Millions of Jobs, Billions of Dollars
The U.S. Ocean and Great Lakes Economy

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Overview

• What is ENOW?

• ENOW and the National Working Waterfront Network
  • Relevance
  • Partnership

• ENOW and Your Working Waterfront Economy
Economics: National Ocean Watch (ENOW)

Economic Data

Nonmarket Data

Market Data

ENOW

Time-series data describing six economic sectors that depend on the oceans and Great Lakes
The Coastal and Ocean Economies Compared to the U.S. Economy

National Gross Domestic Product (GDP) ~ $16.1 Trillion

U.S. Economy
The Coastal and Ocean Economies Compared to the U.S. Economy

Total Economy of Shore-Adjacent Counties

Coastal Economy

Coastal GDP ~ $7.3 Trillion

U.S. Economy
The Coastal and Ocean Economies Compared to the U.S. Economy

Ocean GDP ~ $343 Billion

Economic Activities Using Ocean Resources as an Input

Ocean Economy

Coastal Economy

U.S. Economy
Relative Size of the U.S. Ocean Economy

Employment of Selected Economic Sectors

- Telecommunications
- Electric Power Generation
- Truck Transportation
- Grocery Stores
- Home Construction
- Mining
- Crop Production
- Ocean Economy

- Millions

1
2
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OFFICE FOR COASTAL MANAGEMENT
NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION
Economics: National Ocean Watch

Data Sources:

• U.S. Bureau of Labor Statistics
• U.S. Bureau of Economic Analysis
• U.S. Census Bureau
Economics: National Ocean Watch

Indicators:

Employment Statistics
• Business Establishments
• Number of Employees
• Wages Paid to Employees
• Gross Domestic Product

Statistics for Self-Employed workers
• Number of Self-Employed Workers
• Gross Receipts of Self-Employed workers
Economics: National Ocean Watch

“There’s a lot of stuff in the economy; ENOW pulls out the parts that depend on the oceans and Great Lakes.”

- Marine Construction
- Living Resources
- Offshore Mineral Extraction
- Ship and Boat Building
- Tourism and Recreation
- Marine Transportation
ENOW’s Six Sectors: Living Resources
Six Sectors:
Marine Construction
Six Sectors:
Offshore Mineral Extraction
Six Sectors:
Ship and Boat Building
Six Sectors:
Tourism and Recreation
Six Sectors:
Marine Transportation
Economics: National Ocean Watch

What is the Ocean and Great Lakes Economy?

SIX SECTORS

- Living Resources
- Marine Construction
- Marine Transportation
- Offshore Mineral Extraction
- Ship and Boat Building
- Tourism and Recreation

8 Regions
30 Coastal States
~400 Coastal Counties

2005 to 2012
Accessing the ENOW Data

See
- Ocean Jobs Snapshot
- Story Maps

Interact
- ENOW Explorer

Get
- Quick Report Tool

www.coast.noaa.gov/digitalcoast/data/enow
What ENOW Can Help You Understand

• The importance of ocean-dependent activities
• Stakeholders
• Competing uses
## Strengths and Limitations

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Limitations</th>
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<tbody>
<tr>
<td>ENOW data are useful indicators</td>
<td>— but are not comprehensive measures</td>
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<tr>
<td>ENOW data are national in scope</td>
<td>— but are limited to coastal areas; data suppressions at county level</td>
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<tr>
<td>ENOW data are consistent over time and space</td>
<td>— but do not capture nuances of local areas</td>
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<tr>
<td>ENOW data are available for counties, states, region, and the nation</td>
<td>— but are not available for sub-county areas</td>
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Local Ocean Economic Data

• Examples
  – Federal government: Zip Code Business Patterns
  – Local sources: Tax data, fishing licenses
  – Local knowledge: Special cases
  – Place-based studies

• Strengths and limitations

• Availability and accessibility
Questions?

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www.coast.noaa.gov/digitalcoast/data/enow