

WHY BECOME AN AGE- AND DEMENTIA-FRIENDLY BUSINESS?



14%

14% of Boston's population is over 60, and this will increase to 19% by 2030¹



**\$148.30
BILLION**

\$148.3B in 2015 was spent on consumer goods and services by the 50+ population in MA, accounting for 57% of overall consumer spending²



16.5%

16.5% of Boston residents 65+ have Alzheimer's or dementia³

BUYING POWER AND TRENDS

- Older adults tend to patronize businesses earlier in the day and are loyal customers⁴
- Many groups of people, not just older adults, benefit from age- friendly modifications in a business⁴
- 83% of people with memory issues have changed where they shop based on how the business caters to people with dementia⁵

Sources:

1. Donahue Institute at UMass
2. Longevity Economy, AARP
3. MA Healthy Aging Collaborative
4. Age-Friendly NYC Business Guide
5. Federation of Small Businesses