

2022 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	0.153	Georgia	0.381	Georgia	0.307
Alabama	0.071	North Carolina	0.077	North Carolina	0.086
Not Available	0.065	South Carolina	0.070	South Carolina	0.072
Texas	0.056	Tennessee	0.050	Tennessee	0.055
Tennessee	0.051	Ohio	0.034	Texas	0.043

Table 1. The origins of out-of-state angler trips for Florida, the region, and specifically Duval 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 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	0.305	Duval	0.769
Nassau	0.215	Clay	0.071
St Johns	0.205	Nassau	0.050
Baker	0.067	St Johns	0.047
Franklin	0.023	Baker	0.016

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

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	0.356	No Target	0.358	No Target	0.350	No Target	0.417
Red drum	0.276	Red drum	0.261	Red drum	0.313	Red drum	0.269
Sheepshead	0.073	Sheepshead	0.080	Spotted seatrout	0.074	Spotted seatrout	0.087
Spotted seatrout	0.072	Spotted seatrout	0.071	Sheepshead	0.056	King mackerel	0.046
Lefteye flounder genus	0.056	Lefteye flounder genus	0.059	Lefteye flounder genus	0.049	Kingfish genus	0.040

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

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.