Jefferson County
Guided Fishing Market Research
Jefferson County, TX

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Research Summary

Researchers conducted web searches using the Google search engine on a computer cleared of cookies and caches, and not signed into a google account. They searched first by the county name, using the terms “‘X’ County, Texas Guided fishing” and then searched by a community name, using the terms “‘X’, Texas Guided Fishing”. They took the top results for each search, stopping when they reached 12 or when the search page returned no relevant results. There was a maximum possible 24 results from each county – 12 from a county search and 12 from a community search. These results come from a standard internet search and may not represent all of the guides operating in the county. The results reflect how well the guide businesses have positioned their websites to appear in standard searches.

Relevant results were individual fishing guides, or guided fishing companies. The “Standard Product” used for this research was a Half-Day Guided Fishing Trip for 2 where Red Drum was a target species fish. Data was also taken for non-standard product results, such as Full Day Guided Fishing Trips and Trips for more than 2 people. The results are differentiated by creating two categories “Total Results” and “Standard-Product Only Results”.

Researches took information on the prices of fishing packages, whether or not they offered the 8 most commonly offered amenities, and where the guide was located.

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CONTENTS

Research Summary 2

Google Form 3

Standard-Product Only Results 4

Total Results For County 5

Search Results Screen Shots 6

Results From All Counties 8
Google Form

This Google Form was used to log information as it was received. It contains a multitude of questions to assess the different amenities offered by guides, the variety of prices, and the type of results obtained for different searches.

- **Business Name**
- **Business Website**

- **Half Day Guided Fishing Trip For 2**
  - Yes
  - No

- **Included In Package**
  - Tackle
  - Artificial Bait
  - Live Bait
  - Ice
  - Ice Chest
  - Fish Processing
  - Photographing
  - Rods and Reels

- **County Location**
  - Jefferson
  - Chambers
  - Galveston
  - Brazoria
  - Matagorda
  - Calhoun
  - Refugio
  - Aransas
  - San Patricio
  - Nueces
  - Kleberg
  - Kenedy
  - Willacy
  - Cameron

- **Package Price**

- **Public Waters**
  - Yes
  - No

- **Red Fish Target Species**
  - Is red fish one of the fishes often caught on trips?
  - Yes
  - No

- **Found By What Search**
  - If you searched by County, chose that. If not, chose other and name the city within the county that you used.
  - County, TX
  - Other
Standard-Product Only Results

Total Results: 3
Average Price: $416.67
Median Price: $450.00
Minimum Price: $300.00
Maximum Price: $500.00

Guides With Standard Product:
- Sabine Lake Service
- Coastal Outfitters Guide Service
- Chuck’s Guide Service

Amenities Provided By Guides
Percentage of companies that provide each listed amenity
Total Results

- **Total Results:** 4
- **Average Price:** $425.00
- **Median Price:** $450.00
- **Minimum Price:** $300.00
- **Maximum Price:** $500.00

**Guides Without Standard Product:**

- Captain Randy’s Guide Service

**Amenities Provided By Guides**

<table>
<thead>
<tr>
<th>Amenities</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tackle</td>
<td>100%</td>
</tr>
<tr>
<td>Ice</td>
<td>75%</td>
</tr>
<tr>
<td>Artificial Bait</td>
<td>100%</td>
</tr>
<tr>
<td>Live Bait</td>
<td>100%</td>
</tr>
<tr>
<td>Fish Processing</td>
<td>25%</td>
</tr>
<tr>
<td>Rod &amp; Reels</td>
<td>100%</td>
</tr>
<tr>
<td>Ice Chest</td>
<td>100%</td>
</tr>
<tr>
<td>Photographing</td>
<td>0%</td>
</tr>
</tbody>
</table>

**Search Results**

Percentage of results found via search by Community and Search by County
Search for “Brazoria County, TX Guided Fishing”
Conducted on 1 Oct 2013 – First Page Results

Ad related to Brazoria county guided fishing

CO Trout Fishing Guide 1 (702) 927 9500
www.minniesanglers.com
Guided Fly Fishing Trips Local streams & lakes. Book today

Texas Beach and Bay Access Guide - Texas General Land Office
www.glo.texas.gov/what-we-do/.../TexasBeachBayAccessGuide.pdf
Recruitment: Gulf beaches, water sports, fishing, hunting, wildlife viewing, historic sites, state and county parks. Brazoria County was created in 1836 and named...

