



49th Annual Conference
Fairmont Chateau Whistler
May 24-26, 2026



Closing Keynote Luncheon:

*Insights with David
Coletto*

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hello

CANADA'S MOST SOUGHT AFTER AND INFLUENTIAL POLLING FIRM



Founded in 2010

16 Research Professionals

Official pollster for the
Toronto Star

Located in Ottawa, Toronto,
Halifax London, Hamilton and
Edmonton

SOME OF THE BRANDS AND
ORGANIZATIONS WHO TRUST US



TAKE ME HOME

What the boomer wave, the precarity mindset, and BC's demographic reality mean for the next five years of seniors living.

David Coletto, PhD
Founder & CEO

May 2026







**RAPID POPULATION
GROWTH**



**AN AGING
POPULATION**



**A HOUSING
AFFORDABILITY
CRISIS**



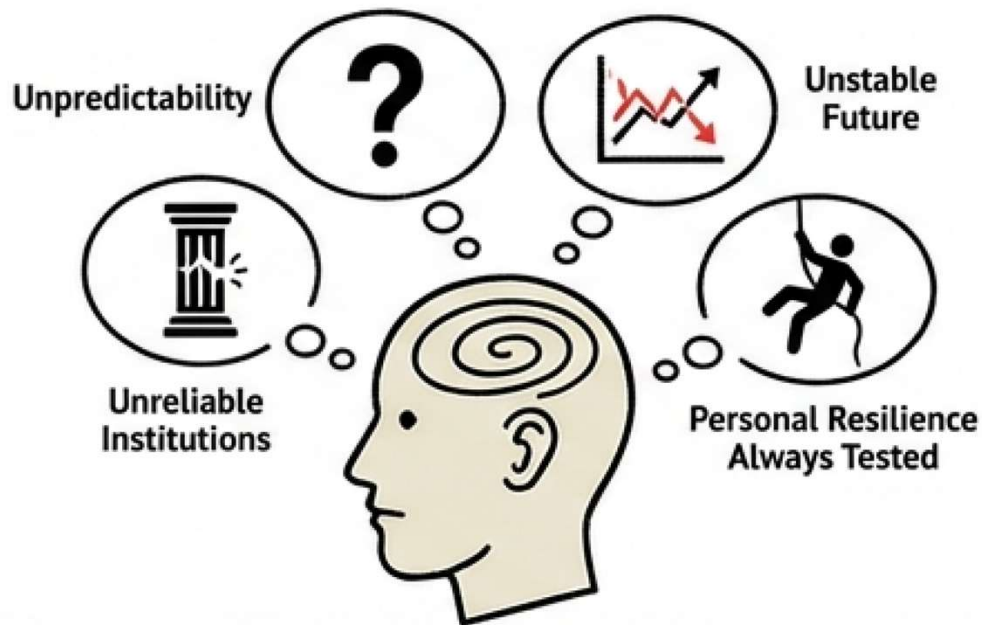
**A SCARCITY
MINDSET**

**A state of mind where
limitations on resources
(real or perceived)
dominate attention.**

WHAT DID A SCARCITY MINDSET LOOK LIKE?



A Precarity Mindset



A mindset shaped by unpredictability – where people feel the future is unstable, institutions are unreliable, and personal resilience is always being tested.

WHAT DOES A PRECARITY MINDSET LOOK LIKE?

External Pressure

A stylized map of Canada is shown in a dark blue color. The map is partially cut out, revealing a yellow background underneath. The number '79%' is overlaid in a large, bold, yellow font across the center of the map.

79%

Canadians say Donald Trump is creating stress about the future of Canada.

Internal Stagnation

A person is standing in the center of a long, straight road that stretches into the distance. The road is surrounded by trees and is shrouded in a thick fog or mist, creating a sense of uncertainty and stagnation. The number '70%' is overlaid in a large, bold, blue font across the center of the image.

70%

Likely to delay major life decisions due to financial uncertainty.

