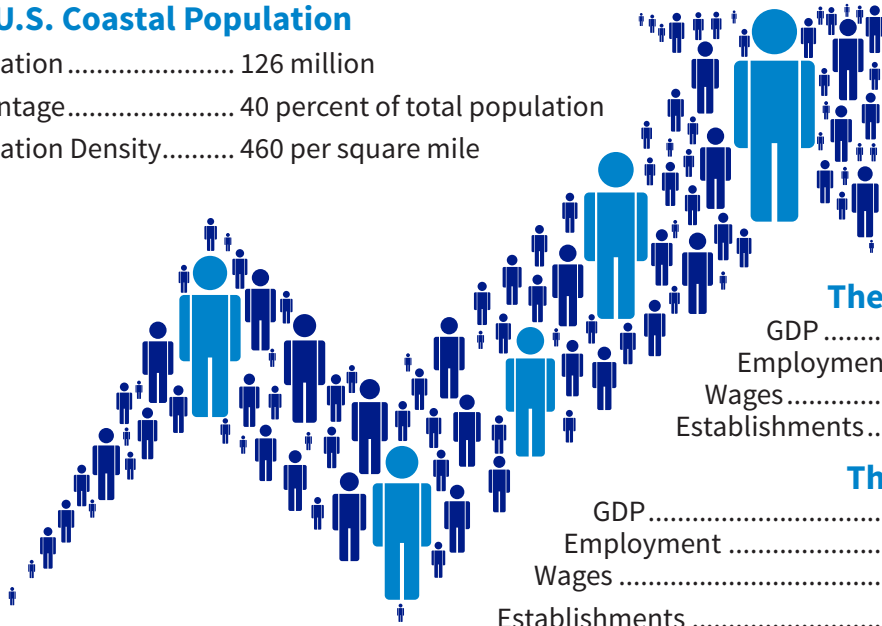


Socioeconomic Data Summary

The U.S. Coastal Population

Population 126 million
 Percentage 40 percent of total population
 Population Density 460 per square mile



The U.S. Coastal Economy

GDP \$8.2 trillion
 Employment 55.8 million
 Wages \$3.4 trillion
 Establishments 3.9 million

The U.S. Ocean Economy

GDP \$320 billion
 Employment 3.2 million
 Wages \$128 billion
 Establishments 152,000

DETAILS | Coastal Population

These demographics are for coastal shoreline counties (those counties with a coastline bordering the open ocean or that contain FEMA-identified coastal high hazard areas). American Samoa, Guam, the Commonwealth of the Northern Mariana Islands, the U.S. Virgin Islands, and Puerto Rico are included.

What You Need to Know (2015)

Population 126 million
 Percentage 40 percent of total population
 Population Density 460 per square mile

Coastal shoreline counties are six times more crowded than inland counties.

When to Use

Helpful to use when describing the population impacted by coastal management programs.

Bonus Facts

- Coastal shoreline counties account for less than 10 percent of the U.S. total land mass (excluding Alaska and territories).
- Vulnerable populations: 36 percent of the total coastal population speak English as their second language; 15 percent are in poverty; 14 percent are over 65 years of age; 6 percent are under 5 years of age; and 6 percent are single-parent households.
- Top five states for coastal population are California (26 million), New York (16 million), Florida (15 million), New Jersey (7 million), Texas (6 million).

Data Source

NOAA Office for Coastal Management
 American Community Survey for U.S. Coastal Shoreline Counties
coast.noaa.gov/digitalcoast/data/acs

DETAILS

Coastal Economy

Includes all economic activities taking place in coastal shoreline counties, excluding the territories.

What You Need to Know (2015)

GDP	\$8.2 trillion
Employment	55.8 million
Wages	\$3.4 trillion
Establishments	3.9 million

If the coastal counties were considered as an individual country, they would rank number three in global GDP, behind only the U.S. and China.

When to Use

Use coastal economy to discuss the impacts of changing conditions and risks, such as water quality, policies, and hurricanes, on people living along the coasts.

Bonus Facts

- Coastal shoreline counties produced 40 percent of the nation's total jobs and contributed 46 percent of its gross domestic product.
- Education and health services employed the most people in the coastal economy, about 13 million, or 23 percent.
- The professional and business services industry paid out over a half billion dollars in wages, which is 20 percent of the wages generated in the coastal economy.
- Financial activities led all coastal industries in GDP, contributing over \$1.9 trillion to the national economy.

Data Source

NOAA Office for Coastal Management
Total Economy of Coastal Areas
coast.noaa.gov/digitalcoast/data/coastaleconomy

Ocean Economy

Represents businesses and jobs directly dependent on ocean and Great Lakes resources.

What You Need to Know (2015)

GDP	\$320 billion
Employment	3.2 million
Wages	\$128 billion
Establishments	152,000

The ocean economy employed more people in the U.S. than the telecommunications, crop production, and building construction industries combined.

When to Use

Use ocean economy to discuss the six ocean sectors—tourism and recreation, marine transportation, offshore mineral extraction, ship and boat building, living resources, and marine construction—and how NOAA's actions directly preserve these services and mitigate risk.

Bonus Facts

- Employment in the ocean economy was 11.5 percent higher than pre-recession levels (2007), whereas employment in the nation as a whole only increased less 3 percent.
- More than one-third of ocean employees were in the tourism and recreation sector.
- More than two-fifths of ocean GDP came from the offshore mineral extraction sector.
- Florida owned the most businesses, California employed the most people, and Texas created the most GDP in the ocean economy.

Data Source

NOAA Office for Coastal Management
Economics: National Ocean Watch (ENOW)
coast.noaa.gov/digitalcoast/data/enow



Measurements

1. GDP (Gross Domestic Product): Value of goods and services produced
2. Employment: Includes part-time and seasonal, but not self-employed
3. Annual Wages: Wages paid to employees
4. Business Establishments: Places of business; a single firm may have multiple locations

DIGITAL COAST

coast.noaa.gov/digitalcoast

