

2022 Angler Travel and Targeting Summary: Broward 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 Broward County**. The report describes information about where people come from when they fish Broward 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 Broward County*, which can provide you.

Where people come from to fish Broward County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to Southeast	Prop.	Trips to Broward County	Prop.
Georgia	0.153	Not Available	0.266	Not Available	0.196
Alabama	0.071	New York	0.081	New York	0.088
Not Available	0.065	Texas	0.068	Pennsylvania	0.061
Texas	0.056	Illinois	0.046	Texas	0.057
Tennessee	0.051	Georgia	0.040	Ohio	0.054

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Broward 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 Broward County. Comparing the columns shows how Broward 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.
Miami-Dade	0.401	Broward	0.816
Palm Beach	0.346	Miami-Dade	0.074
Orange	0.029	Palm Beach	0.064
Lee	0.023	Orange	0.005
Hillsborough	0.021	Hillsborough	0.004

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

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

What people fish for in Broward County

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

All Broward County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.611	No Target	0.525	No Target	0.780	No Target	0.854
Dolphin	0.157	Dolphin	0.199	Dolphin	0.075	Dolphin	0.058
King mackerel	0.030	King mackerel	0.038	King mackerel	0.016	King mackerel	0.013
Snapper family	0.029	Snapper family	0.036	Sailfish	0.014	Sailfish	0.013
Common snook	0.023	Common snook	0.029	Snapper family	0.014	Spanish mackerel	0.007

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

This table shows the top 5 species anglers fish in Broward County, depending on where they live. **Columns 1-2** shows what anglers fish for in Broward County regardless of where they come from. **Columns 3-4** shows what Broward County resident anglers fish for, **Columns 5-6** shows what anglers who live in Florida but not Broward 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.