1984, 1985, 1987-1989, 1991
 Purchasing Power, Six-County Suncoast Area, 1979-1987
 Metro Market Share Estimates, 1989, 1992
 Retail Sales by Category, Six-County Suncoast Area, 1985, 1986

Box 1, Folder 14 Business/Retail: Shopping and Stores

Adult Shopping Trends, Pinellas County, 1987, 1989
 Variety Store Shoppers and Newspaper Readership, Pasco and Pinellas Counties, 1983
 Variety Store Shoppers, Pinellas County, 1985
 Variety Store Sales/Department and General Merchandise Store Sales, 1983
 Department Store Shopping, Hernando County, 1985
 Department Store Shopping, Pasco County, 1985
 Department Stores, St. Petersburg-Tampa-Clearwater, 1988
 Tampa Bay Department Stores, 1989, 1994, 1995, 1996
 Department/Discount Store Shopper Profile, Citrus County, 1987
 Department/Discount Store Shopper Profile, Hernando County, 1987
 Department/Discount Store Shopper Profile, Pasco County, 1987
 Directory of Shopping Centers, Pinellas County, 1984
 General Merchandise Store Shoppers, Pinellas County, 1982

General Merchandise Stores, St. Petersburg-Tampa-Clearwater, 1988
 Tampa Bay General Merchandise Market, 1990, 1993, 1994, 1995, 1996
 Shopping Centers/Malls Shopped, Pasco County, 1983
 Shopper Profile, Countryside Mall, Clearwater, 1984
 Mall/Shopping Center Profile, Hernando County, 1987
 Mall/Shopping Center Profile, Pasco County, 1989
 Tampa Bay Shopping Malls, 1990, 1992
 Mall Shoppers, Pinellas County, 1993, 1994
 Shopping at New or Specialty Shopping Centers, Pinellas County, 1983, 1985

Box 2, Folder 1 Demographics: Comparative Market Statistics

Comparative Market Statistics/Summary Facts, Tampa-St. Petersburg SMSA, 1970-1991
 Comparative Market Statistics, Florida Suncoast, 1979-1985

Box 2, Folder 2 Demographics: Florida Metropolitan Areas Defined

Florida Metropolitan Area Definitions, 1983-1986

Box 2, Folder 3 Demographics: Household Growth Patterns

Household Growth in Florida, 1970-1994
 Nine, Ten, or Fifteen Year Growth Patterns, 1970-1992

Box 2, Folder 4 Demographics: Miscellaneous

Registered Voters and Readership, Pinellas County, 1986
 Use of Lawyer Services, Pinellas County, 1983
 Lottery Ticket Sales, Florida MSA, 1989-1990
 Pari-mutuel Wagering, 1980-1994

Box 2, Folder 5 Demographics: Population Characteristics

Population Characteristics and Change, 1970-1989

Box 2, Folder 6 Demographics: Population Growth

Population Growth, 1980-1994

Box 2, Folder 7 Demographics: Population Projections through 2020

Population Projections, 1980-2020

Box 2, Folder 8 Demographics: School Enrollment

Suncoast College Enrollment, 1979-1991
 Suncoast Public School and College Enrollment, 1991-1992

Box 2, Folder 9 Demographics: Suncoast Growth in Incorporated Areas

Six-County Suncoast Population Growth by Incorporated Places, 1970-1994

Box 2, Folder 10 Demographics: Suncoast Social Security Benefits

Six-County Suncoast Social Security Benefits, 1980-1988

Box 2, Folder 11 Demographics: Suncoast Veteran Population

Six-County Suncoast Veteran Population, 1979-1987

Box 2, Folder 12 Demographics: Zip Code Demographics

Zip Code Demographics, Citrus/Hernando Counties, 1988
 Zip Code Demographics, Hillsborough County, 1988
 Zip Code Demographics, Pasco County, 1985, 1988, 1996

Zip Code Demographics, Pinellas County, 1988, 1995, 1996

Box 2, Folder 13 Economics/Finance: Banking and Financial Services

Banking/Financial Services, Pasco County, 1989
 Banking/Financial Services, Tampa Bay Metropolitan Area, 1989
 Tampa Bay Investors, 1992
 Tampa Bay Financial Services, 1992
 Tampa Bay Finance and Investments, 1993-1996
 Additions of Banks and Savings and Loan Associations, various

