



agefriendly

Thunder Bay

Business Guide Checklist

THUNDER BAY AIMS TO BE AN AGE FRIENDLY CITY BECAUSE IT...

Benefits everyone: Children, the mainstream and seniors.

Recognizes the great diversity among seniors.

Promotes the inclusion of seniors in all areas of community life.

Respects seniors' decisions and lifestyle choices.

Anticipates and responds flexibly to aging-related needs and preferences.

AGE-FRIENDLY IS GOOD FOR BUSINESS BECAUSE SENIORS HAVE:

Purchasing power.

Loyalty to businesses and services that provide good experiences.

THUNDER BAY IS AGING

Thunder Bay's population is two years older than the median Ontario age.

As of 2006, 16% of Thunder Bay's population was aged 76 of age and over.

By 2023, 1/3rd of Thunder Bay's citizens will be 65 years of age and over.

CUSTOMER SERVICE

DO YOUR STAFF...

- speak in a clear and respectful voice?
- ensure private conversations when necessary?
- provide assistance reaching or accessing items?
- address customers in an appropriate manner (not being too familiar or using endearing phrases)?

COMMUNICATIONS

DO YOU KNOW THAT ...

- seniors like it when a real person answers the phone?
- seniors like it when, in the shop, they do not get set aside by a phone call?
- word of mouth and community bulletin boards are as important as ever?
- seniors find a clear typeface and a larger font easier to use?

HOW DO SENIORS GET TO AND FROM YOUR LOCATION?

DO SENIORS...

- rely on others?
- take public transportation?
- take a taxi?
- walk?

WHAT DO SENIORS EXPERIENCE AT YOUR BUSINESS OR SERVICE?

PHYSICAL ENVIRONMENT

DOES YOUR BUSINESS OR SERVICE HAVE...

- a resting or waiting area?
- comfortable chairs for resting?
- non-slip flooring that is well-maintained?
- aisles wide enough for passing and free from obstruction?
- non-glare lighting?

SOUND ENVIRONMENT

DOES YOUR BUSINESS OR SERVICE HAVE...

- background noise (music, public address systems) that does not interfere with hearing or taking part in discussions?
- clear public announcements (especially soft sounds such as 'F', 'S', and 'Sh')?
- public announcements spoken at a slow enough pace for easy understanding?

VISUAL ENVIRONMENT

DOES YOUR SIGNAGE HAVE ...

- a larger font sized 14 to 18 pica?
- a clear typeface such as "Calibri" or "Arial"?
- a plain background (ensuring good contrast so it is easier to read)?



**PLEASE CONTACT
AGE-FRIENDLY THUNDER BAY
WE WOULD BE
PLEASED TO ASSIST**

Age-Friendly Thunder Bay

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