Canadians are asking **“Will we be okay?”**

89%

AGREE:
Instability and uncertainty
are no longer temporary;
they are the new normal

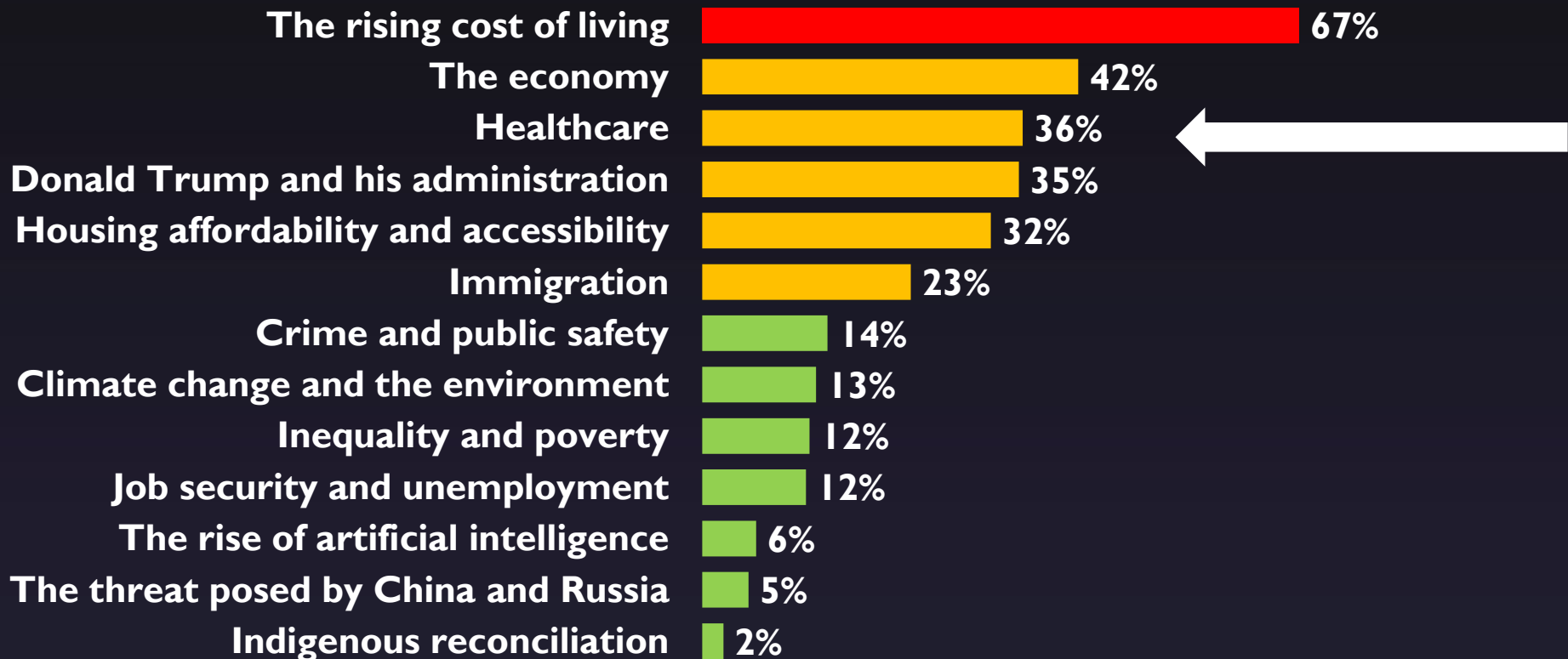
The 18-Month Psychological Pivot

In just 18 months, the dominant Canadian mindset shifted. The threats changed overnight from internal and economic to external and existential.

