

## 2022 Angler Travel and Targeting Summary: Taylor County

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### How to use this summary

This summary can inform how to **advertise or promote local fishing and fishing-based tourism specifically in Taylor County**. The report describes information about where people come from when they fish Taylor County, and what they fish for. Where people come from (the “origin” of their fishing trip) may help identify advertising locations. The species they fish for, or “target” may inform the photos or text to use in advertisements or other outputs. All data here come from the National Marine Fisheries Service Marine Recreational Information Program. Additional information can be found in the full *Angler Travel and Targeting Report: 2021 Taylor County*, which Victor Blanco can provide you.

### Where people come from to fish Taylor County

*Table 1: Out-of-state angler origins comparison*

Trips to Florida	Prop.	Trips to North Big Bend	Prop.	Trips to Taylor County	Prop.
Georgia	0.153	Georgia	0.866	Georgia	0.890
Alabama	0.071	Alabama	0.025	Alabama	0.024
Not Available	0.065	Tennessee	0.025	Tennessee	0.019
Texas	0.056	South Carolina	0.014	South Carolina	0.014
Tennessee	0.051	Ohio	0.009	North Carolina	0.007

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Taylor County, for 2011-2021.**

**Columns 1-2** show the top 5 out-of-state origins of angler trips throughout Florida state. **Columns 3-4** show the top out-of-state origins for just trips made to the region. **Columns 5-6** show the top out-of-state origins for trips made to just Taylor County. Comparing the columns shows how Taylor County attracts visitors relative to the surrounding region or state. “Not Available” mostly describes visitors from outside the U.S.

*Table 2: In-state angler origin comparison*

Out-of-county Orig	Prop.	Any Orig.	Prop.
Alachua	0.177	Taylor	0.172
Suwannee	0.091	Alachua	0.146
Columbia	0.075	Suwannee	0.076
Leon	0.071	Columbia	0.062
Clay	0.042	Leon	0.059

**Table 2. The origins of Florida resident anglers fishing in Taylor County, for 2011-2021.**

This table shows where Florida resident anglers come from when they fish Taylor County. **Columns 1 & 2** show origins of trips in Taylor County by anglers who are **not** residents of Taylor County, and **columns 3 & 4** show origins of **all** Florida-resident trips in Taylor County. This information can be used to identifying in-state advertising.

### What people fish for in Taylor County

*Table 3: Proportion of species targeted, comparing county to state*

All Taylor County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
Spotted seatrout	0.528	Spotted seatrout	0.474	Spotted seatrout	0.535	Spotted seatrout	0.645
No Target	0.238	No Target	0.230	No Target	0.239	No Target	0.195
Red drum	0.148	Red drum	0.163	Red drum	0.146	Red drum	0.099
Red snapper	0.024	Gag	0.035	Red snapper	0.026	Gag	0.013
Sheepshead	0.015	Sheepshead	0.017	Sheepshead	0.015	Red snapper	0.010

**Table 3. Proportions of species targeted by fishing trips made in Taylor County by anglers from various origins, for 2011-2021.**

This table shows the top 5 species anglers fish in Taylor County, depending on where they live. **Columns 1-2** shows what anglers fish for in Taylor County regardless of where they come from. **Columns 3-4** shows what Taylor County resident anglers fish for, **Columns 5-6** shows what anglers who live in Florida but not Taylor County fish for, and **Columns 7-8** shows what out-of-state anglers fish for. The information here can be used to fine-tune advertising (photos and text) or informational content for out-of-county or out-of-state anglers.