2022 Angler Travel and Targeting Summary: Indian River 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 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 Krimsky 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.