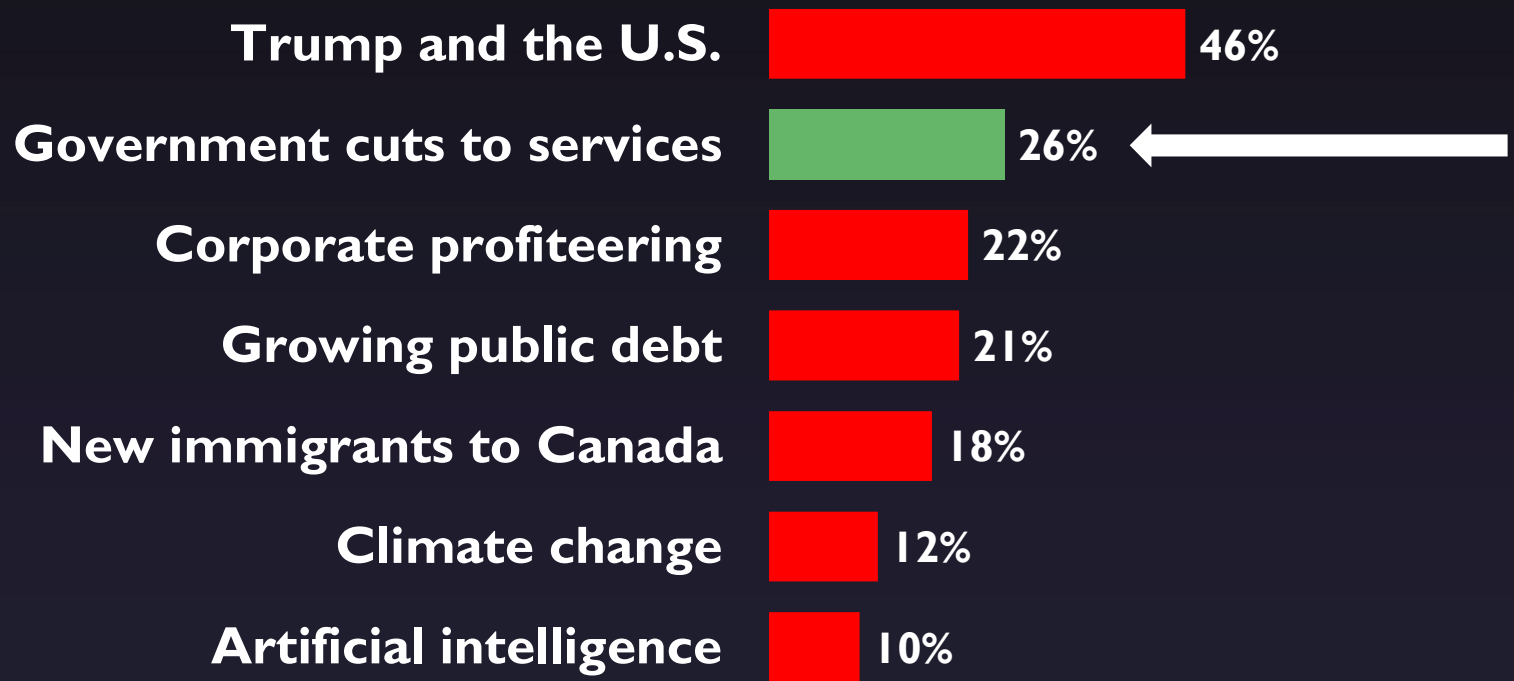


When your house is on fire, you stop worrying about the noisy neighbour.

What are the top 3 issues facing Canada?



Thinking about your quality of life and the future of Canada, which TWO of the following do you believe poses the greatest threat right now? (Top 2 Ranked)



A GENERATIONAL CAVEAT

Not everyone wants reassurance.

BOOMERS & OLDER

Something to protect.

- Seeking stability
- Drawn to the protector narrative
- Respond to reassurance, continuity, institutional trust

UNDER 35

Nothing to lose.

- Still drawn to disruption
- Trump is just one more threat on a long list
- Populist instinct is tamped down, not gone

