

Is Your Business Age Friendly?

By 2031 and estimated 34% of Guelph residents will be over the age of 55



Age-Friendly businesses recognize the benefits of accommodating all of their patrons.

Customer Service: Older adults enjoy a personal touch that includes:

- Respect and patience
- Assistance when needed
- Clear speaking and personal focus

Communications: Older adults prefer direct approaches such as:

- Real people on the phone
- Word of mouth and community advertising
- Large font on promotional materials, signage and websites

Design: Everyone enjoys a well-planned space that includes:

- Adequate lighting
- Areas to sit and rest
- Products arranged for easy accessibility
- Aisles that accommodate all mobility needs
- Low noise and music levels

Implementing age-friendly principles is good for business!

1. Return change with coins first and bills on top.
2. Speak directly to the customer, face to face is great!
3. Use solid chairs with arms.
4. Increase lighting - shadows cause confusion.
5. Use magnifiers to increase font size, it's easier to read.
6. Make aisles and walkways accessible.
7. Manners are important!
8. Consider volume of sounds.
9. Escort customer to items they want - don't just point!
10. Take a seniors' lens and overview of your store.

