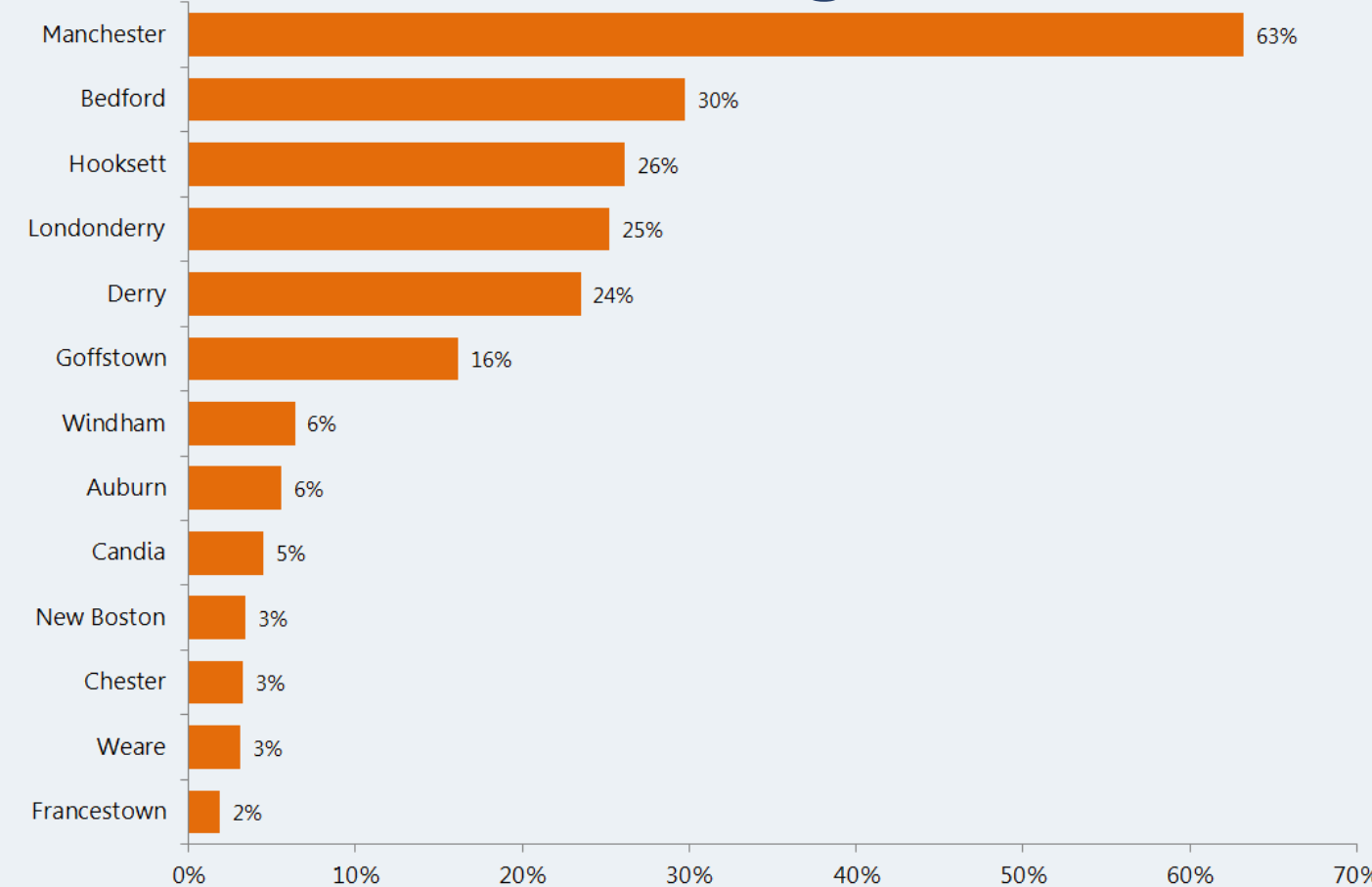


# Becoming Age-Friendly

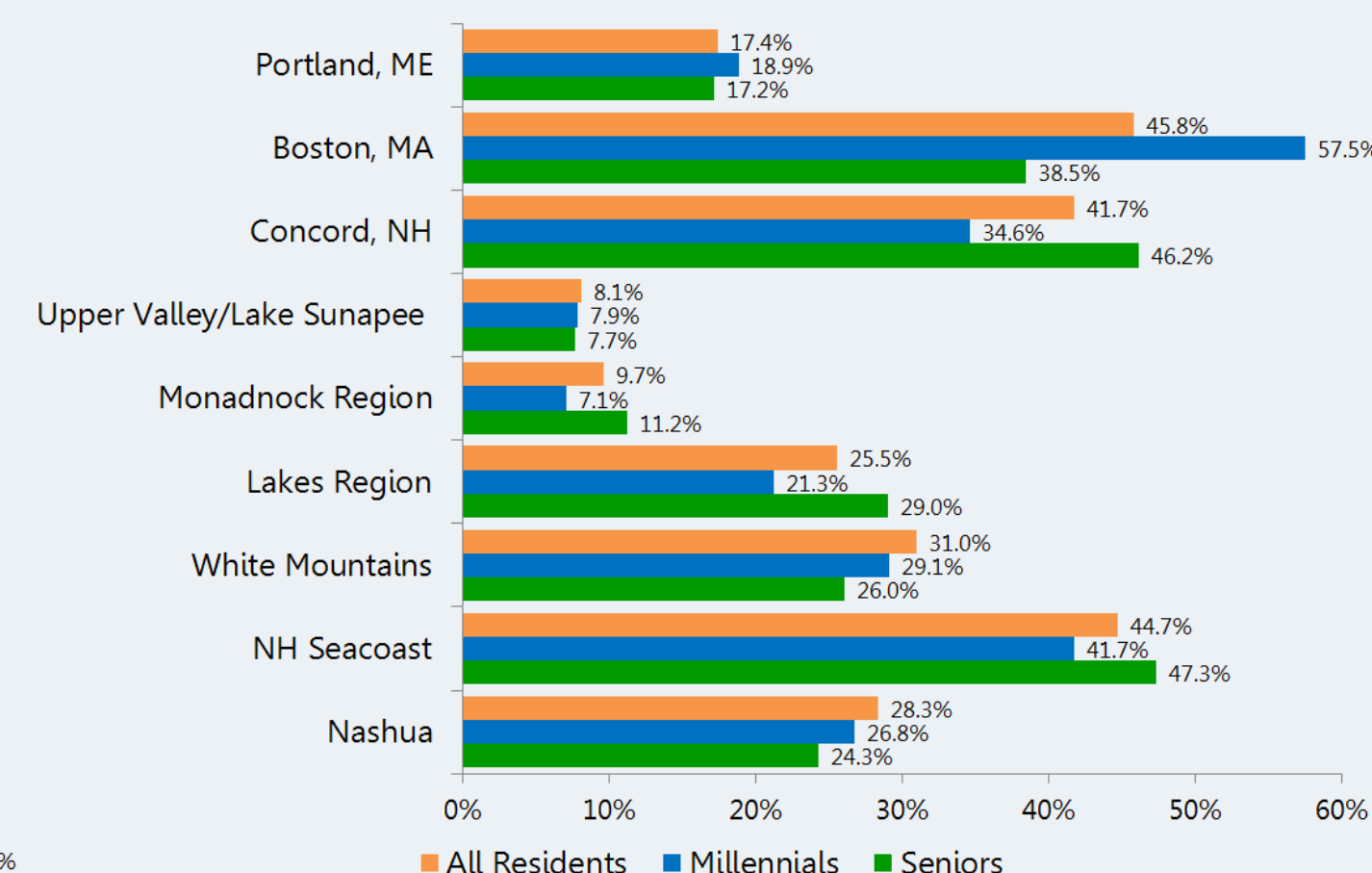
## Business & Economic Development

### To which places do Southern NH residents go for activities? SNHPC Region



- Despite having the 4th and 7th highest populations in the region, respectively, Bedford and Hooksett are the 2nd and 3rd most popular local communities where people go. Both towns feature a lot of commercial activity relative to region.
- Millennials' favorite place to go out of their region is Boston; seniors' favorite is the NH Seacoast, followed by Concord.

