



Becoming an Age-Friendly Business in University City

An Age-Friendly Business Is....

- Committed to creating a welcoming environment and providing service for people of all ages.
- Removes barriers that make it difficult or uncomfortable for older adults to shop there.
- Understands that senior adults will spend their money at businesses where they feel valued as customers and where they have developed trusted relationships, because they tend to be loyal customers.
- Recognizes the value of older adult employees, and fosters a work culture that values an Inter-generational workforce.

Why Becoming An Age-Friendly Business Is Important

- Every day, 10,000 people turn 65 in the United States.
- Currently, people over the age of 65 in University City make up approximately 17% of the total city's population.
- By 2020, people over the age of 65 living in University City will make up 25% of the city's population.
- More and more older adults are choosing to remain in the workforce (some out of necessity and most for enrichment from their jobs).
- People over the age of 60 now control 70% of all disposable income.
- While there certainly are many seniors who are vulnerable and in need of assistance, there are more who are still healthy and vibrant, eager to take part in their communities and to be a part of the world around them.



A Business Is Age-Friendly by Providing:

- Good lighting
- Signage and print materials that are easy to read
- Un-cluttered aisles
- Background music that is quiet
- Senior discounts
- Restrooms that are easily accessible
- Seating or a rest area
- Special events that are scheduled during the day (rather than only in the evening)
- Entrance doors that are easy to open and wide enough to accommodate wheel chairs or walkers
- Welcoming salespeople who offer personal customer service
- Periodic training for staff on how to work with customers who show signs of dementia, are visually impaired or have trouble hearing



For more information on University City's Age-Friendly Business Program, please contact Marcia Mermelstein, Senior Coordinator at (314) 505-8563 or mmermelstein@ucitymo.org.