8 states, 2 provinces
6 quadrillion gallons of water – about one-fifth of the world’s fresh surface water supply
Source of drinking water for ~48 million people in the US and Canada
The lakes directly generate more than 1.5 million jobs and $60 billion in wages annually
The Great Lakes coast measures approximately 10,500 miles - 5,300 on the U.S. border

2018 Users & Behaviors

Frontend
Total Users
Buoy Portal
Data Portal

New Users
195k
15k
Page Views
1.5m
24k
Mobile Users
63%
40%

Backend

IOOS Survey Responses ~ 1,700 total
Who is using GLOS?
Recreational Boaters - 78%
Others - 24%
Why are they visiting?
Maritime safety - 73%
Public Use - 46%

What do users want?
Mobile first experience
More data trends and visualizations