



AGE FRIENDLY RIDGEWOOD

Tips for Creating an Age Friendly Business

Why is it important to be Age Friendly?

- Retain existing customers as they age
- Attract new customers: Ridgewood has over 6,000 residents age 55 and over. Bergen County has 246,712 older adults 55 and over. (27% of the 894,694 Bergen County residents)
- 335,730 households in Bergen County have someone 60 or over living in the home
- 57% of consumer spending in NJ is done by people 50 and over (AARP.org)
- The “longevity economy” is one of the most vital in the U.S., with 106 million people over the age of 50 collectively responsible for \$7.6 trillion annual economic activity.

Interacting with Older Adults

- ◆ Be welcoming ◆ Speak clearly ◆ Be patient ◆ Listen closely ◆ Smile
Make eye contact ◆ Provide personal assistance as needed

Tips for Marketing your Business to Older Adults

- **Websites** should be easy to navigate with zoom control and text resizing features. Allow the website to be translated into another language with a translation button on the top of the page.
- **Marketing material** should be clear and easy to read. Use large (14 or higher) font, bold type, and contrast between words and background on signs, brochures, and flyers. Consider translating your materials into other languages if you notice that it would be helpful to your customers.
- Consider targeting **special events** or **discount days** to older adults.

Tips for Designing a Welcoming Space and Experience for Older Adults

Small changes in the physical space and inexpensive accommodations can make a big difference in designing an environment that will feel safe, secure and welcoming for older adults. Consider the following:

- Mark entrance and exit doors clearly
- Ensure that entrance ways and sidewalks are well lighted and hazard free
- Make sure that all areas in the store are well lighted
- Keep customer safety in mind by clearly marking stairs or changes in floor levels
- Provide barrier free access to all areas within the business.
- Keep walkways and aisles wide enough for wheelchairs and walkers.
- Use non-slip flooring

- Minimize music, and consider the style
- Stock items in a variety of sizes
- Display merchandise in a way that makes it easy for customers to access
- Affix easy to read price tags to all items

- Have a magnifying glass available for customers with low vision
- Install a grab bar in the dressing room
- Provide a chair or bench for resting
- If bathroom facilities are available to the public, make sure they are clean and handicap accessible
- Consider carry-out assistance or home delivery
- Offer to call for a cab if one is needed

Age Friendly Business is GOOD Business