The marine economy is defined as those businesses whose existence depends on the oceans or Great Lakes. The economic data found here helps leaders better understand trends and consider the needs of these businesses when making decisions about the future of the coast. Six sectors make up the marine economy: marine construction, offshore mineral extraction, tourism and recreation, living resources, ship and boat building, and marine transportation.

**The Big Picture**

**Wisconsin's Marine Economy in 2020**

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<table>
<thead>
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</thead>
<tbody>
<tr>
<td></td>
<td>2,230</td>
<td>44,248</td>
<td>$1.2 billion</td>
<td>$2.1 billion</td>
</tr>
<tr>
<td></td>
<td>Businesses</td>
<td>Employees</td>
<td>Wages</td>
<td>GDP</td>
</tr>
</tbody>
</table>

**The Details**

- **Largest Employment Sector:** Tourism and recreation employs 66% of the state’s marine economy
- **Largest GDP Sector:** Tourism and recreation produces 52% of the total gross domestic product (GDP) derived from the state’s marine economy
- **High Earners:** The average wage of marine economy employees in Wisconsin is $27,111, which is lower than the state average ($53,809). Marine construction has the highest average wage per employee at $90,593.
- **National Ranking:** Wisconsin is ranked 18 out of 30 coastal states for marine employment, and 24 out of 30 coastal states for GDP
- **Top County: Employment** Milwaukee County, Wisconsin, is home to 29% of marine jobs in Wisconsin
- **Top County: GDP** Milwaukee County, Wisconsin, produces 28% of the marine economy’s gross domestic product in Wisconsin

Wisconsin's Marine Economy

A Decade of Change (2010-2020)

Businesses
Wisconsin had an increase of 188 marine businesses, which was an increase of 9% over the past decade.

Employees
Wisconsin had an increase of 6,174 marine jobs, an increase of 16% over the past decade.

Average Wages
On average, an employee working in Wisconsin's marine economy made $27,111 in 2020, compared to an average wage of $20,224 in 2010. The marine economy average wage in Wisconsin had an increase of 34%.

Gross Domestic Product
The value of Wisconsin's marine economy had an increase of 13% over the past decade. Changes in GDP can be driven by volatility of the price of resources.

The numbers on the first and second page may vary slightly, as some data is suppressed when presented at the sector level. Rounding may also contribute to some differences. On the regional level, differences in numbers may arise from the way that the total economy is calculated.