

2022 Angler Travel and Targeting Summary: Dixie County

Prepared for Dixie County by Ed Camp (edvcamp@ufl.edu) Assistant Professor University of Florida, and Savanna Barry, Florida Sea Grant Regional Specialized Extension Agent Nature Coast, savanna.barry@ufl.edu

How to use this summary

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

Where people come from to fish Dixie County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to North Big Bend	Prop.	Trips to Dixie County	Prop.
Georgia	0.153	Georgia	0.866	Georgia	0.658
Alabama	0.071	Alabama	0.025	Tennessee	0.086
Not Available	0.065	Tennessee	0.025	Michigan	0.046
Texas	0.056	South Carolina	0.014	Ohio	0.039
Tennessee	0.051	Ohio	0.009	Alabama	0.033

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Dixie 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 Dixie County. Comparing the columns shows how Dixie 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.
Alachua	0.297	Alachua	0.256
Columbia	0.152	Dixie	0.139
Gilchrist	0.116	Columbia	0.131
Suwannee	0.071	Gilchrist	0.100
Levy	0.054	Suwannee	0.061

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

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

What people fish for in Dixie County

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

All Dixie County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
Spotted seatrout	0.351	No Target	0.376	Spotted seatrout	0.370	Spotted seatrout	0.329
Red drum	0.286	Red drum	0.277	Red drum	0.287	Red drum	0.276
No Target	0.238	Spotted seatrout	0.218	No Target	0.219	No Target	0.243
Red snapper	0.023	Red snapper	0.030	Red snapper	0.022	Sand seatrout	0.053
Spanish mackerel	0.019	Striped mullet	0.030	Sheepshead	0.021	Sheepshead	0.033

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

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