Socioeconomic Data Summary

The U.S. Coastal Population
Population............................. 129 million
Percentage.................................. 39 percent of total population

The U.S. Coastal Economy
GDP........................................ $9.5 trillion
Employment.............................. 58.3 million
Wages........................................ $3.8 trillion
Establishments............................ 4.1 million

The U.S. Marine Economy
GDP........................................ $346 billion
Employment.............................. 3.4 million
Wages........................................ $140 billion
Establishments............................ 162,000

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 (2019)
- Population 129 million
- Percentage 39 percent of total population

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).
- The top five states for coastal population are California (26.8 million), Florida (16 million), New York (15.9 million), New Jersey (7.1 million), and Texas (6.8 million).

Data Source
American Community Survey for U.S. Coastal Shoreline Counties
coast.noaa.gov/digitalcoast/data/acs.html
Digital Coast
**Coastal Economy**
Includes all economic activities taking place in coastal shoreline counties, excluding the territories.

**What You Need to Know (2018)**
- GDP: $9.5 trillion
- Employment: 58.3 million
- Wages: $3.8 trillion
- Establishments: 4.1 million

According to the World Bank, if the coastal counties were considered as an individual country in 2018, they would rank number three in global GDP, behind only the entirety of the United States ($20.6 trillion) and China ($13.9 trillion).

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

**Superlatives**
Coastal shoreline counties provided 40 percent of the nation’s total jobs and contributed 46 percent of its GDP. Education and health services employed the most people in the coastal economy, 13.3 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 lead all coastal industries in GDP, contributing more than $2.3 trillion to the national economy.

**Data Source**
Total Economy for US Coastal Shoreline Counties
coast.noaa.gov/digitalcoast/data/coastaleconomy.html

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**The U.S. Marine Economy**
Represents businesses and jobs directly and predominantly dependent on ocean and Great Lakes resources.

**What You Need to Know (ENOW 2018)**
- GDP: $346 billion
- Employment: 3.4 million
- Wages: $140 billion
- Establishments: 162,000

**When to Use**
Use marine economy numbers to discuss the six marine 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**
- About 72 percent of employees working in the marine economy are employed within the tourism and recreation sector.
- About 41 percent of the marine economy’s GDP is contributed by the tourism and recreation sector.
- Within the marine economy, California contains the most businesses (25,000) and employs the most people (586,000), and Texas contributes the most GDP in the marine economy ($86.2 billion).

**Data Source**
NOAA Economics: National Ocean Watch (ENOW)
coast.noaa.gov/digitalcoast/data/enow.html

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**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.