

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

Where people come from to fish Franklin County

Table 1: Out-of-state angler origins comparison

| Trips to Florida | Prop. | Trips to North Big Bend | Prop. | Trips to Franklin County | Prop. |
|------------------|-------|-------------------------|-------|--------------------------|-------|
| Georgia | 0.153 | Georgia | 0.644 | Georgia | 0.665 |
| Alabama | 0.071 | Alabama | 0.121 | Alabama | 0.100 |
| Not Available | 0.065 | Tennessee | 0.056 | Tennessee | 0.068 |
| Texas | 0.056 | South Carolina | 0.015 | Wisconsin | 0.015 |
| Tennessee | 0.051 | Texas | 0.013 | Texas | 0.013 |

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Franklin 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 Franklin County. Comparing the columns shows how Franklin 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. |
|--------------------|-------|-----------|-------|
| Leon | 0.501 | Leon | 0.407 |
| Wakulla | 0.193 | Franklin | 0.188 |
| Gadsden | 0.064 | Wakulla | 0.157 |
| Liberty | 0.021 | Gadsden | 0.052 |
| Jefferson | 0.017 | Liberty | 0.017 |

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

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

What people fish for in Franklin County

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

| All Franklin County trips | Prop. | In county trips | Prop. | Out of county trips | Prop. | Out of state trips | Prop. |
|---------------------------|-------|------------------|-------|---------------------|-------|--------------------|-------|
| No Target | 0.411 | No Target | 0.428 | No Target | 0.409 | No Target | 0.414 |
| Spotted seatrout | 0.146 | Spotted seatrout | 0.159 | Spotted seatrout | 0.144 | Spotted seatrout | 0.164 |
| Red drum | 0.120 | Red drum | 0.124 | Red drum | 0.119 | Red drum | 0.121 |
| Red snapper | 0.082 | Red snapper | 0.083 | Red snapper | 0.082 | Red snapper | 0.068 |
| Gag | 0.037 | Gag | 0.047 | Sea bass family | 0.037 | Atlantic tarpon | 0.039 |

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

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