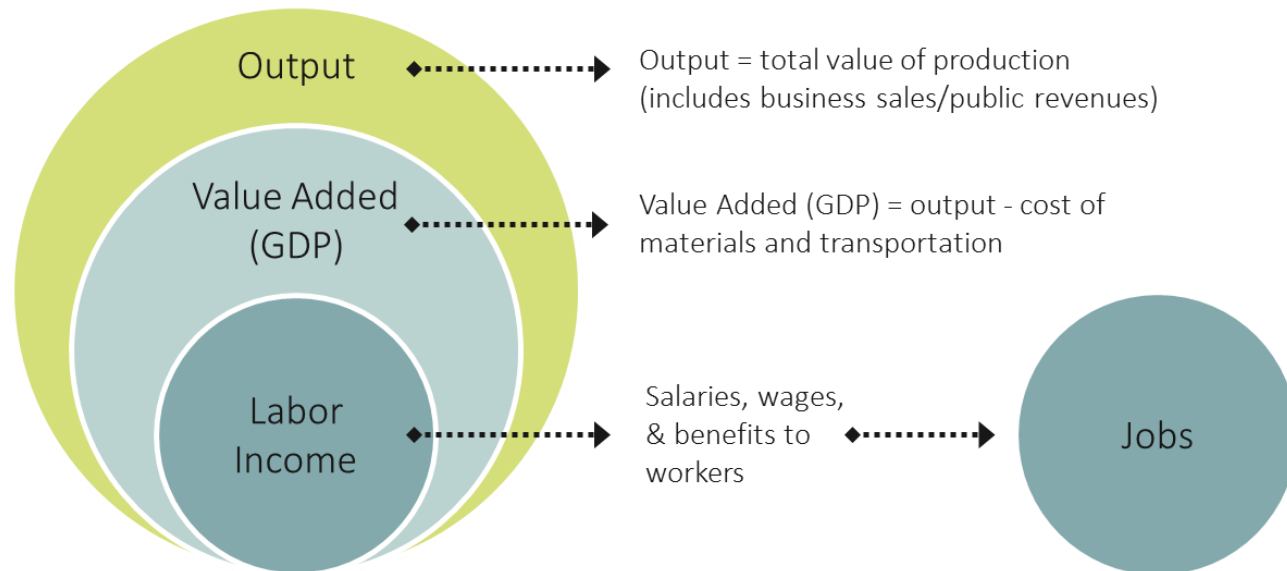


# Measures of Economic Impact



Direct, indirect, induced, and total economic impacts can be expressed in terms of any of the measures included in the figure above. For simplicity, labor income (which includes benefits) is sometimes referred to simply as payroll, and output (which includes public revenues) is sometimes reported as business sales, business revenue, or economic activity. The relationship between jobs, labor income, value added, and output is industry-specific and is calculated within the chosen economic model.