

# Wisconsin



The Longevity Economy is the sum of all economic activity in Wisconsin that is supported by the consumer spending of households headed by someone age 50 or older—both in Wisconsin, as well as spending on exports from Wisconsin to other states and DC. This includes the direct, indirect (supply chain), and induced economic effects of this spending. (The induced impact involves the ripple effects from the spending of those employed either directly or indirectly.)

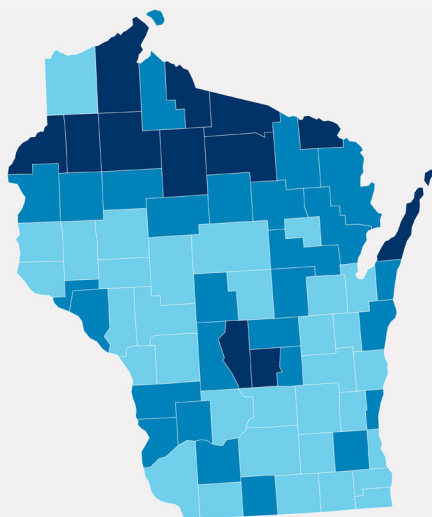
People over 50 contribute to the economy in a positive, outsize proportion to their share of the population. Despite being 37% of Wisconsin's population in 2015 (expected to be 38% in 2040), the total economic contribution of the Longevity Economy accounted for 43% of Wisconsin's GDP (\$131.7 billion). This supported 48% of Wisconsin's jobs (1,727,000), 43% of labor income (\$81.2 billion), and 43% of state and local taxes (\$12.1 billion). The greatest number of jobs supported by the Longevity Economy were in education & health services (438,000), trade,

transportation & utilities (363,000), and leisure & hospitality (230,000).

This \$131.7 billion impact of the Longevity Economy was driven by \$111.3 billion in consumer spending by over-50 households in Wisconsin, or 56% of total comparable consumer spending. The categories where Longevity Economy spending accounted for the largest share of total consumer spending were health care (66%), entertainment (56%), and trade margins & personal transport services (55%).

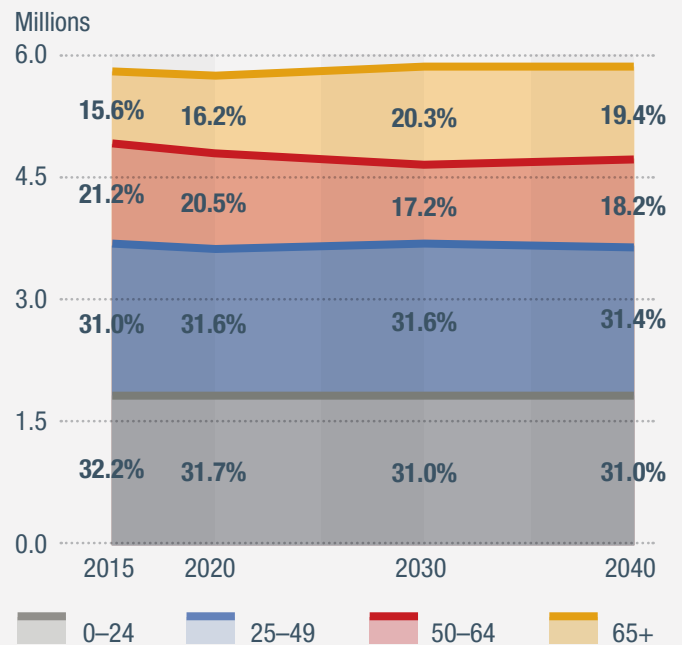
People over 50 also make a significant contribution to Wisconsin's workforce, with 72% of people 50-64 employed, compared to 83% of people 25-49. Overall, people over 50 represent 34% of Wisconsin's workforce. Among employed people, 12% of those 50-64 are self-employed entrepreneurs, compared with 7% of those 25-49. Additionally, 41% of those 50-64 work in professional occupations, compared to 45% of those 25-49.

## % of population over 50



30%–40%    40%–50%    50%–60%

## Population by age



**Sources:** Population by age by county is from the Census Bureau population estimates for 2015. State population projections to 2040 are from the Weldon Cooper Center for Public Service. Labor force status and occupation by age are from the 2015 American Community Survey (ACS). Consumer spending by age of household head for 2015 is calculated by Oxford Economics using data on relative household consumption levels by product type from the 2015 Consumer Expenditure Survey and the 2012 National Health Expenditures Data. These are combined with the number of households by age of household head from the ACS, and then total spending by product is scaled to 2015 household spending data from IMPLAN. The 2015 economic impact of this spending by the Longevity Economy is calculated by Oxford Economics using IMPLAN software, and benchmarked against IMPLAN totals for the state.

