

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

Where people come from to fish St. Lucie County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to Treasure Coast	Prop.	Trips to St Lucie County	Prop.
Georgia	0.153	New York	0.140	Not Available	0.092
Alabama	0.071	Georgia	0.072	New Jersey	0.080
Not Available	0.065	Michigan	0.065	New York	0.074
Texas	0.056	New Jersey	0.063	Indiana	0.057
Tennessee	0.051	North Carolina	0.057	Illinois	0.055

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically St. Lucie 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. Lucie County. Comparing the columns shows how St. Lucie 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.
Indian River	0.450	St Lucie	0.620
Martin	0.128	Indian River	0.171
Okeechobee	0.106	Martin	0.049
Palm Beach	0.066	Okeechobee	0.040
Orange	0.049	Palm Beach	0.025

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

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

What people fish for in St. Lucie County

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

All St Lucie County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.495	No Target	0.494	No Target	0.498	No Target	0.605
Dolphin	0.138	Dolphin	0.132	Dolphin	0.145	Dolphin	0.082
Common snook	0.088	Common snook	0.096	Common snook	0.078	Sheepshead	0.065
Spotted seatrout	0.038	Snapper family	0.042	Spotted seatrout	0.042	Common snook	0.044
Snapper family	0.037	Spotted seatrout	0.034	Red drum	0.037	Spotted seatrout	0.042

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

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