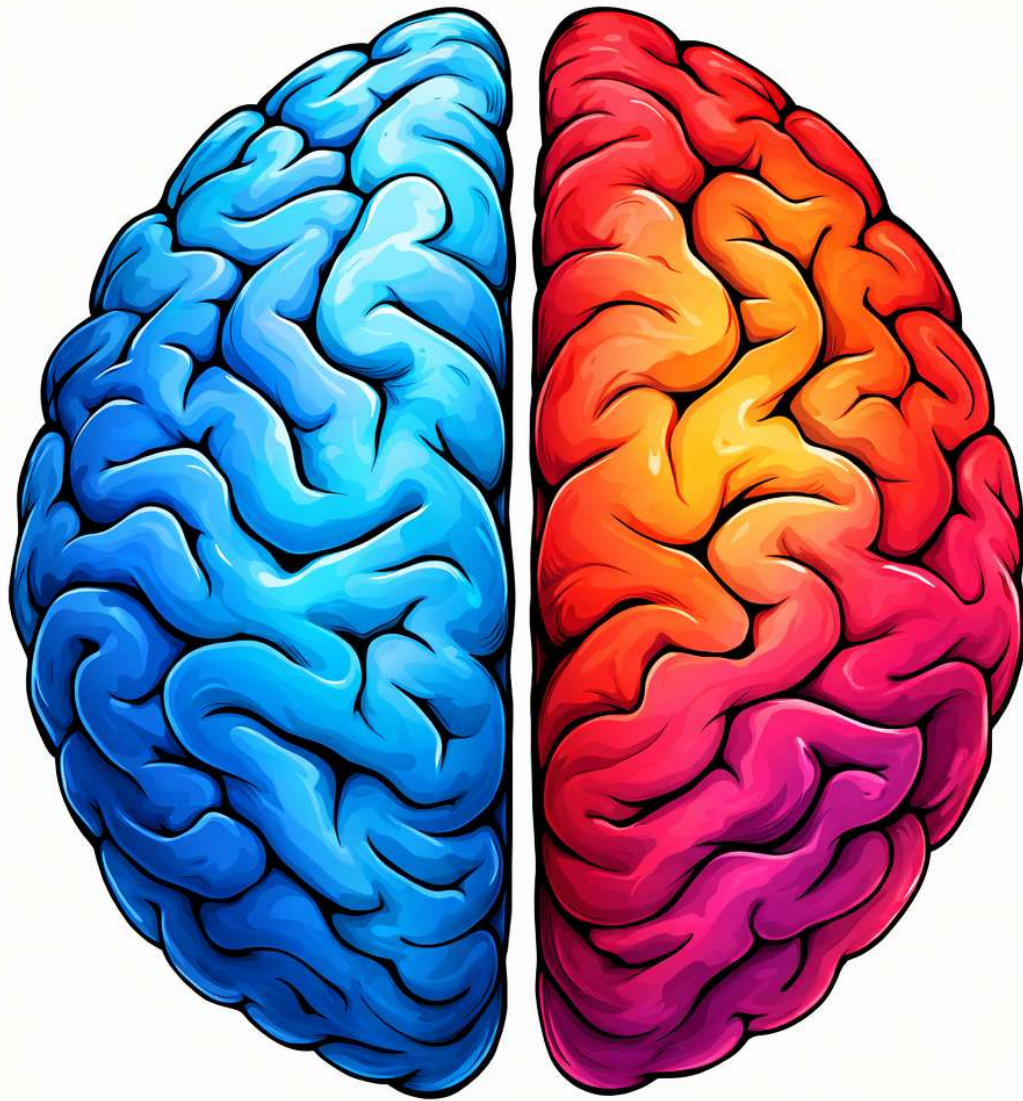


Maslow's hierarchy of needs

What do Canadians say they are focused on?

abacus
data





BRITISH COLUMBIANS HAVE SPLIT BRAINS

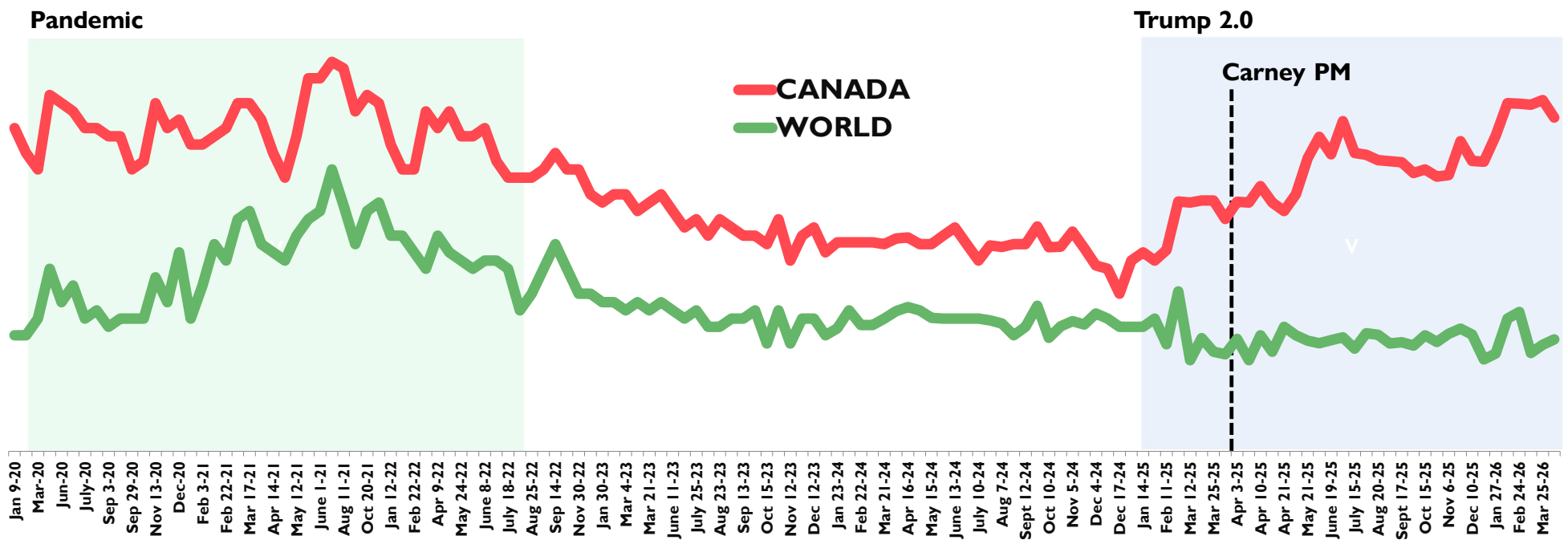
**ANXIOUS BUT
INCREASINGLY OPTIMISTIC**

**GLOBAL CONFLICT
DRIVING DOMESTIC
CONCERNS**



GENERALLY SPEAKING, DO YOU THINK THINGS ARE HEADED IN THE RIGHT DIRECTION OR ARE THEY OFF ON THE WRONG TRACK?

