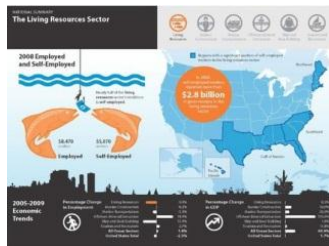
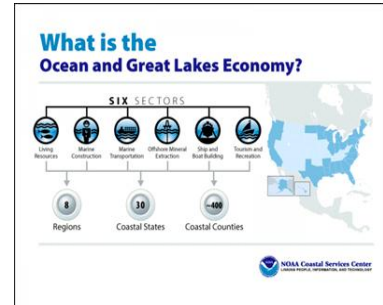


NOAA Social Science Resources & Tools Cheat Sheet

Fast, Easy Statistics

Economics: National Ocean Watch (ENOW) - Explorer - regional, state and county level data on economic indicators (establishments, employment, wages, gross domestic product) for major ocean economic sectors (living resources, marine construction, marine transportation, offshore mineral resources, ship and boat building, tourism and recreation). Allows user to create maps, charts, and graphs to show changes from place to place and over time.

<http://www.csc.noaa.gov/enow/explorer/>



NOAA Economic Report and Infographics: national-level basic statistics and infographics highlighting coastal and ocean jobs, wages, establishments and GDP contribution by sector

<http://www.csc.noaa.gov/digitalcoast/publications/econreport>

Coastal County Snapshots - county dependencies on the ocean or Great Lakes for GDP, jobs, wages and goods & services and county benefits from its wetlands

<http://www.csc.noaa.gov/digitalcoast/tools/snapshots>

State of the Coast - national and state level statistics (with case studies and deep dive links) on communities (coastal population, beach closures, water use), the economy (coastal economy, recreational fishing, commercial fishing, ports, energy production), ecosystems (overall coastal health, invasive species, coral reefs, nutrient pollution and hypoxia, chemical contaminants, wetlands, shoreline types), and climate (coastal vulnerability, population in the coastal floodplain, federally-insured assets in the coastal floodplain)

<http://stateofthecoast.noaa.gov/>

Fisheries Economics of the US 2011 - national and regional level statistics on commercial fisheries landings, revenue, and price trends; recreational fishing effort, participation rates, and expenditure information; and employer and non-employer establishment, payroll, and annual receipt information for fishing-related industries. Also: the economic impact of commercial and recreational fishing activities in the U.S. in terms of employment, sales, and value-added impacts.

http://www.st.nmfs.noaa.gov/economics/publications/feus/fisheries_economics_2011

Recreational Fisheries Economic Impact Trends for the United States (thousands of dollars and trips)



Value of a Weather-Ready Nation - economic values related to weather and climate, including NOAA products and services

<http://www.ppi.noaa.gov/economics/societal-impacts/>

The Economic Value of Resilient Coastal Communities - economic values of coastal resources and services, including related NOAA products and services

<http://www.ppi.noaa.gov/economics/societal-impacts/>

The Ocean and Coastal Economy Pocket Guide - national statistics on GDP, jobs, establishments, wages and population related to ocean and coasts

<http://www.ppi.noaa.gov/wp-content/uploads/coastal-economy-pocket-guide-429.pdf>

Deeper Dive for Economic and Social Data and Information

Spatial Trends in Coastal Socioeconomics (STICS) - current and projected demographic (e.g. population, age, ethnicity), social (e.g. education), economic (e.g. employment, income), and housing (e.g. value, ownership, type) characteristics of counties, states, estuaries, watersheds, floodplains, and selected placed-based management programs.

<http://coastalsocioeconomics.noaa.gov/>

Fisheries Community Profiles - descriptive information on the social and economic characteristics (historic, demographic, cultural and economic context) of fishing communities by region, which enables the Agency to provide timely assessments of communities engaged in or dependent upon fishing for management actions.

<http://www.st.nmfs.noaa.gov/humandimensions/community-profiles/index>

Primers on Social Science

Econ 120: Two Minutes of Economic Sense - these mini-videos cleverly explain crucial economic principles in everyday terms and show how they relate to the important decisions faced by those who manage the resources of the coasts and oceans. Topics to date: value & externalities.

<http://www.csc.noaa.gov/digitalcoast/socialcoast/econ120>



EconHuman Dimensions Wheel - this hand-held wheel provides basic information about the social science tools used to address coastal management issues, including focus groups, surveys, content analysis, and cost-benefit analysis

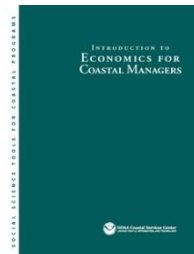
<http://www.csc.noaa.gov/surveydesign/hdwheel.html>

Introduction to Economics for Coastal Managers - this booklet provides an overview of economic methods with case studies

<http://www.csc.noaa.gov/digitalcoast/publications/economics>

Introduction to Conducting Focus Groups - this guidebook introduces key elements and practices that will increase the success of a focus group effort

<http://www.csc.noaa.gov/digitalcoast/publications/focus-groups>



Introduction to Survey Design and Delivery - this guidebook provides insight into the various types and methods of survey research

<http://www.csc.noaa.gov/digitalcoast/publications/survey-design>

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<http://www.ppi.noaa.gov/economics/>