Brazoria County Tourism Brochure - Brazosport Texas
www.visitbrazosport.com/.../Brazoria%20County%20Tourism%20Broch...
An estimated 250,000 people call Brazoria County ‘home’. There are 23 miles of beaches, bottomland forests, inshore and offshore fishing, hunting, sailing.

Camp Mohawk County Park - Brazoria County
www.brazoria-county.com/parks/mohawk/index.html
... include the only stand of native pine trees in Brazoria County, a guide for identifying tree species along the trails, bird watching and nature viewing, and fishing...

Cowboy Charters
www.cowboycharters.com/
4 Google reviews

Captain Leaf
www.texassaltwaterfishingguide.com/
Google+ page

Paparda Rey Fishing Charters
www.papardarey.com/
Google+ page

See results for Brazoria county guided fishing on a map

Lake Jackson Restaurants Menu Guide, Hunting-Fishing-Guides in ...
Your search for: Restaurants Menu Guide, Hunting-Fishing-Guides in Lake Jackson, TX. returned 2 listingsEmail. FIND, Heading, Business name, Keywords, ...

Freeport Fishing-Hunting-Guide-Service in Freeport, TX - Brazoria, TX
www.brazoriacountypark.com/Freeport, TX/Fishing-Hunting-Guide...List
Your search for: Fishing-Hunting-Guide-Service in Freeport, TX. returned 1 listingEmail. FIND, Heading, Business name, Keywords, Address, or Phone.

Clute Advertising Directory,Guide Hunting Fishing ... - Brazoria, TX
Your search for: Advertising Directory,Guide Hunting Fishing-Guides in Clute, TX. returned 2 listingsEmail. FIND, Heading, Business name, Keywords, Address, ...

Brazoria County, Texas Fishing Lakes | Fishing Works
www.fishingworks.com>Fishing Lakes>Texas
A comprehensive listing of all Brazoria County, Texas lakes.

Brazoria County, Texas Fishing - Coastal Travel Guide
www.coastaltravelguide.com/Texas/Brazoria/.../BrazoriaFishing.htm
Brazoria County Texas Fishing. Welcome to the Fishing listings for Brazoria County. Listed here are some of the Fishing Guides and Fishing Supply Shops.
Search For “Freeport, TX Guided Fishing” Conducted on 1 October 2013 – First Page Results

About 195,000 results (0.32 seconds)

Texas Saltwater Fishing Guides - Freeport - Texas Fishing Guides
texasfishingguides.org/saltwater_fishing_guides_freeport.htm
Capt. LG Boyd (409) 770-3567. Email: boyd@tcg.com. Quality Fishing Guides will use our 30 + years of fishing experience to ensure that you receive the ...

Texas Bay fishing - Galveston, Freeport, Matagorda Bay fishing...
www.texasbigfish.com/
Freeport fishing, Offshore fishing, Matagorda Bay fishing... FishN Addiction Guide Service is a fishing guide service catering to inshore, near shore and offshore ...

Texas Saltwater Adventures
www.texassaltwaterfishingguide.com/
Welcome to Texas Saltwater Adventures fishing Galveston, Freeport, Surfside Beach. Are you looking for the best Galveston/Freepor fishing charter guide in ...

Freeport Texas Fishing - Deep Sea Fishing - Offshore Fishing Charters
www.guideddeepseacharters.com/
Freeport Texas fishing charters for offshore deep sea fishing. Catch Mahi-Mahi, Kingfish, Grouper, Snapper, Shark, Ling, and Wahoo. Call today and schedule ...

Surfside Beach Fishing Charters - Offshore Charter Fishing Freeport...
www.surfsidebeachcharters.com/
Surfside Beach Fishing Charters, Sportfishing, Freeport and Galveston Offshore ... Saltwater, Gulfcoast Texas Fishing Guide, Freeport Texas Charters, Freeport ...
Rates & Information - Captain Kevin Martin - SponsorLinks - About SBC

Galveston and Freeport Fishing Charters - 281-908-1310
www.realreel.com/
Galveston and Freeport fishing charters - specializes in deep sea, beachfront, bay, and jetty fishing trips.