Box 2, Folder 14 Economics/Finance: Financial Customer Profiles

Financial Customer Profile, Pinellas County, 1983, 1985
 Financial Institution Awareness and Usage, Pinellas County, 1986
 Stocks, Bonds, and Mutual Funds, Pasco County, 1981
 Stocks, Bonds, and Mutual Funds, Pinellas County, 1982, 1986, 1987
 Credit Cards, Pinellas County, 1987

Box 2, Folder 15 Economics/Finance: Economic Index of Pinellas/Pasco

Economic Index, Pinellas County, 1979-1980
 Economic Pulse, Pasco County, 1979-1980
 Income Patterns, Pinellas County, 1981, 1986
 Median Income, Pinellas County, 1994
 Household Income Distributions, Pinellas County, 1981-1982

Box 2, Folder 16 Economics/Finance: Patterns of Bank Deposits

Patterns of Bank Deposits, 1982-1990
 Florida Metro Area Bank Deposits, 1990
 Florida County Bank Deposits, 1983-1988

Box 2, Folder 17 Economics/Finance: Patterns of Financial Growth

Suncoast Patterns of Financial Growth, 1978-1982

Box 2, Folder 18 Economics/Finance: Patterns of Savings and Loan Deposits

Suncoast Savings and Loan Deposits, 1981-1988
 Florida County Savings and Loan Deposits, 1982-1988

Box 2, Folder 19 Economics/Finance: Personal Income

Personal Income, Florida Metropolitan Areas, 1986
 Personal Income, Suncoast, 1978-1987

Box 2, Folder 20 Economics/Finance: Quality of Life of Residents

Quality of Life, Pinellas County, 1983, 1984, 1985
 Analysis of Newcomers, Pinellas County, 1980, 1986
 Seasonal and Permanent Residents, 1982
 Activities in Tampa/Hillsborough County by Pinellas County Residents, 1984

Box 2, Folder 21 Economics/Finance: Suncoast Income Analyses

Suncoast Economics Analysis, 1978-1987

Box 2, Folder 22 Media: Advertising

Classified Advertising Usage, Pinellas County, November 1985
 Readership/Newspaper Inserts compared with Direct Mail, 1985

Advertising Readership and Coupon Usage, 1986
 "Advertising Times," July 1987
 News Inserts vs. Mailed Ads, 1987
 "Target: North Pinellas," August 1988

Box 2, Folder 23 Media: Consumer Profiles

Times Tampa Edition Subscribers are Avid Shoppers, May 1988
Times Tampa Edition Subscribers are Dedicated Department Store Shoppers, May 1988
Times Tampa Edition Subscribers seek Discount/General Store Value, May 1988
Times Tampa Edition Subscribers 50% more like to Shop Malls, May 1988
Times Tampa Edition Subscribers are Frequent Restaurant Patrons, May 1988
 Daily and Sunday *Times* Tampa Edition Subscribers Profile, May 1988
 Pamphlet, "Quality Consumers," Tampa Bay Metro Area, October 1989
 Tampa Bay Consumers and Newspaper Readership, 1990
 Tampa Bay Newspaper Comparison, January 1990 and March 1990
Times Readers are Avid Travelers, February 1990 and March 1990
 Reach Tampa Bay furniture shoppers with the *Times*, June 1991
 Access Pinellas County's financial market with the *Times*, June 1991
 Access Tampa Bay investors with the *Times*, June 1991
 Penetrate the West Pasco financial market with the *Times*, June 1991
 Reach Pinellas County investors with the *Times*, June 1991
 Reach Tampa Bay's financial market with the *Times*, June 1991
 Tampa Bay newspaper comparison, July 1991
 Hernando County brochure, 1991
 Tampa Bay consumers and readership, October 1993 and November 1995
 Pinellas consumers and readership, October 1993 and January 1996

Box 2, Folder 24 Media: Newspaper Circulation Data

Magazine/Newspaper Supplement Circulation and Household Penetration, 1979-1990, 1992-1993
 Circulation, St. Petersburg-Tampa Newspapers, 1980-1997
 "Each Day, The *Times* Dominates the Suncoast," 1995, 1996
 Zip Code/Circulation Map, Daily *Times*, Pinellas County, 1995, 1996
 Zip Code/Circulation Map, Sunday *Times*, Pinellas County, 1995, 1996
 Zip Code Penetration Map, Pasco County, 1995, 1996
 Zip Code Penetration Map, Hernando County, 1991, 1995, 1996
 Zip Code Penetration Map, Citrus County, 1995, 1996
 Sunday *Times/Tribune* Circulation Bar Graph, 1989, 1990