### Destinations



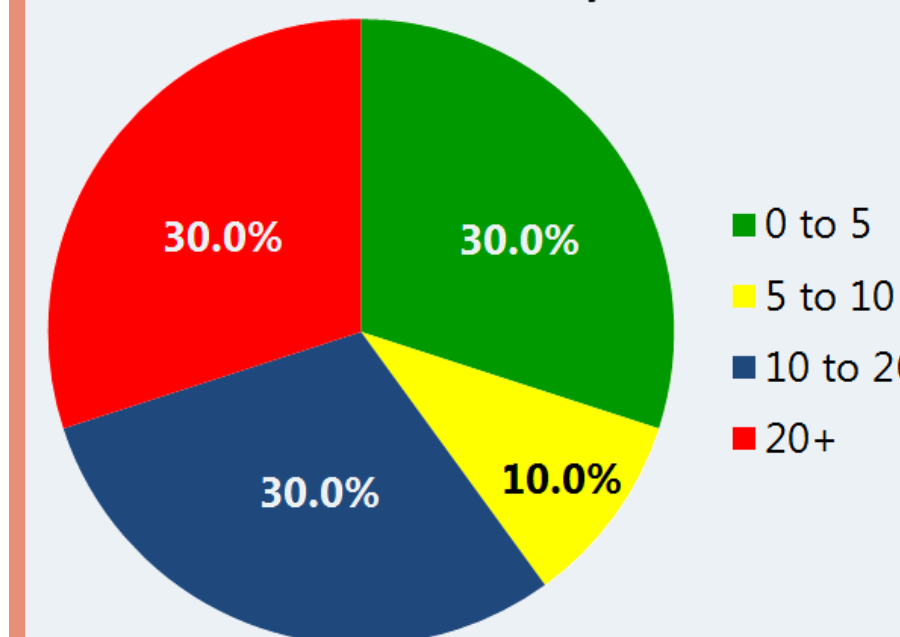
### Business Assessments—Downtown Manchester



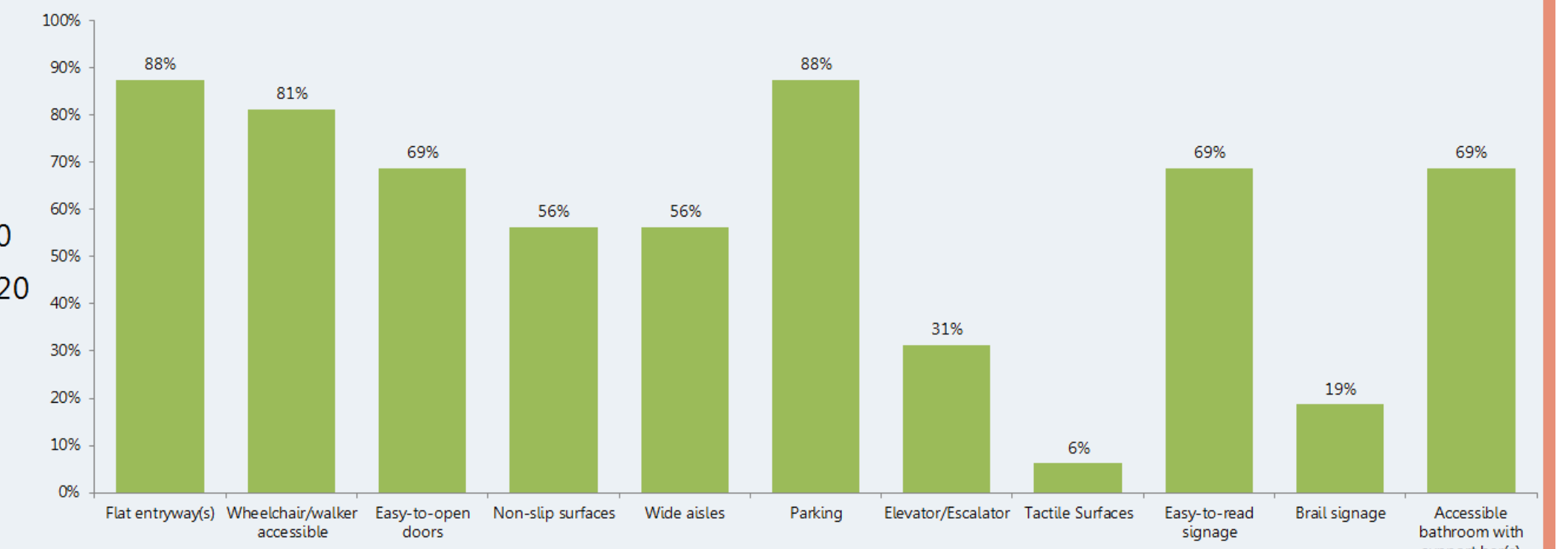
A survey was designed to assess local businesses for characteristics that are age-friendly to seniors and millennials. The goals of the survey were to establish a baseline of existing conditions among different businesses in a community, and how they address senior and millennial interests.

