

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

### Where people come from to fish Escambia County

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

Trips to Florida		Trips to NW Panhandle		Trips to Escambia County	
	Prop.		Prop.		Prop.
Georgia	0.153	Alabama	0.181	Alabama	0.283
Alabama	0.071	Georgia	0.141	Georgia	0.121
Not Available	0.065	Texas	0.110	Texas	0.079
Texas	0.056	Tennessee	0.103	Louisiana	0.066
Tennessee	0.051	Louisiana	0.053	Mississippi	0.058

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Escambia 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 Escambia County. Comparing the columns shows how Escambia 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.
Santa Rosa	0.842	Escambia	0.727
Okaloosa	0.053	Santa Rosa	0.230
Leon	0.009	Okaloosa	0.014
Bay	0.007	Alachua	0.002
Seminole	0.007	Bay	0.002

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

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

### What people fish for in Escambia County

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

All Escambia County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.530	No Target	0.497	No Target	0.568	No Target	0.648
Red snapper	0.098	Red snapper	0.089	Red snapper	0.109	Red snapper	0.087
Red drum	0.069	Red drum	0.075	Red drum	0.063	Red drum	0.055
King mackerel	0.039	Florida pompano	0.042	King mackerel	0.039	King mackerel	0.035
Sheepshead	0.036	Sheepshead	0.040	Spanish mackerel	0.035	Florida pompano	0.025

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

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