

2025 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	Pro p.	Trips to North Florida	Pro p.	Trips to St Johns County	Pro p.
Georgia	0.14 4	Georgia	0.33 2	Georgia	0.25 2
Alabama	0.06 0	North Carolina	0.07 7	Tennessee	0.07 0
Texas	0.05 8	South Carolina	0.06 4	North Carolina	0.06 9
Not Available	0.05 4	Tennessee	0.04 9	South Carolina	0.05 3
Tennessee	0.04 9	Ohio	0.04 1	Ohio	0.04 0

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically St. Johns County, for 2014-2024.

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	0.387	St Johns	0.571
Clay	0.227	Duval	0.166
Putnam	0.091	Clay	0.097
Flagler	0.071	Putnam	0.039
Alachua	0.038	Flagler	0.031

Table 2. The origins of Florida resident anglers fishing in St. Johns County, for 2014-2024.

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

	Pr op		Pr op	Out of county trips	Pr op	Out of state trips	Pr op
All St Johns County trips	.	In county trips	.	trips	.	trips	.
No Target	0.376	No Target	0.341	No Target	0.409	No Target	0.492
Red drum	0.239	Red drum	0.287	Red drum	0.195	Red drum	0.147
King mackerel	0.081	King mackerel	0.070	King mackerel	0.092	King mackerel	0.103
Vermilion snapper	0.034	Red snapper	0.042	Vermilion snapper	0.054	Vermilion snapper	0.063
Lefteye flounder genus	0.033	Lefteye flounder genus	0.037	Lefteye flounder genus	0.029	Dolphin	0.022

Table 3. Proportions of species targeted by fishing trips made in St. Johns County by anglers from various origins, for 2014-2024.

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.