

## 2022 Angler Travel and Targeting Summary: Levy 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 Levy County**. The report describes information about where people come from when they fish Levy 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 Levy County*, which Savanna Barry can provide you.

### Where people come from to fish Levy County

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

Trips to Florida	Prop.	Trips to Big Bend	Prop.	Trips to Levy County	Prop.
Georgia	0.153	Georgia	0.166	Georgia	0.203
Alabama	0.071	Illinois	0.081	Illinois	0.086
Not Available	0.065	Michigan	0.080	Michigan	0.069
Texas	0.056	Pennsylvania	0.065	Pennsylvania	0.069
Tennessee	0.051	New York	0.058	North Carolina	0.063

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Levy 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 Levy County. Comparing the columns shows how Levy 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	0.344	Alachua	0.260
Marion	0.294	Levy	0.245
Citrus	0.068	Marion	0.222
Lake	0.029	Citrus	0.052
Sumter	0.025	Lake	0.022

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

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

### What people fish for in Levy County

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

All Levy County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.331	Red drum	0.408	No Target	0.335	No Target	0.407
Red drum	0.320	No Target	0.317	Red drum	0.294	Red drum	0.241
Spotted seatrout	0.239	Spotted seatrout	0.187	Spotted seatrout	0.254	Spotted seatrout	0.241
Sheepshead	0.019	Striped mullet	0.014	Sheepshead	0.021	White grunt	0.026
Gag	0.015	Gag	0.010	Gag	0.016	Gag	0.023

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

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