

2022 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 | 0.153 | Georgia | 0.381 | Georgia | 0.586 |
| Alabama | 0.071 | North Carolina | 0.077 | South Carolina | 0.065 |
| Not Available | 0.065 | South Carolina | 0.070 | North Carolina | 0.054 |
| Texas | 0.056 | Tennessee | 0.050 | Alabama | 0.036 |
| Tennessee | 0.051 | Ohio | 0.034 | Tennessee | 0.036 |

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Nassau 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 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 | 0.713 | Nassau | 0.570 |
| Clay | 0.057 | Duval | 0.306 |
| Monroe | 0.045 | Clay | 0.025 |
| St Johns | 0.019 | Monroe | 0.019 |
| Palm Beach | 0.013 | St Johns | 0.008 |

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

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 | 0.432 | No Target | 0.358 | No Target | 0.501 | No Target | 0.442 |
| Red drum | 0.159 | Red drum | 0.189 | Kingfish genus | 0.145 | Red drum | 0.216 |
| Kingfish genus | 0.120 | Spotted seatrout | 0.120 | Red drum | 0.131 | Kingfish genus | 0.076 |
| Spotted seatrout | 0.086 | Kingfish genus | 0.094 | Sheepshead | 0.059 | Spotted seatrout | 0.076 |
| Sheepshead | 0.053 | Lefteye flounder genus | 0.052 | Spotted seatrout | 0.055 | Sheepshead | 0.054 |

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

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.