

# 2025 Angler Travel and Targeting Summary: Duval 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 Duval County**. The report describes information about where people come from when they fish Duval 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 Duval County*, which can provide you.

## Where people come from to fish Duval County

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

Trips to Florida	Prop .	Trips to Northeast	Prop .	Trips to Duval County	Prop .
Georgia	0.144	Georgia	0.366	Georgia	0.313
Alabama	0.060	North Carolina	0.074	North Carolina	0.080
Texas	0.058	South Carolina	0.067	South Carolina	0.074
Not Available	0.054	Tennessee	0.052	Tennessee	0.052
Tennessee	0.049	Ohio	0.039	Texas	0.045

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Duval County, for 2014-2024.**

**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 Duval County. Comparing the columns shows how Duval 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.
Clay	0.311	Duval	0.754
Nassau	0.231	Clay	0.077
St Johns	0.198	Nassau	0.057
Baker	0.068	St Johns	0.049
Alachua	0.015	Baker	0.017

**Table 2. The origins of Florida resident anglers fishing in Duval County, for 2014-2024.**

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

## What people fish for in Duval County

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

	Pr op . In county trips	Pr op . Out of county trips	Pr op . Out of state trips	Pr op . Out of state trips			
All Duval County trips							
Red drum	0.330	No Target	0.322	Red drum	0.359	No Target	0.378
No Target	0.321	Red drum	0.317	No Target	0.319	Red drum	0.305
Sheepshead	0.074	Sheepshead	0.080	Spotted seatrout	0.068	Spotted seatrout	0.066
Spotted seatrout	0.064	Spotted seatrout	0.062	Sheepshead	0.059	King mackerel	0.044
Lefteye flounder genus	0.056	Lefteye flounder genus	0.058	Lefteye flounder genus	0.051	Lefteye flounder genus	0.042

**Table 3. Proportions of species targeted by fishing trips made in Duval County by anglers from various origins, for 2014-2024.**

This table shows the top 5 species anglers fish in Duval County, depending on where they live. **Columns 1-2** shows what anglers fish for in Duval County regardless of where they come from. **Columns 3-4** shows what Duval County resident anglers fish for, **Columns 5-6**

shows what anglers who live in Florida but not Duval 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.