SNHPC worked with Intown Manchester to identify businesses in Downtown Manchester as a pilot area for collecting data. SNHPC then partnered with SNHU professor Christina Clamp and her research methods students to perform the business assessments. More than 20 businesses were studied. The industries represented included retail/food service, non-profit, finance, education, recreation, entertainment, and health/wellness services. The following data represents findings from those assessments.

#### Years Business is Operational

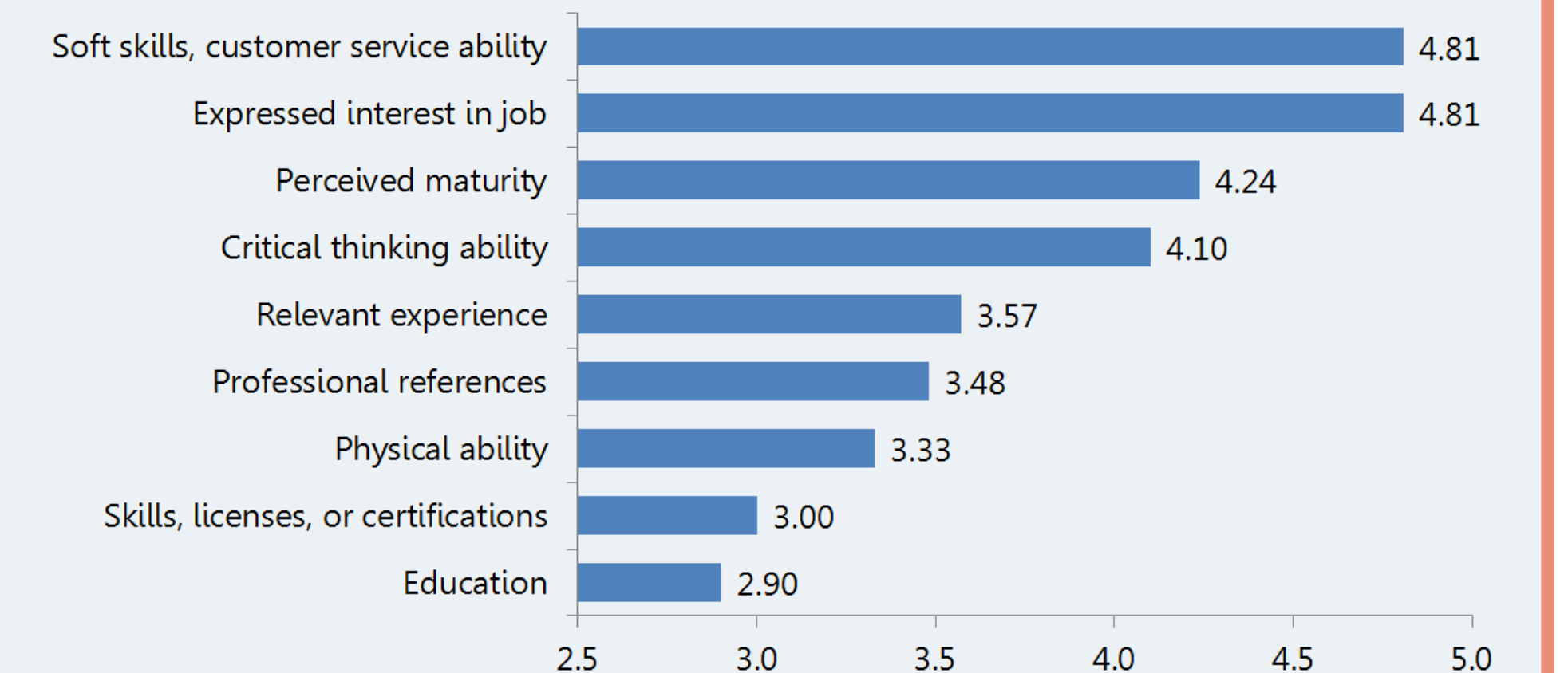


#### Accessible features observed at assessed businesses



- Downtown Manchester has a variety of new & established businesses.
- Half of businesses assessed are a member of local Chamber of Commerce or other professional organization.
- Flat entryways and wheelchair/walker accessibility abound Downtown—this was a surprise given the age of many buildings (pre-ADA).
- 70% of businesses offer complimentary Wi-Fi, and 25% have bicycle storage.
- 50% feature benches or places to sit;
- Only 15% feature infant changing tables, and 10% offer booster seats.