Box 2, Folder 25 Media: Newspaper Circulation Data: *St. Petersburg Times*

Various reports covering circulation data, 1978-1994

Box 2, Folder 26 Media: Radio, Television, Cable, and Combined Media

WNLT (95.7FM) vs. *Times*, 1989
 WUSA (W101 FM) vs. *Times*, 1989, 1991
 WFLA (970AM) vs. *Times*, 1989, 1991
 WRBQ (Q105FM) vs. *Times*, 1989, 1991
 WQYK (99.5FM) vs. *Times*, 1989, 1991
 WYNF (94.9FM) vs. *Times*, 1989, 1991
 WWRM (Warm 107FM) vs. *Times*, 1989, 1991
 WMTX (Mix 96FM) vs. *Times*, 1991
 WFLZ (Power 93FM) vs. *Times*, 1991
 Television Set Ownership, Pinellas County, August 1982
 Television Channels usually watched in West Pasco County, July 1987, 1989
 Television Channels usually watched in West Hernando County, July 1987, 1989
 Television Channels usually watched in Citrus County, July 1987, 1989

Cable Television in Pinellas County, 1983-1986
 Cable Television penetration summary, Pinellas County, June 1983
 Cable Subscribers are not necessarily Cable Viewers, 1989
 Penetration of the Mass Media in Pinellas County, Florida, 1981
 Penetration and time spent with Mass Media in Pinellas County, March 1984
 Use of Mass Media in Citrus County, January 1986
 Use of Mass Media in West Hernando County, January 1986
 Use of Mass Media in West Pasco County, January 1986
 Media Schedule Comparisons, various

Box 3, Folder 1 Media: Readership and Demographics

Readership of the Sunday *Times* and the *Floridian*, December 1981 and July 1982
 Readership of the *Floridian* vs. *Parade* Magazine in Sunday *Times*, July 1982
 Readership of the Sunday *Times* and *TV Dial*, July 1982
Times and its "Homes" section, July 1982
 Newspaper Readership, Pinellas County, various
 Exclusive Readership and Duplication of *Times* and *Clearwater Sun* in Pinellas, various
 St. Petersburg-Tampa-Clearwater MSA Newspaper Audience Profile, November 1983
 Scarborough Report, Newspaper Summary, November 1983
 Readership of Sections in the Daily and Sunday *Times*, January 1985 and November 1986
 Readership of *TV Dial*, January 1985
 Readership of the *Citrus Times*, June 1985
 Newspaper Readership in Citrus County, June 1985 and May 1987
 Readership of the *Pasco Times*, June 1985
 Newspaper Readership in West Pasco County, June 1985 and May 1987
 Readership of the *Hernando Times*, June 1985
 Newspaper Readership in West Hernando County, June 1985 and May 1987
 Home/Garden Section Initial Readership, Preferences, and Interest, March 1986
 Readership in the Business sections of the *Times*, February 1987
 Market Coverage, Pinellas County, 1987
 Market Coverage, St. Petersburg-Tampa-Clearwater MSA, 1987
 Readership of *Weekend*, September 1988 and March 1991
 Readership of sections in the Daily and Sunday *Times*, January 1989
Times Readership in Pinellas County, 1989
Times Readership in Tampa Bay Metro Area, 1989
 Readership Duplication with the *Times*, January 1989
 Tampa Bay Demographics and Readership, 1992, 1993, 1994, 1996
 Pinellas Demographics and Readership, 1993, 1994, 1996
Hernando Times: Greatest Reach Delivers Results, 1993-1994
 Target a desirable area with the *Times' North of Tampa*, 1997
 Sunday Newspaper Readership, undated

Box 3, Folder 2 Media: Readership Profiles and Newspapers

"What's the largest daily newspaper between Washington D.C. and Miami?," February 1990
 The *Times* Leads the *Tampa Tribune* in Tampa Bay, 1993, 1994, 1995
 Readership, Pinellas, Weekly or Semi-Weekly Publications of Shoppers, 1983, 1986
 Readership, West Hernando, Weekly or Semi-Weekly Publications of Shoppers, 1985, 1987, 1989
 Readership, West Pasco, Weekly or Semi-Weekly Publications of Shoppers, 1985, 1987
 Readership, Citrus, Weekly or Semi-Weekly Publications of Shoppers, 1985, 1987, 1989

