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.

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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/Shop Store Sales, 1979, 1980, 1983

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

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
   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
   Tampa Bay Recruitment Market, 1993, 1995
   Tampa Bay Health Care Recruitment Market, 1993
   Tampa Bay Manufacturing/High Tech Recruitment Market, 1993, 1995

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
   Supermarket and Food Store Sales, 1979, 1980
   Supermarket Sales, 1986, 1987
   Food Store Shopper Profile, Tampa-St. Petersburg-Clearwater, 1979
   Food Store Shopper Profile, Pinellas County, 1982
   Supermarket/Grocery Store Shopper Profile, Pinellas County, 1985

**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
- Lumber, Building Materials, Hardware, Paints, and Light Machinery, 1983

**Box 1, Folder 10 Business/Finance: Manufact., Retail Estabs., and Industries**
- New Plants and Expansions, Pinellas County, 1960-1993
- Top Industries, Pinellas County, 1980, 1982
- 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**
- Purchasing Power, Six-County Suncoast Area, 1979-1987
- 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
- 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
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, 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
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

Box 2, Folder 6 Demographics: Population Growth

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

Box 2, Folder 10 Demographics: Suncoast Social Security Benefits

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

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
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
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 50% more like to Shop Malls, 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

Circulation, St. Petersburg-Tampa Newspapers, 1980-1997
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
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

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

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

**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