

2024 Angler Travel and Targeting Summary: Nassau 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 Nassau County**. The report describes information about where people come from when they fish Nassau 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 Nassau County*, which can provide you.

Where people come from to fish Nassau County

Table 1: Out-of-state angler origins comparison

Trips to Florida	Prop.	Trips to Northeast	Prop.	Trips to Nassau County	Prop.
Georgia	0.148	Georgia	0.375	Georgia	0.567
Alabama	0.063	North Carolina	0.075	South Carolina	0.058
Texas	0.057	South Carolina	0.070	Tennessee	0.046
Not Available	0.057	Tennessee	0.051	North Carolina	0.042
Tennessee	0.049	Ohio	0.035	Ohio	0.038

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Nassau County, for 2013-2023.

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 Nassau County. Comparing the columns shows how Nassau 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.
Duval	0.733	Nassau	0.650
Clay	0.064	Duval	0.257
St Johns	0.026	Clay	0.023
Monroe	0.017	St Johns	0.009
Alachua	0.012	Monroe	0.006

Table 2. The origins of Florida resident anglers fishing in Nassau County, for 2013-2023.

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

What people fish for in Nassau County

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

All Nassau County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.434	No Target	0.362	No Target	0.520	No Target	0.429
Red drum	0.201	Red drum	0.220	Red drum	0.179	Red drum	0.262
Kingfish genus	0.082	Spotted seatrout	0.104	Kingfish genus	0.092	Spotted seatrout	0.067
Spotted seatrout	0.079	Kingfish genus	0.073	Spotted seatrout	0.048	Lefteye flounder genus	0.046
Lefteye flounder genus	0.047	Lefteye flounder genus	0.055	Lefteye flounder genus	0.038	King mackerel	0.038

Table 3. Proportions of species targeted by fishing trips made in Nassau County by anglers from various origins, for 2013-2023.

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