Box 3, Folder 3 Real Estate: Condominium Deed Transactions

Pasco County Condominium Deed Transactions, August 1980-March 1982
 Pinellas County Condominium Deed Transactions, August 1980-February 1982

Box 3, Folder 4 Real Estate: Lodging Units

Public Lodging Rental Units in Six-County Suncoast, 1979-1992
Suncoast Hotels, Rooming Houses, Apartments, 1979-1980

Box 3, Folder 5 Real Estate: Mobile Homes and Trailer Parks

Mobile Home Units in Florida Counties, 1980
Mobile Home Registrations, 1980
Mobile Home and Condominium Dwellers Profile, Pinellas County, 1982-1985
Trailer Parks, Six-County Suncoast, 1979-1990

Box 3, Folder 6 Real Estate: Residential Multiple Listing Sales, Pinellas

Residential Multiple Listing Sales, Pinellas County, 1978-1990

Box 3, Folder 7 Real Estate: Suncoast Area Building Activity Summaries

Suncoast Area Building Activity Summary, 1980-1990

Box 3, Folder 8 Real Estate: Suncoast Area Property Analyses

Suncoast Area Property Analysis, 1982-1992

Box 3, Folder 9 Real Estate: Surveys of Homebuyers

Homebuyers Survey, Pasco-Hernando, 1990
Homebuyers Survey, Pinellas County, 1990
Homebuyers Flash Report, Pasco County, 1985
Homebuyers Flash Report, Pinellas County, 1985

Box 3, Folder 10 Transportation: Automotive Aftermarket

Automotive Aftermarket statistics, 1992, 1994, 1996

Box 3, Folder 11 Transportation: Boat Registrations

Boat Registrations in Suncoast and/or Florida Metropolitan Areas, 1978-1994

Box 3, Folder 12 Transportation: Motor Vehicle Tags

Motor Vehicle Tags in Florida Metropolitan Areas, 1993, 1994
Motor Vehicle Tags in Florida and Six-County Suncoast, 1979-1991
Manatee County New Car Registration Report, January 1980

Box 3, Folder 13 Transportation: New Car Sales

New Car Sales, Pinellas County vs. US, 1977-1990
New Car Registrations by Dealer, January 1980
Automobile Dealers brochure, 1979
Pinellas County Vehicle Buyers brochure, 1991

Box 3, Folder 14 Transportation: Traffic Counts

Citrus County, 1979-1995
Hernando County, 1978-1995
Hillsborough County, 1986-1992
Pasco County, 1978-1992
Pinellas County, 1978-1988

Box 3, Folder 15 Transportation: Vehicle Parts

Motorboats, Yachts, Marine Parts in the Six-County Suncoast, 1979, 1980, 1983
Motor Vehicles, Trailers, 1983
Garage, Paint, and Body Shop statistics, 1983

Auto Accessories, Tires, and Parts statistics, 1983

Box 3, Folder 16 Travel: Florida Attractions and Tampa Bay Area Travel

Suncoast Travel Agents Directory, 1979-1980
Pinellas County Visitors to Florida Attractions, July 1981
Pinellas County Residents' Attendance at Florida Attractions, July 1987
Tampa Bay Travel Market, 1990, 1993, 1994, 1995, 1996

Box 3, Folder 17 Travel: Origin and Destination Studies

Air and Automobile Tourist Estimates, 1979-1983
Suncoast Airline Bookings, 1980-1984
Pinellas County Commercial Airline Travelers, 1984
St. Petersburg-Clearwater International Airport "Origin and Destination" Study, 1984
Tampa International Airport "Origin and Destination" Study, 1978-1982

Box 3, Folder 18 Travel: Pinellas County Visitor Profile/Analysis

Summary Reports cover the period from 1985 through 1994

Box 3, Folder 19 Travel: Special Events in St. Petersburg

Festival of States Survey Reports, 1982, 1983, 1986
St. Pete Grand Prix Awareness Survey, 1986

Box 3, Folder 20 Travel: Trips by Residents of Florida and Pinellas County

Pinellas County Traveler Profile, 1983, 1986
Declared Destinations of Florida Passport Recipients, 1979
Passports Processed in Key 6-County Suncoast, 1975-1991