



FACTUM

Wellness and Enjoyment Top List for 55+

Wellbeing Comes First: Three in Four Would Trim Other Costs Instead

Toronto, Canada, January 5, 2026 —As we transition into a new year, most Canadians over 55 (90%) invest in wellness and enjoyment, according to a new HomeEquity Bank survey conducted by Ipsos. A majority (73%) will continue to spend the same amount of money on wellness and health services, including fitness, nutrition, dental, and prescriptions, and three quarters (76%) say they would reduce other spending before cutting back on wellbeing, including medications.

Digital and Active: Canadians 55+ Embrace Online Transactions, Explore AI, and Continue Investing in Recreation

Just over 80 per cent (81%) of older Canadians feel comfortable with online transactions, including shopping and booking travel. Growing confidence in online transactions among Canadians 55+ marks an important evolution in their participation in the digital economy. Four in ten (40%) are interested in trying artificial intelligence (AI) features in the programs and applications they use, and 35% plan to experiment with AI in the next year, particularly men (39%) and those aged 55–64 (39%). Seven in ten (73%) will also continue spending money on their hobbies and recreational activities—like gardening, woodworking, and pickleball, with a few planning to spend even more (8%).

Canadians Over 55 Sustain Travel and Leisure Spending into New Year

More than half of Canadians over the age of 55 anticipate maintaining their current spending levels on travel and leisure in the coming year (58%), with 12% planning to increase their expenditures and 30% intending to decrease them. Almost half of Canadians over 55 are planning to increase their travels within Canada by 2026 (47%), particularly among the 55–74 age group.

About the Study

These are the findings of an Ipsos survey conducted on behalf of HomeEquity Bank that was fielded online between December 1-3, 2025. A total of n=1000 Canadians aged 55+ participated in the survey which was fielded via the Ipsos' panel. Quotas and weighting were used to ensure the sample's composition reflects that of the Canadian population according to census parameters. This survey has a credibility interval of +/- 3.8 per cent 19 times out of 20, of what the results would have been had all Canadian adults 55+ been surveyed.

For more information on this Factum, please contact:



FACTUM

Sean Simpson
Senior Vice President, Ipsos Public Affairs
Sean.Simpson@ipsos.com

About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP www.ipsos.com