

## 2022 Angler Travel and Targeting Summary: Citrus County

Prepared for Citrus County by Ed Camp ([edvcamp@ufl.edu](mailto:edvcamp@ufl.edu)) Assistant Professor University of Florida, and Sarah Ellis, FCS Extension Agent Citrus County, [ellism@ufl.edu](mailto:ellism@ufl.edu)

### How to use this summary

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

### Where people come from to fish Citrus County

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

Trips to Florida	Prop.	Trips to Big Bend	Prop.	Trips to Citrus County	Prop.
Georgia	0.153	Georgia	0.166	Georgia	0.168
Alabama	0.071	Illinois	0.081	Illinois	0.085
Not Available	0.065	Michigan	0.080	Michigan	0.082
Texas	0.056	Pennsylvania	0.065	Pennsylvania	0.059
Tennessee	0.051	New York	0.058	New York	0.053

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Citrus 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 Citrus County. Comparing the columns shows how Citrus 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.
Marion	0.241	Citrus	0.470
Hernando	0.130	Marion	0.128
Sumter	0.119	Hernando	0.069
Lake	0.110	Sumter	0.063
Pasco	0.085	Lake	0.059

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

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

### What people fish for in Citrus County

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

All Citrus County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
Red drum	0.294	Spotted seatrout	0.299	Red drum	0.297	Spotted seatrout	0.355
Spotted seatrout	0.290	Red drum	0.290	Spotted seatrout	0.283	Red drum	0.271
No Target	0.244	No Target	0.261	No Target	0.231	No Target	0.199
Gag	0.064	Gag	0.041	Gag	0.081	Gag	0.036
Common snook	0.027	Common snook	0.023	Common snook	0.030	Atlantic tarpon	0.033

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

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