DIRECTION OF THE COUNTRY/WORLD



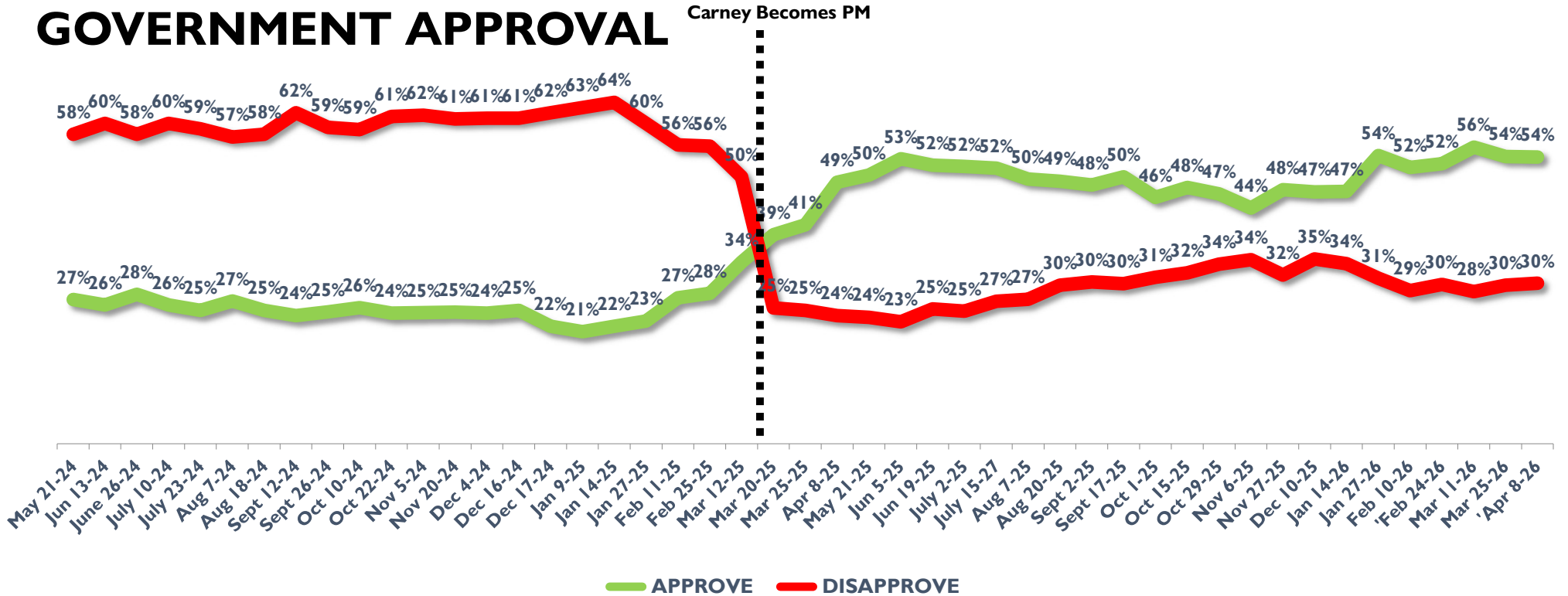




OVERALL, DO YOU APPROVE OR DISAPPROVE OF THE JOB THE FEDERAL GOVERNMENT LED BY MARK CARNEY IS DOING?