Freeport Fishing guides | Fishing guides in Freeport, TX - YP.com
www.yellowpages.com/freeport/to/fishing-guides
Results 1 - 25 of 22 - 23 listings of Fishing Guides in Freeport on YP.com. Find reviews ... Fishing Guides, Fishing Charters & Parties, Guide Service. 281-949-831 ...

FISHIN FEVER GUIDE SERVICE. Captain Gary Francis
www.garyfrancisguide.com/*
Nov 12, 2012 - I live in the Surfside/Freeport area. In 2006 I obtained my captains license and purchased my first saltwater fishing guide license. I primarily ...

Freeport Offshore Fishing - Freeport Texas offshore fishing offshore ...
www.freeportoffshorefishing.com/*
Freeport offshore fishing charters, Freeport Texas offshore, Galveston offshore fishing, offshore fishing freeport texas, Snapper Fishing freeport offshore fishing ...

DoDaBlu Charters
www.dodablu.com/*
Book a Deep Sea Fishing Trip Galveston and Freeport Texas with DoDaBlu Charters and enjoy the best Deep Sea Fishing Texas has to offer at bargain rates.
Results From All Texas Coastal Counties

- **Total Results:** 130
- **Average Price:** $450.15
- **Median Price:** $450.00
- **Minimum Price:** $300.00
- **Maximum Price:** $900.00

**Standard v Non-Standard Product Results**
- Standard Product: 22%
- Non-Standard: 78%

**County v Community Search Results**
- Results from county: 62%
- Results from community: 38%

**Amenities Offered (Standard and Non-Standard)**

- Artificial Bait: 96
- Live Bait: 72
- Ice: 48
- Ice Chest: 24
- Fish Processing: 48
- Photographing: 0
- Rods and Reels: 96

**Total Results Per County**
- Aransas: 20
- Nueces: 18
- Galveston: 14
- Chambers, 12
- Kleberg, 5
- Matagorda, 8
- Kenedy, 1
- Jefferson: 4
- Willacy: 12
- Brazoria, 8
- Calhoun, 3
- Refugio, 2
- San Patricio, 12
- Cameron, 19

**Total Results**
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**Price Statistics**
- Minimum Price: $300.00
- Average Price: $450.15
- Median Price: $450.00
- Maximum Price: $900.00

**Total Results From All Texas Coastal Counties:**
- Total: 130
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**Price Range:**
- Minimum: $300.00
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The 2011 National Survey of Fishing, Hunting, and Wildlife-Associated Recreation shows that $41.8 billion dollars are spent annually on recreational fishing. This means that Texas, with their $4.2 billion in spending on fishing account for approximately 10 percent of the United States’ total income from fishing.

Texas places second overall in spending on recreational fishing, after Florida. Recreational fishing in Texas totaled $4.2 billion in spending, supported 59,000 jobs, had $392 million in state tax revenue, and $482 million in federal tax revenue. Hunting and Fishing: Bright stars of the American economy

The National Shooting Sports Foundation (NSSF) states that anglers spend $1.1 billion dollars per year on bait alone. They spend $5.3 billion on equipment, including rods, reels, boats, and boat accessories, $4.3 billion on food, and $2 billion on lodging.

According to Daniel Nu of outdoorhub.com, the sportfishing industry is an economic powerhouse in Texas. He states that freshwater anglers generate more than $981 million in retail sales in Texas annually while over 750,000 saltwater anglers have an economic impact of over $1.7 billion. Fishing News: Texas A&M to Create New Sportfish, Conservation Research Center

Recreational Fishing: In 2009, over 2.8 million recreational anglers took 22 million fishing trips in the Gulf of Mexico Region. Almost 90% of these anglers were residents of a regional coastal county. Of the total fishing trips taken, 59% were taken from a private or rental boat and another 37% were shore-based. Spotted seatrout were the most frequently caught species or species group with 29 million fish
caught in 2009, and represented 47% of total fish caught in the region. Of the spotted seatrout caught, 57% of them were released rather than harvested.

The Tables below highlight recreational fishing impacts from the report.

