

# North Carolina



The Longevity Economy is the sum of all economic activity in North Carolina that is supported by the consumer spending of households headed by someone age 50 or older—both in North Carolina, as well as spending on exports from North Carolina 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.)

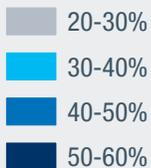
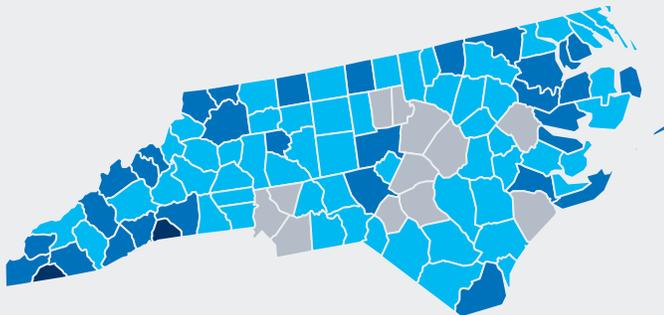
People over 50 contribute to the economy in a positive, outsize proportion to their share of the population. Despite being 34% of North Carolina's population in 2013 (expected to grow to 34% by 2040), the total economic contribution of the Longevity Economy accounted for 40% of North Carolina's GDP (\$189 billion). This supported 47% of North Carolina's jobs (2.6 million), 43% of employee compensation (\$103 billion), and 47% of state taxes (\$19 billion). The greatest number of jobs supported by the

Longevity Economy were in health care (500,000), retail trade (431,000), and accommodation & food services (254,000).

This \$189 billion impact of the Longevity Economy was driven by \$146 billion in consumer spending by over-50 households in North Carolina, or 54% of total comparable consumer spending. The categories where Longevity Economy spending accounted for the largest share of total consumer spending were health care (66%), other nondurables (59%), and financial services (57%).

People over 50 also make a significant contribution to North Carolina's workforce, with 62% of people 50-64 employed, compared to 74% of people 25-49. Overall, people over 50 represent 31% of North Carolina's workforce. Among employed people, 13% of those 50-64 are self-employed entrepreneurs, compared with 9% of those 25-49. Additionally, 43% of those 50-64 work in professional occupations, compared to 44% 25-49.

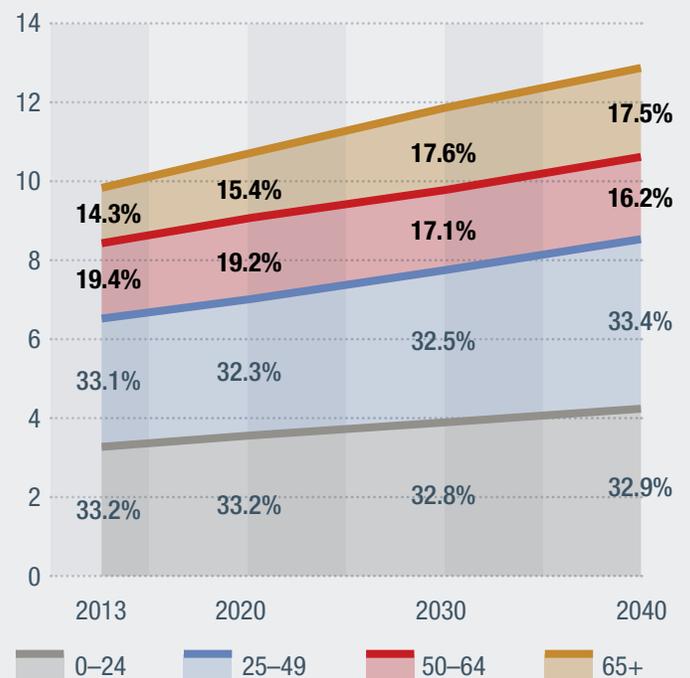
## % of population over 50



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## Population by age

Millions



## Sources

Total population by age is from the Census 2013 population estimates. Population forecasts are from the Weldon Cooper Center for Public Service. County-level age distribution, labor force status, and occupation are from the 2012 American Community Survey. Consumer spending by age group is calculated for 2013 by Oxford Economics based on data from BEA Personal Consumption Expenditures, the BEA experimental state-level PCE series, and the BLS Consumer Expenditure Survey. The economic contribution of the Longevity Economy for 2013 is calculated by Oxford Economics using IMPLAN software. Benchmark statewide totals are from IMPLAN and relevant BEA NIPA tables.

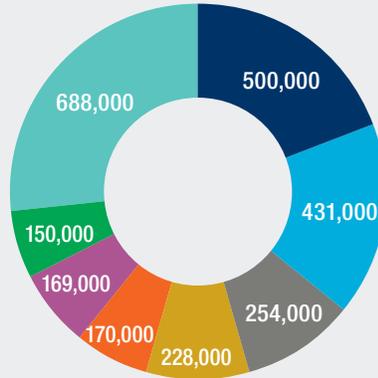


# North Carolina

## Economic contribution of the Longevity Economy

<b>GDP</b>	<b>\$189 billion</b>	<b>40%</b>
<b>Jobs</b>	<b>2,590,000</b>	<b>47%</b>
<b>Employee compensation</b>	<b>\$103.4 billion</b>	<b>43%</b>
<b>State &amp; local tax</b>	<b>\$19.4 billion</b>	<b>47%</b>

## Jobs impact by sector



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

## Consumer spending

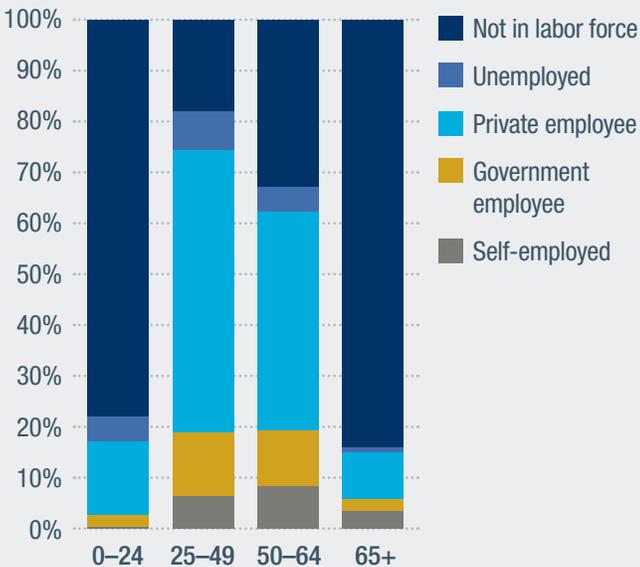
Billions



- Other services<sup>1</sup>
- Financial services
- Restaurants & hotels
- Health care
- Utilities
- Other nondurable goods<sup>2</sup>
- Gasoline & other fuels
- Clothing
- Groceries
- Other durable goods<sup>3</sup>
- Durable household goods
- Motor vehicles and parts

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.

## Labor force status by age



## Occupation by age

