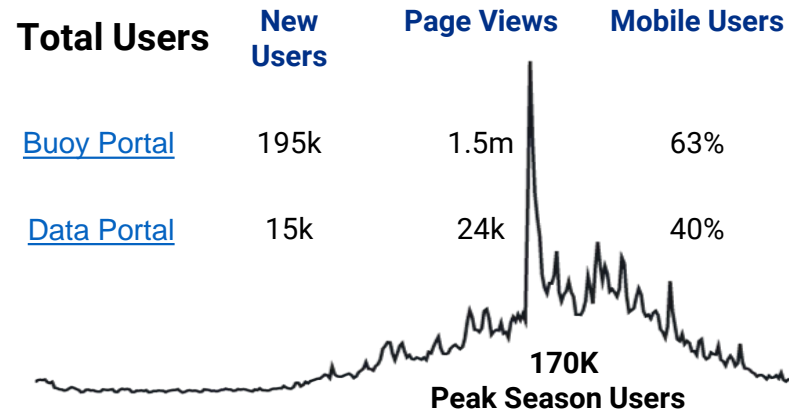


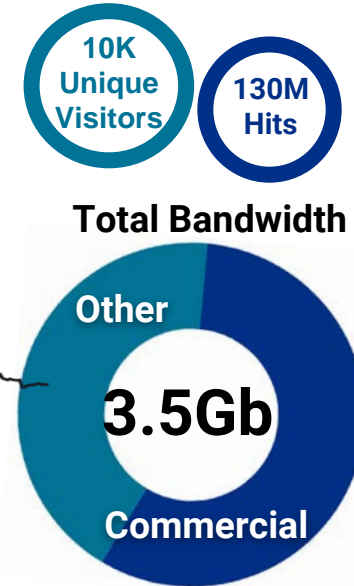


# 2018 Users & Behaviors

## Frontend



## Backend



## I00S 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

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