



2026 Canadian Life Annuity & Retirement Income Study — Media Fact Sheet

Life Annuities.com Inc.

Study at a Glance

Company: Life Annuities.com Inc.
Study: 2026 Canadian Life Annuity & Retirement Income Study
Source: LifeAnnuities.com “Is a Life Annuity Right for You?” assessment
Study period: January 1–August 24, 2026
Final sample: 1,166 completed assessments
Languages: English and French
Geography: All respondents selected a Canadian province or territory

Top Findings

- 73.4% of respondents **said income for life is their priority.**
- 60.4% rated guaranteed lifetime income as **Very Important.**
- An additional 35.3% rated guaranteed lifetime income as **Somewhat Important.**
- 76.6% of respondents nearing retirement prioritized income for life.
- 67.0% of female respondents rated guaranteed lifetime income as Very Important, compared with 57.9% of male respondents.

Who Responded

Language	Age	Retirement stage	Gender
English — 1,028 (88.2%)	Under 45 — 4.0%	Working — 23.2%	Male — 72.7%
French — 138 (11.8%)	45-54 — 8.9%	Nearing retirement — 27.5%	Female — 27.3%
	55-59 — 15.6%	Retired — 49.2%	
	60-64 — 22.3%		
	65-69 — 22.4%		
	70+ — 26.8%		

Study Period

Responses included in the study were collected between **January 1 and August 24, 2026.**

The study includes one retained completed assessment per anonymous respondent ID after duplicate handling and data cleaning.



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Methodology

The study is based on a **self-selected sample of LifeAnnuities.com assessment respondents** and should not be considered representative of the Canadian population as a whole.

English and French responses were standardized and combined for analysis. When the same anonymous respondent ID appeared more than once, the earliest completed response was retained.

Percentages are shown to one decimal place and may not total exactly 100% because of rounding.

Full methodology

[2026 Canadian Life Annuity & Retirement Income Study — Methodology](#) ↗

Charts & Resources

- Chart: [Income for Life Priority](#) ↗
- Chart: [Importance of Guaranteed Lifetime Income](#) ↗
- Chart: [Importance of Guaranteed Lifetime Income by Age](#) ↗
- Chart: [Income vs. Estate Priorities by Retirement Stage](#) ↗
- Chart: [Importance of Guaranteed Lifetime Income by Gender](#) ↗

About Life Annuities.com Inc.

Life Annuities.com Inc. is a Canadian life insurance and investment brokerage specializing in life annuities and retirement-income solutions. The company helps Canadians compare and purchase life annuities and provides educational content, tools and research related to retirement income, annuities and financial planning.

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