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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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20 June 2007

## 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).

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