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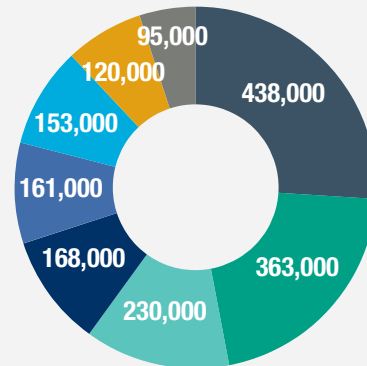


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## Economic impact of the Longevity Economy

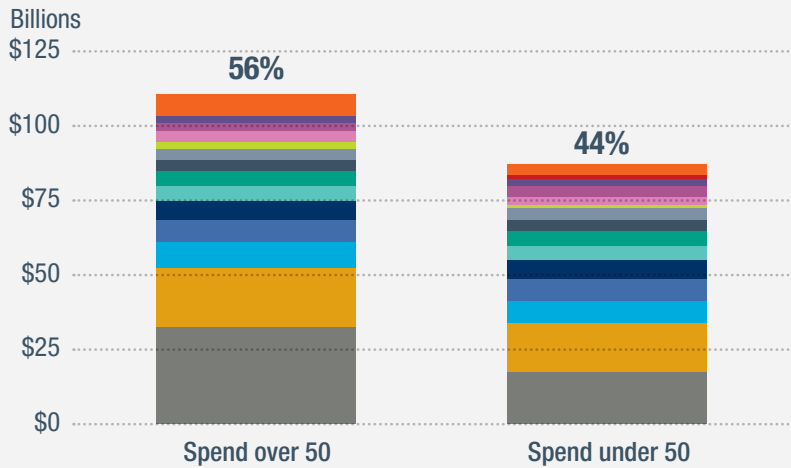
	Impact	% of Total
<b>State GDP</b>	<b>\$131.7 billion</b>	<b>43%</b>
<b>Employment</b>	<b>1,727,000</b>	<b>48%</b>
<b>Labor income</b>	<b>\$81.2 billion</b>	<b>43%</b>
<b>State &amp; local tax</b>	<b>\$12.1 billion</b>	<b>43%</b>

## Jobs impact by sector



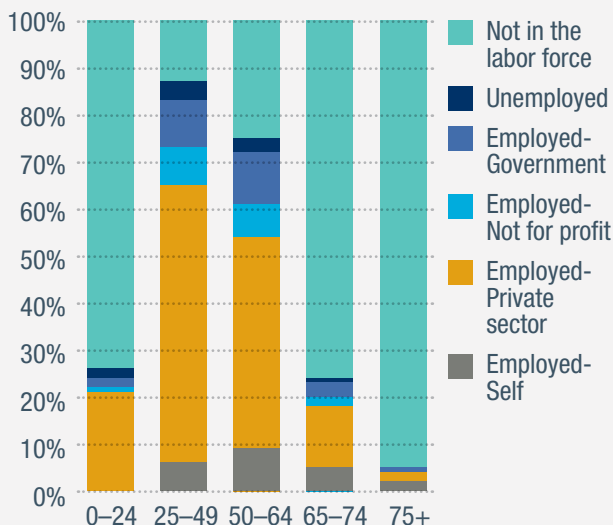
- Education & Health Services
- Trade, Transportation & Utilities
- Leisure & Hospitality
- Professional & Business Services
- Manufacturing
- Financial Activities
- Other Services
- Other

## Consumer spending



- Other (60%)\*
  - Fuel (49%)
  - Utilities (55%)
  - Education (41%)
  - Miscellaneous durables (53%)
  - Entertainment (56%)
  - Telecommunications (52%)
  - Cars & other transp equip (53%)
  - Miscellaneous nondurables (53%)
  - Personal and professional services (46%)
  - Food, alcohol & tobacco (52%)
  - Restaurants & hotels (49%)
  - Financial services (53%)
  - Trade margins & pers. transport services (55%)
  - Health Care (66%)
- \* Numbers in parentheses are the % of spending by people over 50.

## Labor force status by age



## Occupation by age

