

2022 Angler Travel and Targeting Summary: Indian River County

Prepared for Indian River County by Ed Camp (edvcamp@ufl.edu) Assistant Professor University of Florida, and Lisa Krinsky, Regional Specialized Extension Agent Southeast Florida, lkrinsky@ufl.edu

How to use this summary

This summary can inform how to **advertise or promote local fishing and fishing-based tourism specifically in Indian River County**. The report describes information about where people come from when they fish Indian River 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 Indian River County*, which Lisa Krinsky can provide you.

Where people come from to fish Indian River County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to East Central FL	Prop.	Trips to Indian River County	Prop.
Georgia	0.153	Not Available	0.073	New York	0.103
Alabama	0.071	Michigan	0.070	Michigan	0.078
Not Available	0.065	Georgia	0.067	Georgia	0.071
Texas	0.056	Texas	0.056	Pennsylvania	0.068
Tennessee	0.051	New York	0.043	New Jersey	0.062

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Indian River 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 Indian River County. Comparing the columns shows how Indian River 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.
Brevard	0.583	Indian River	0.488
Orange	0.085	Brevard	0.298
Osceola	0.080	Orange	0.043
St Lucie	0.045	Osceola	0.041
Polk	0.030	St Lucie	0.023

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

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

What people fish for in Indian River County

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

All Indian River County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.568	No Target	0.595	No Target	0.549	No Target	0.703
Common snook	0.068	Common snook	0.062	Dolphin	0.077	Common snook	0.043
Dolphin	0.060	Gray snapper	0.053	Common snook	0.072	Lefteye flounder genus	0.032
Red drum	0.054	Red drum	0.050	Red drum	0.058	Spotted seatrout	0.032
Spotted seatrout	0.038	Dolphin	0.037	Spotted seatrout	0.042	Red drum	0.028

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

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