- Managers of businesses were asked to rank on a scale of 1 to 5 (1 being least important, 5 being most important).

### Ranked importance of select characteristics Manchester businesses consider when hiring a new employee



### Access PORTSMOUTH

#### Taking the mystery out of accessibility in historic Portsmouth, NH

Launched in 2016 by JSA, Inc., *Access Portsmouth* identifies criteria for accessing Portsmouth, NH's restaurants, sharing the secrets of accessibility with the general public. Site visits are essential to answer three critical questions:

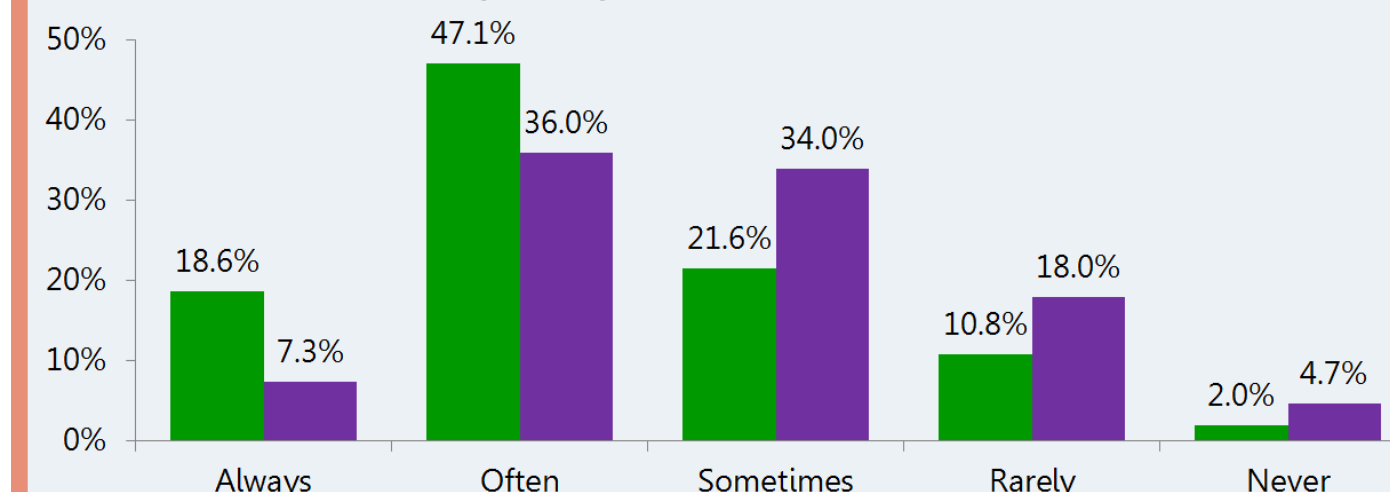
- Can you get in the door?
- Can you use the facility with ease?
- Is the bathroom accessible?

AP founder Todd Hansen believes that accessibility not only benefits the less mobile—it benefits businesses, too. With that in mind, SNHPC integrates their program principles into assessing businesses across the SNHPC region.

### Local Trends Among Millennials & Seniors

Businesses that adapt their models to current trends like these stand to retain—or even grow—their customer bases.

#### How often do you shop online instead of at traditional stores?



#### How often do you use the Internet for Entertainment (Netflix, Hulu, etc.)?