GOVERNMENT APPROVAL

Carney Becomes PM





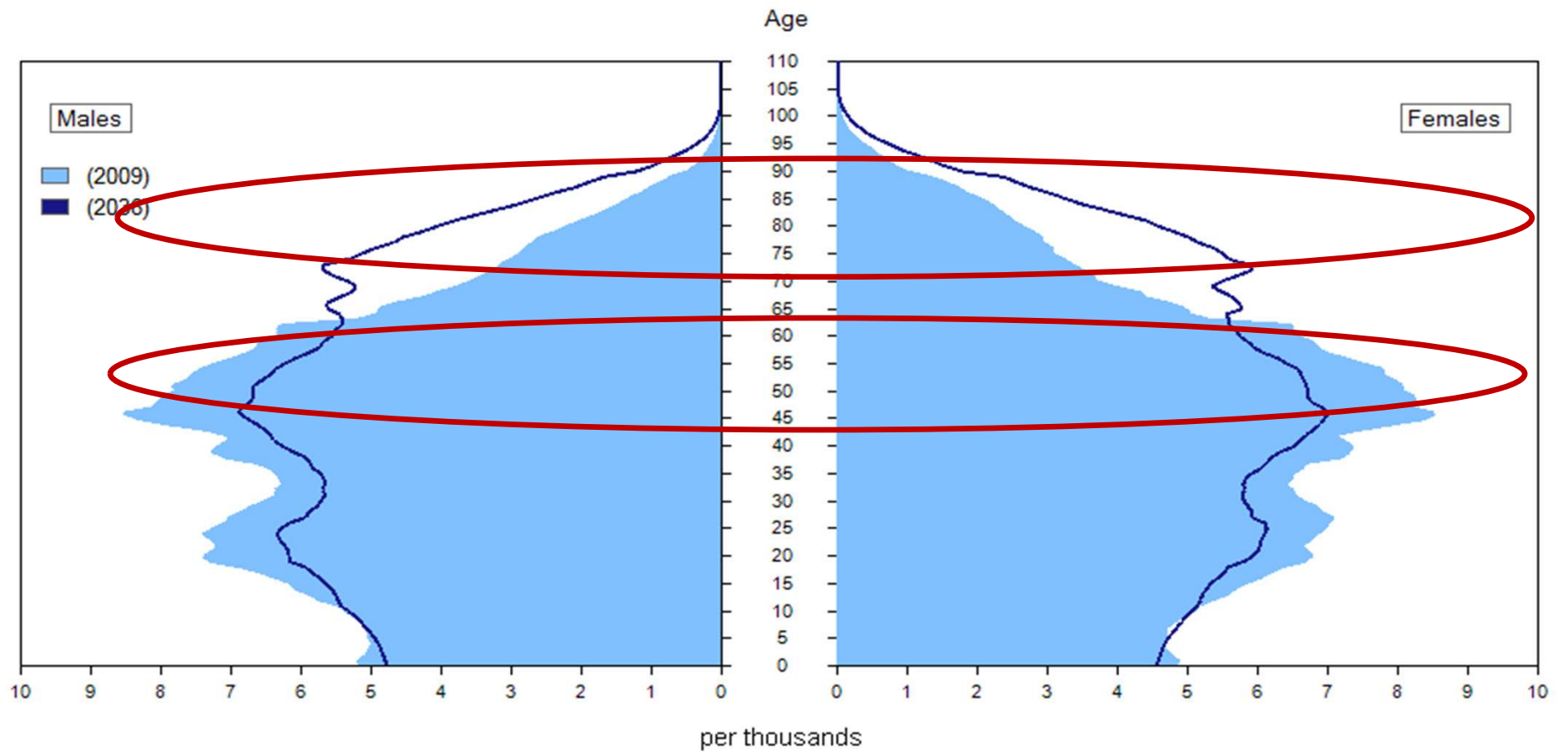
**WELCOME TO
THE AGE OF
REASSURANCE**

**Canadians need
reassurance that they
will be able to feed
their families, stay
healthy, and meet
their needs without
constant stress.**

A group of four elderly people, two men and two women, are laughing and holding coffee cups outdoors. They are dressed in warm jackets and scarves, suggesting a cool environment. The background is slightly blurred, showing trees and foliage. The overall mood is joyful and social.

How will Canada's Boomers Reshape Senior Living – Again?

