

## Senior Lifestyles - Canada - January 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"Knowing that seniors are the fastest growing segment of the population makes them an increasingly important segment for marketers to pay attention to. While their lifestage does inform shopping considerations, this does open up opportunities to leverage technology to cater to their priorities of managing their health and enjoying life."

**- Carol Wong-Li, Associate Director - Lifestyles & Leisure**

This report looks at the following areas:

- The dynamics of retirement life is changing
- Retirement life has an impact on the role of technology
- Seniors live in smaller households impacting shopping considerations

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Seniors are carrying more debt, though not impacting life satisfaction

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Showcasing commonalities resonates with seniors

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The defining characteristics of 'seniorhood' are changing  
Tech will play a big role in caregiving moving forward

### What's Hot?

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Introducing Zora, the robot caregiver  
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College students and seniors make a winning combo: spotlight on Papa  
An online dating app for seniors is now available: spotlight on Lumen  
Home-sharing programs bring companionship and help to seniors

### The Consumer – What You Need to Know

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Retirement life impacts perception of 'busy'

The role of technology differs for seniors than the overall population

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Top priorities: managing health and making the most of their time now

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Abbreviations

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