

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

### Where people come from to fish St. Johns County

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

Trips to Florida	Prop.	Trips to North Florida	Prop.	Trips to St Johns County	Prop.
Georgia	0.153	Georgia	0.339	Georgia	0.310
Alabama	0.071	North Carolina	0.075	North Carolina	0.074
Not Available	0.065	South Carolina	0.063	South Carolina	0.060
Texas	0.056	Tennessee	0.050	Texas	0.045
Tennessee	0.051	Ohio	0.038	Kentucky	0.036

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically St. Johns 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 St. Johns County. Comparing the columns shows how St. Johns 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.
Duval	0.384	St Johns	0.566
Clay	0.201	Duval	0.167
Putnam	0.134	Clay	0.087
Flagler	0.075	Putnam	0.058
Alachua	0.037	Flagler	0.032

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

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

### What people fish for in St. Johns County

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

All St Johns County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.377	No Target	0.348	No Target	0.407	No Target	0.488
Red drum	0.273	Red drum	0.325	Red drum	0.222	Red drum	0.142
King mackerel	0.055	Sheepshead	0.049	King mackerel	0.074	King mackerel	0.101
Lefteye flounder genus	0.037	Lefteye flounder genus	0.043	Kingfish genus	0.036	Spotted seatrout	0.027
Kingfish genus	0.035	King mackerel	0.035	Lefteye flounder genus	0.031	Dolphin	0.026

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

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