

2025 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	0.14	Georgia	0.36	Georgia	0.53
	4		6		7
Alabama	0.06	North Carolina	0.07	North Carolina	0.05
	0		4		3
Texas	0.05	South Carolina	0.06	Tennessee	0.05
	8		7		3
Not Available	0.05	Tennessee	0.05	South Carolina	0.04
	4		2		5
Tennessee	0.04	Ohio	0.03	Ohio	0.03
	9		9		7

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Nassau 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 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	0.734	Nassau	0.666
Clay	0.069	Duval	0.245
St Johns	0.033	Clay	0.023
Alachua	0.017	St Johns	0.011
Lake	0.012	Alachua	0.006

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

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	Pr op .	In county trips	Pr op .	Out of county trips	Pr op .	Out of state trips	Pr op .
No Target	0. 40	No Target	0. 34	No Target	0. 49	No Target	0. 41
	9		5		0		9
Red drum	0. 21	Red drum	0. 23	Red drum	0. 19	Red drum	0. 24
	7		3		6		0
Kingfish genus	0. 07	Spotted seatrout	0. 09	Kingfish genus	0. 09	Spotted seatrout	0. 09
	7		2		3		8
Spotted seatrout	0. 07	Kingfish genus	0. 06	Spotted seatrout	0. 05	Lefteye flounder genus	0. 05
	7		4		8		3
Lefteye flounder genus	0. 04	Lefteye flounder genus	0. 05	Lefteye flounder genus	0. 04	King mackerel	0. 03
	8		5		0		7

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

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.