2026 Canadian Life Annuity & Retirement Income Study — Methodology
Life Annuities.com Inc.

1. **Study Overview**
    - Study name: 2026 Canadian Life Annuity & Retirement Income Study
    - English Assessment: “Is a Life Annuity Right for You?” View Assessment ↗
    - French Assessment: “Une rente viagère vous convient-elle ?” View Assessment ↗
    - Study period: January 1, 2026 to August 24, 2026
    - Final sample: 1,166 completed assessments

2. **Source of Responses**
    - Responses came from people who voluntarily completed the LifeAnnuities.com online assessment after accessing it through various locations on the website, including homepage buttons, navigation links and sidebar links.
    - English and French versions of the assessment were combined for analysis.
    - All 1,166 respondents selected a Canadian province or territory as part of the assessment.
    - The study focuses on Canadian respondents to the LifeAnnuities.com assessment. The sample was self-selected and should not be considered representative of the Canadian population as a whole.

3. **Inclusion Criteria**
    - Completed assessments only.
    - English and French assessment responses were included.
    - Responses outside the study period excluded.

4. **Duplicate Handling**
    - One completed assessment was retained per anon_id.
    - When the same anon_id appeared more than once, the earliest completed response was retained and later responses were removed.
    - IP address alone was not used as the basis for deduplication.

5. **Data Cleaning**
    - English and French responses were standardized to common English category labels for analysis.
    - The cleaned English and French datasets were combined into one master dataset.
    - Each retained record represents one completed assessment.
    - Original raw data files were retained unchanged.

6. **Final Sample**
    - English: 1,028
    - French: 138
    - Total: 1,166

7. Questions Used

- Q1: What's your main retirement concern?
  - Running out of money
  - Getting steady monthly income
  - Market ups and downs
  - Leaving an inheritance
  - Protecting my spouse/partner financially

- Q2: How important is guaranteed lifetime income for you?
  - Very important
  - Somewhat important
  - Not important

- Q3: Which guaranteed income do you already have?
  - Government pensions only
  - Government + small employer pension
  - Government + large employer pension
  - None

- Q4: How do you view your health/longevity?
  - Expect to live a long time
  - About average
  - Serious health concerns

- Q5: How much liquidity do you need from this money?
  - I need access to most of it
  - I can lock up a portion
  - I can lock up most of it

- Q6: Which matters more right now?
  - Leaving as much as possible to heirs
  - A balance of income and estate
  - Income for life is the priority

- Q7: Help us tailor your results to your situation
  - Age Group: Under 45; 45–54; 55–59; 60–64; 65–69; 70+
  - Province: Canadian province or territory
  - Gender: Male; Female
  - Marital Status: Single; Married / Common-law; Divorced / Separated; Widowed
  - Dependents: Yes (spouse, children or elderly parent); No (I'm financially independent)
  - Current Situation: Still working; Nearing retirement; Already retired

8. Result Classification

The assessment assigns points to responses across Q1–Q6 and calculates a total score out of 12. Based on that score, respondents are placed into one of three assessment classifications:

- **Good Fit:** score of 9–12
- **Worth Considering:** score of 6–8
- **Probably Not Needed:** score of 0–5

These classifications are calculated by the assessment and are not responses selected directly by participants.

The demographic and profile information collected in Q7 is used for analysis and personalization and is not included in the Q1–Q6 assessment score.

9. Percentages

- Percentages are shown to 1 decimal place.
- Percentages may not total exactly 100% because of rounding.
- Cross-analysis percentages use the subgroup total as the denominator.

10. Subgroup Caution

- Small subgroup results should be interpreted cautiously.
- Very small provinces/territories should not be emphasized individually.

11. Limitations

- The sample was self-selected.
- Results were not weighted to Canadian population demographics.
- The study was not based on a probability sample.
- A polling-style margin of error is not applicable and should not be claimed.