2009 Economic Impacts of Recreational Fishing Expenditures (thousands of dollars)

<table>
<thead>
<tr>
<th></th>
<th>Jobs</th>
<th>Sales</th>
<th>Income</th>
<th>Value Added</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trip Impacts by Fishing Mode:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>For-Hire</td>
<td>498</td>
<td>$45,787</td>
<td>$14,465</td>
<td>$25,322</td>
</tr>
<tr>
<td>Private Boat</td>
<td>1,331</td>
<td>$152,916</td>
<td>$46,109</td>
<td>$81,717</td>
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<tr>
<td>Shore</td>
<td>250</td>
<td>$27,309</td>
<td>$8,391</td>
<td>$14,745</td>
</tr>
<tr>
<td>Total Durable Equipment Impacts</td>
<td>20,047</td>
<td>$2,620,846</td>
<td>$841,046</td>
<td>$1,312,749</td>
</tr>
<tr>
<td>Total State Trip and Durable Equipment Economic Impacts</td>
<td>22,126</td>
<td>$2,846,858</td>
<td>$910,011</td>
<td>$1,434,733</td>
</tr>
</tbody>
</table>

2009 Angler Trip & Durable Expenditures (thousands of dollars)

<table>
<thead>
<tr>
<th>Fishing Mode</th>
<th>Trip Expenditures</th>
<th>Equipment</th>
<th>Durable Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Non Residents</td>
<td>Residents</td>
<td>Fishing Tackle</td>
</tr>
<tr>
<td>For-Hire</td>
<td>1,456</td>
<td>25,732</td>
<td>Other Equipment</td>
</tr>
<tr>
<td>Private Boat</td>
<td>3,846</td>
<td>99,137</td>
<td>Boat Expenses</td>
</tr>
<tr>
<td>Shore</td>
<td>1,309</td>
<td>17,588</td>
<td>Vehicle Expenses</td>
</tr>
<tr>
<td>Total Trip Expenditures</td>
<td>6,611</td>
<td>142,457</td>
<td>Second Home Expenses</td>
</tr>
<tr>
<td>Total Durable Equipment Expenditures</td>
<td>2,095,511</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total State Trip and Durable Equipment Expenditures</td>
<td>2,244,579</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Harvest (H) and Release (R) of Key Species Species Groups (thousands of fish)

<table>
<thead>
<tr>
<th>2000</th>
<th>2001</th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
<th>2006</th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
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<tbody>
<tr>
<td>Atlantic croaker</td>
<td>H</td>
<td>209</td>
<td>230</td>
<td>111</td>
<td>96</td>
<td>109</td>
<td>95</td>
<td>101</td>
<td>95</td>
</tr>
<tr>
<td>Black drum</td>
<td>H</td>
<td>104</td>
<td>130</td>
<td>72</td>
<td>85</td>
<td>68</td>
<td>53</td>
<td>73</td>
<td>66</td>
</tr>
<tr>
<td>King mackerel</td>
<td>H</td>
<td>19</td>
<td>15</td>
<td>16</td>
<td>19</td>
<td>15</td>
<td>14</td>
<td>29</td>
<td>11</td>
</tr>
<tr>
<td>Red drum</td>
<td>H</td>
<td>285</td>
<td>244</td>
<td>233</td>
<td>270</td>
<td>273</td>
<td>231</td>
<td>318</td>
<td>289</td>
</tr>
<tr>
<td>Red snapper</td>
<td>H</td>
<td>53</td>
<td>47</td>
<td>53</td>
<td>40</td>
<td>40</td>
<td>49</td>
<td>69</td>
<td>45</td>
</tr>
<tr>
<td>Sand seatrout</td>
<td>H</td>
<td>291</td>
<td>79</td>
<td>173</td>
<td>119</td>
<td>176</td>
<td>125</td>
<td>129</td>
<td>95</td>
</tr>
<tr>
<td>Sheephead</td>
<td>H</td>
<td>78</td>
<td>80</td>
<td>84</td>
<td>76</td>
<td>67</td>
<td>81</td>
<td>78</td>
<td>46</td>
</tr>
<tr>
<td>Southern flounder</td>
<td>H</td>
<td>100</td>
<td>125</td>
<td>91</td>
<td>111</td>
<td>100</td>
<td>81</td>
<td>64</td>
<td>49</td>
</tr>
<tr>
<td>Spotted seatrout</td>
<td>H</td>
<td>1,128</td>
<td>966</td>
<td>965</td>
<td>939</td>
<td>934</td>
<td>855</td>
<td>987</td>
<td>916</td>
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</tbody>
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