

## 2022 Angler Travel and Targeting Summary: Pasco 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 Pasco County**. The report describes information about where people come from when they fish Pasco 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 Pasco County*, which Brittany Hall-Scharf can provide you.

### Where people come from to fish Pasco County

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

Trips to Florida	Prop.	Trips to Big Bend	Prop.	Trips to Pasco County	Prop.
Georgia	0.153	Georgia	0.166	New York	0.106
Alabama	0.071	Illinois	0.081	Michigan	0.091
Not Available	0.065	Michigan	0.080	Illinois	0.089
Texas	0.056	Pennsylvania	0.065	Pennsylvania	0.079
Tennessee	0.051	New York	0.058	Not Available	0.074

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Pasco 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 Pasco County. Comparing the columns shows how Pasco 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.
Pinellas	0.367	Pasco	0.656
Hillsborough	0.328	Pinellas	0.126
Hernando	0.165	Hillsborough	0.113
Polk	0.032	Hernando	0.057
Citrus	0.013	Polk	0.011

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

This table shows where Florida resident anglers come from when they fish Pasco County.

**Columns 1 & 2** show origins of trips in Pasco County by anglers who are **not** residents of Pasco County, and **columns 3 & 4** show origins of **all** Florida-resident trips in Pasco County. This information can be used to identifying in-state advertising.

### What people fish for in Pasco County

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

All Pasco County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.439	No Target	0.468	No Target	0.393	No Target	0.486
Spotted seatrout	0.172	Spotted seatrout	0.167	Spotted seatrout	0.180	Spotted seatrout	0.185
Red drum	0.115	Red drum	0.119	Red drum	0.110	White grunt	0.064
Gag	0.049	Common snook	0.043	Gag	0.075	Red drum	0.049
Common snook	0.047	Gag	0.032	Common snook	0.053	Gag	0.040

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

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