

Start the *longevity* conversation

See where Canadians are prepared, where gaps remain, and how advisors can broaden the planning conversation



Manulife Longevity Institute,
in collaboration with MIT AgeLab



By turning insights into action, we can help
Canadians prepare for longer, healthier,
and more financially secure lives.

Explore the complete Canadian findings.

A new lens on longevity preparedness

Longer lives require more than financial security.

The Canadian Longevity Preparedness Index measures how prepared Canadians are across eight interconnected domains that can shape health, independence, relationships, and quality of life over time.

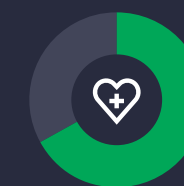
Canada's overall Longevity Preparedness Index score

60/100

Canadians are modestly prepared for longer lives, revealing opportunities across several dimensions of longevity preparedness.



Health is a priority.
Preparedness tells another story.



67%
Identify Health
as a current priority

55

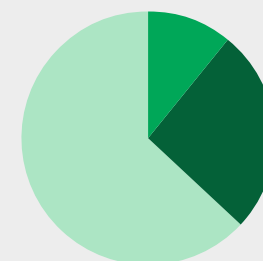
Canada's Health
Preparedness Score

Health is top of mind for Canadians, but the findings reveal an opportunity to strengthen the habits and supports that can contribute to physical, mental, and emotional health over time.

Care may offer Canada's greatest *opportunity*.

40

Canada's lowest
domain score



11% vs. 26%
Identify Care as a priority now vs. expect
it to be important to well-being in older age

Care receives limited attention today, even though more Canadians expect it to matter to their well-being later in life. Earlier conversations can help people consider where care may be provided, who may be involved, and how it could be funded.

Broader conversations are associated
with *greater* preparedness.



66

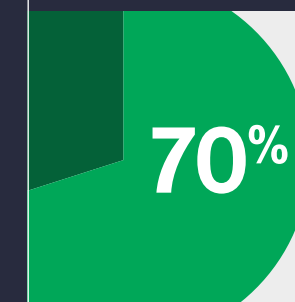


61

Overall LPI scores among
advised Canadians whose
financial professional
discussed longevity-planning
topics compared with those
whose financial professional
did not

46% Of advised Canadians have
discussed longevity-planning topics
with their financial professional

Fewer than half of advised Canadians are
having these conversations, even though
respondents who discussed longevity topics
with their financial professional scored
higher overall and across several domains.



70%

Say completing the LPI prompted
them to think about things they had
not considered before

The LPI can help open new conversations and encourage people to think more holistically about preparing for later life.

Methodology

The Canadian LPI was conducted online in English and French using the Ipsos Knowledge Panel. The representative sample included 1,025 Canadians aged 18 and older, with an oversample in Quebec to support comparison. Responses were weighted to mirror the composition of the Canadian population. Data were collected from June 3 to June 10, 2026.



