

Seniors are making a growing contribution to our economy

Employers and businesses need to understand the key role those aged 65 and over play now and in the future.

Seniors* are growing as a consumer group



► 2016

Total amount of spending: **\$20.6b**

► 2061

Total amount of spending: **\$94b**

Seniors are growing as a workforce



► 2016

6.5% of the total population in paid employment (approx 165,700)



► 2061

12.4% of the total population in paid employment (approx 397,200)

Seniors are growing as a volunteer group



Total amount of unpaid and voluntary work (Based on earning \$16.49 an hour)

Seniors are making a growing contribution as taxpayers



► 2016

Total amount of tax paid: **\$5.5b**



► 2061

Total amount of tax paid: **\$25.1b**

*Senior: aged 65 upwards
Note: all figures in 2016 dollars

For more information visit www.superseniors.msd.govt.nz
All data can be found in The Business of Ageing Update 2017