

2022 Angler Travel and Targeting Summary: Citrus County

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