The Longevity Economy is the sum of all economic activity in Maine that is supported by the consumer spending of households headed by someone age 50 or older—both in Maine, as well as spending on exports from Maine to other states. 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 41% of Maine’s population in 2013 (expected to grow to 47% by 2040), the total economic contribution of the Longevity Economy accounted for 52% of Maine’s GDP ($29 billion). This supported 54% of Maine’s jobs (0.4 million), 51% of employee compensation ($17 billion), and 55% of state taxes ($3 billion). The greatest number of jobs supported by the Longevity Economy were in health care (113,000), retail trade (89,000), and accommodation & food services (44,000).

This $29 billion impact of the Longevity Economy was driven by $25 billion in consumer spending by over-50 households in Maine, or 60% of total comparable consumer spending. The categories where Longevity Economy spending accounted for the largest share of total consumer spending were health care (72%), other nondurables (65%), and financial services (64%).

People over 50 also make a significant contribution to Maine’s workforce, with 68% of people 50-64 employed, compared to 76% of people 25-49. Overall, people over 50 represent 39% of Maine’s workforce. Among employed people, 16% of those 50-64 are self-employed entrepreneurs, compared with 12% of those 25-49. Additionally, 42% of those 50-64 work in professional occupations, compared to 42% 25-49.
Maine

**Economic contribution of the Longevity Economy**

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDP</td>
<td>$28.6 billion</td>
<td>52%</td>
</tr>
<tr>
<td>Jobs</td>
<td>444,000</td>
<td>54%</td>
</tr>
<tr>
<td>Employee compensation</td>
<td>$16.5 billion</td>
<td>51%</td>
</tr>
<tr>
<td>State &amp; local tax</td>
<td>$3.1 billion</td>
<td>55%</td>
</tr>
</tbody>
</table>

**Consumer spending**

<table>
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</tr>
</tbody>
</table>

1. Other services include transportation, education, recreation, communication, professional, personal care, social/religious, and household maintenance services.
2. Other nondurables include pharmaceuticals, games, pet supplies, household supplies, personal care products, tobacco, and magazines.
3. Other durables include recreational vehicles, audio/video equipment, computers, jewelry, eyeglasses, and books.

**Jobs impact by sector**

- Health care
- Retail trade
- Accommodation & food services
- Other services
- Finance & insurance
- Other

**Labor force status by age**

- Not in labor force
- Unemployed
- Private employee
- Government employee
- Self-employed

**Occupation by age**

- Production, transportation
- Construction, agriculture
- Administrative support
- Sales
- Food, cleaning, personal services
- Health
- Education, arts
- Legal, protective, military
- Science, engineering
- Management, business