



Senior-Friendly Business Program Frequently Asked Questions

Q. Why should I consider joining the program?

A. Seniors account for over 60% of all consumer spending. Through their consumer spending, Boomers and seniors substantially improve Canada's economy for all age groups. In 1981, 2.4 million Canadians were aged 65 and older. Today, the number has doubled to 4.9 million. By 2016, there will be more people over 65 than under 14—first time in history. In the Moncton Metropolitan Census Area, 35.5% of the population is over the age of 50.

Q. What is a senior-friendly business?

A. A senior-friendly business takes the needs and preferences of older adults into consideration, by providing friendly quality services and facilities to its customers.

Q. Is there a cost to join the program?

A. No

Q. Is the program open to all businesses?

A. This program is available for Moncton businesses. Certification does not include in-home type services.

Q. How frequently does the City hold orientation sessions?

A. There are 2-3 orientation sessions during the year.

Q. How long is the orientation session?

A. Orientation sessions are approximately 45 minutes in duration, depending on questions.

Q. How does the City of Moncton promote the program and certified businesses to seniors?

A. Certified businesses are listed on the City's website. Businesses are promoted during seniors events such as the International Day of Older Persons reception which has over 100 seniors in attendance. Seniors are invited to attend the annual Senior-Friendly Business Day where certified businesses have tables set up to promote their business. Businesses participating in this event are listed in advertisement in the local newspaper.

Q. How to I register for the program?

A. Businesses can register on the City's website

http://www.moncton.ca/Residents/Seniors/Senior_Friendly_Business_Program.htm