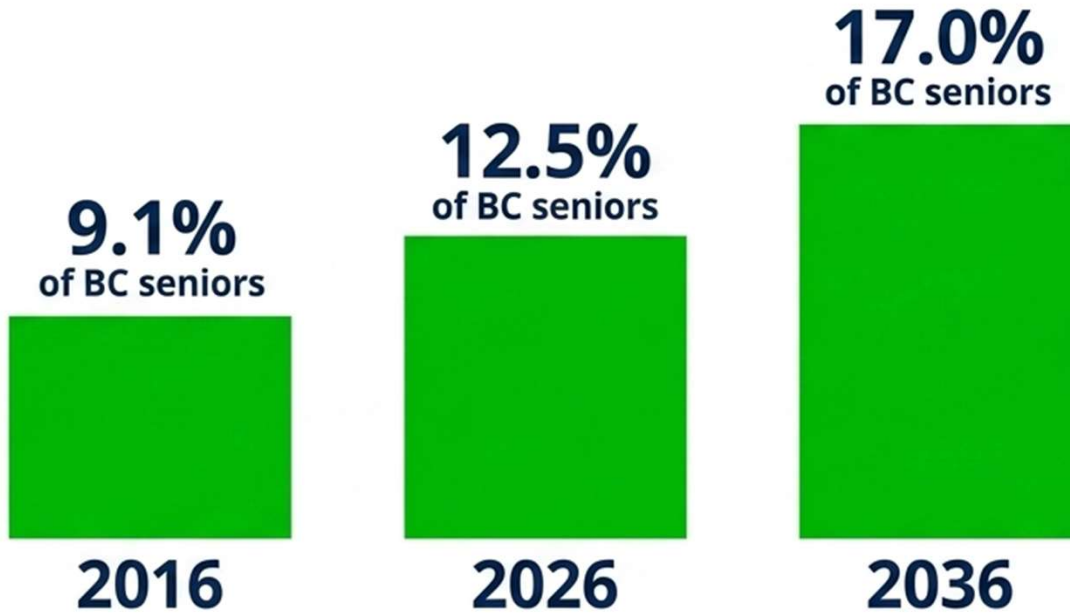
Population Estimates for Canada



A group of four elderly people, two men and two women, are laughing and holding coffee cups outdoors. The scene is dimly lit, suggesting dusk or dawn. The text is overlaid in the center of the image.

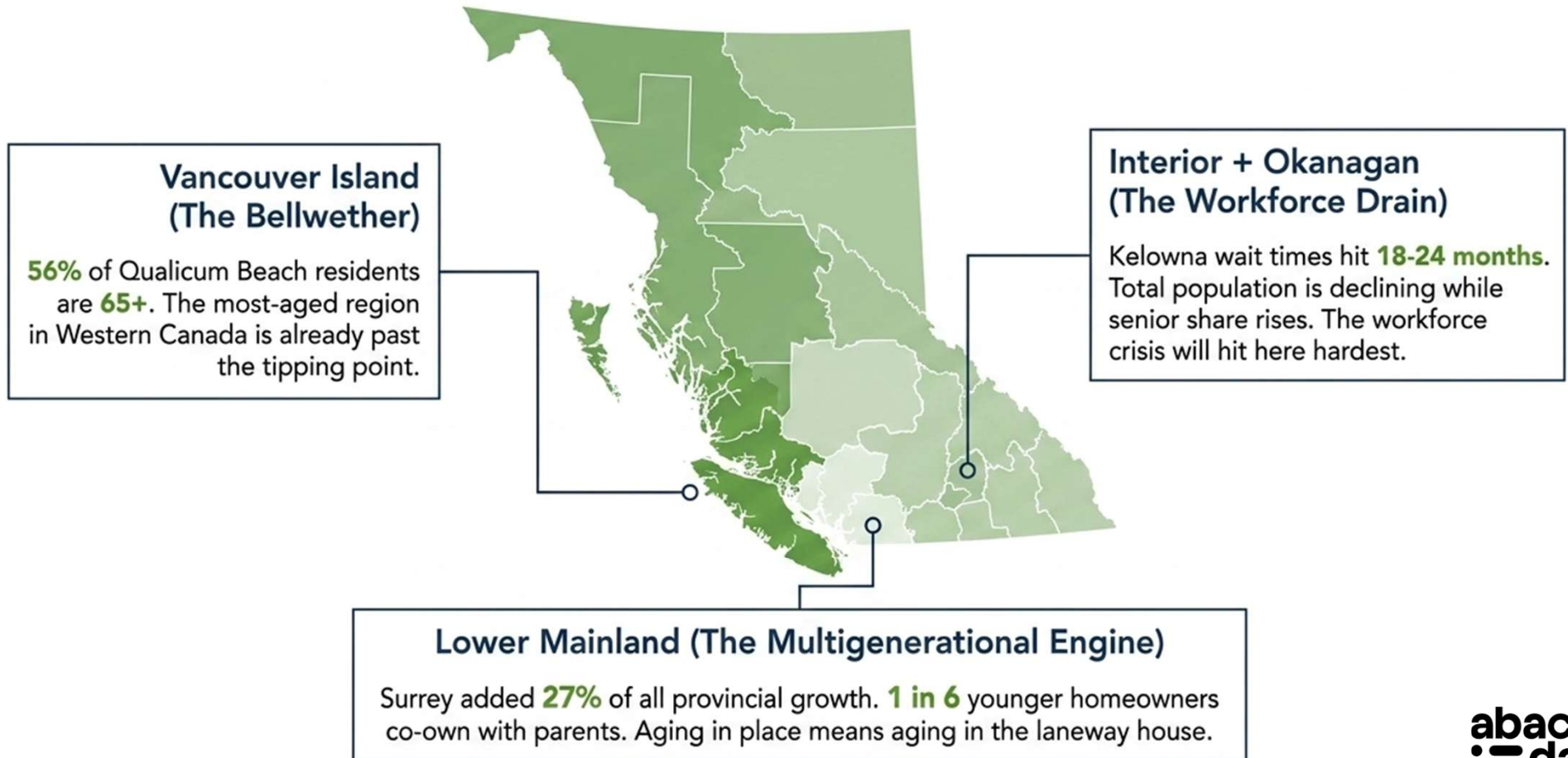
**BC is aging fast.
But it's not the fastest.**

The 85+ population is going to triple.

