

## 2024 Angler Travel and Targeting Summary: Duval County

Prepared for Duval County by Ed Camp ([edvcamp@ufl.edu](mailto:edvcamp@ufl.edu)) Assistant Professor University of Florida

### 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	0.148	Georgia	0.375	Georgia	0.315
Alabama	0.063	North Carolina	0.075	North Carolina	0.085
Texas	0.057	South Carolina	0.070	South Carolina	0.073
Not Available	0.057	Tennessee	0.051	Tennessee	0.052
Tennessee	0.049	Ohio	0.035	Texas	0.042

**Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Duval 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 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	0.308	Duval	0.762
Nassau	0.226	Clay	0.073
St Johns	0.202	Nassau	0.054
Baker	0.070	St Johns	0.048
Alachua	0.015	Baker	0.017

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

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*

All Duval County trips	Prop.	In county trips	Prop.	Out of county trips	Prop.	Out of state trips	Prop.
No Target	0.338	No Target	0.340	Red drum	0.345	No Target	0.407
Red drum	0.311	Red drum	0.298	No Target	0.331	Red drum	0.298
Sheepshead	0.070	Sheepshead	0.076	Spotted seatrout	0.071	Spotted seatrout	0.075
Spotted seatrout	0.067	Spotted seatrout	0.065	Sheepshead	0.056	King mackerel	0.056
Lefteye flounder genus	0.057	Lefteye flounder genus	0.059	Lefteye flounder genus	0.052	Lefteye flounder genus	0.037

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

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.