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:

  - **2016**: $10.7b
  - **2061**: $47.5b

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](http://www.superseniors.msd.govt.nz)

All data can be found in The Business of Ageing Update 2017