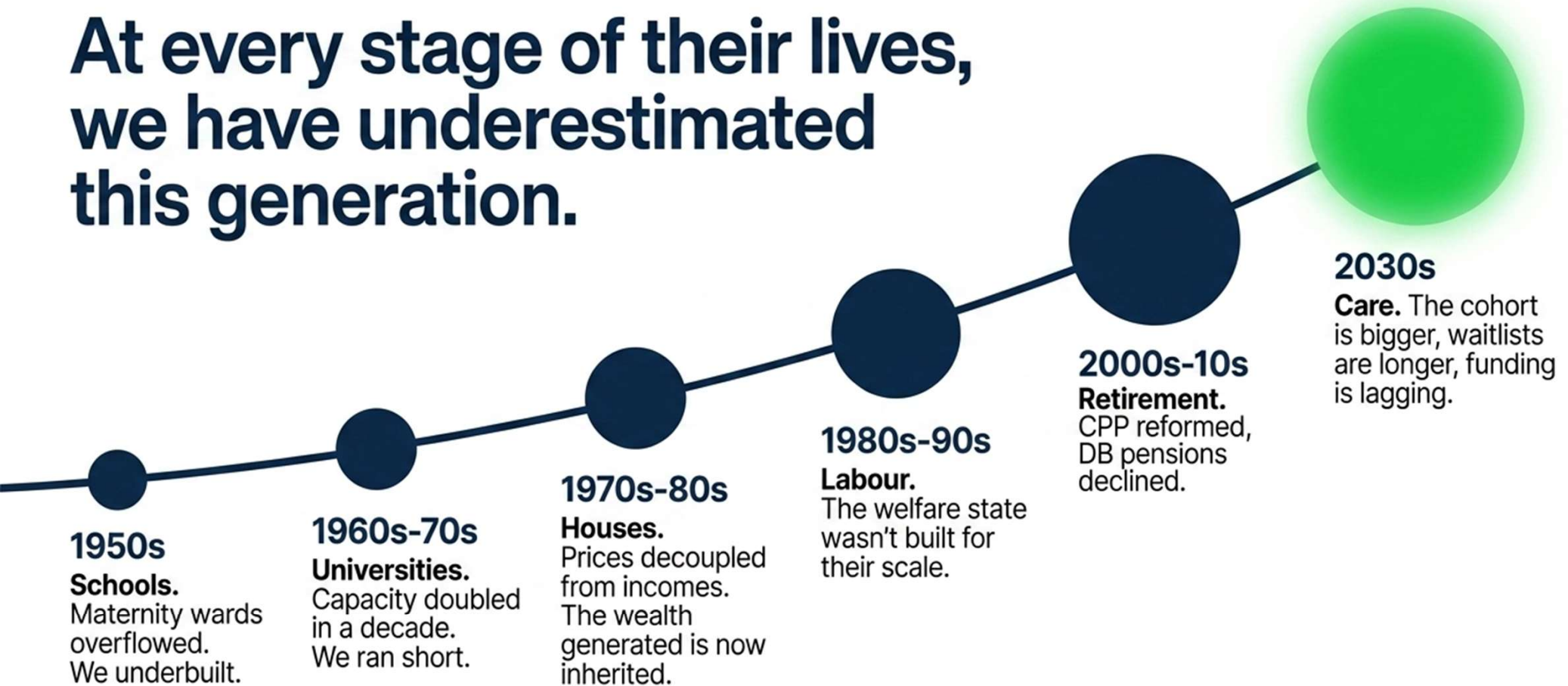


This is the metric you need to put on every wall.

BC is not one demographic story. It's three.



At every stage of their lives, we have underestimated this generation.



The boomer paradox: Simultaneously the wealthiest and most anxious cohort in history.

Wealth

\$1.46M

Highest net worth in Canadian history—average boomer household sits at \$1.46M.

Spending

27%

Willing to splurge. 27% will draw down retirement savings to fund a premium holiday.

Anxiety

Most likely
deeply anxious

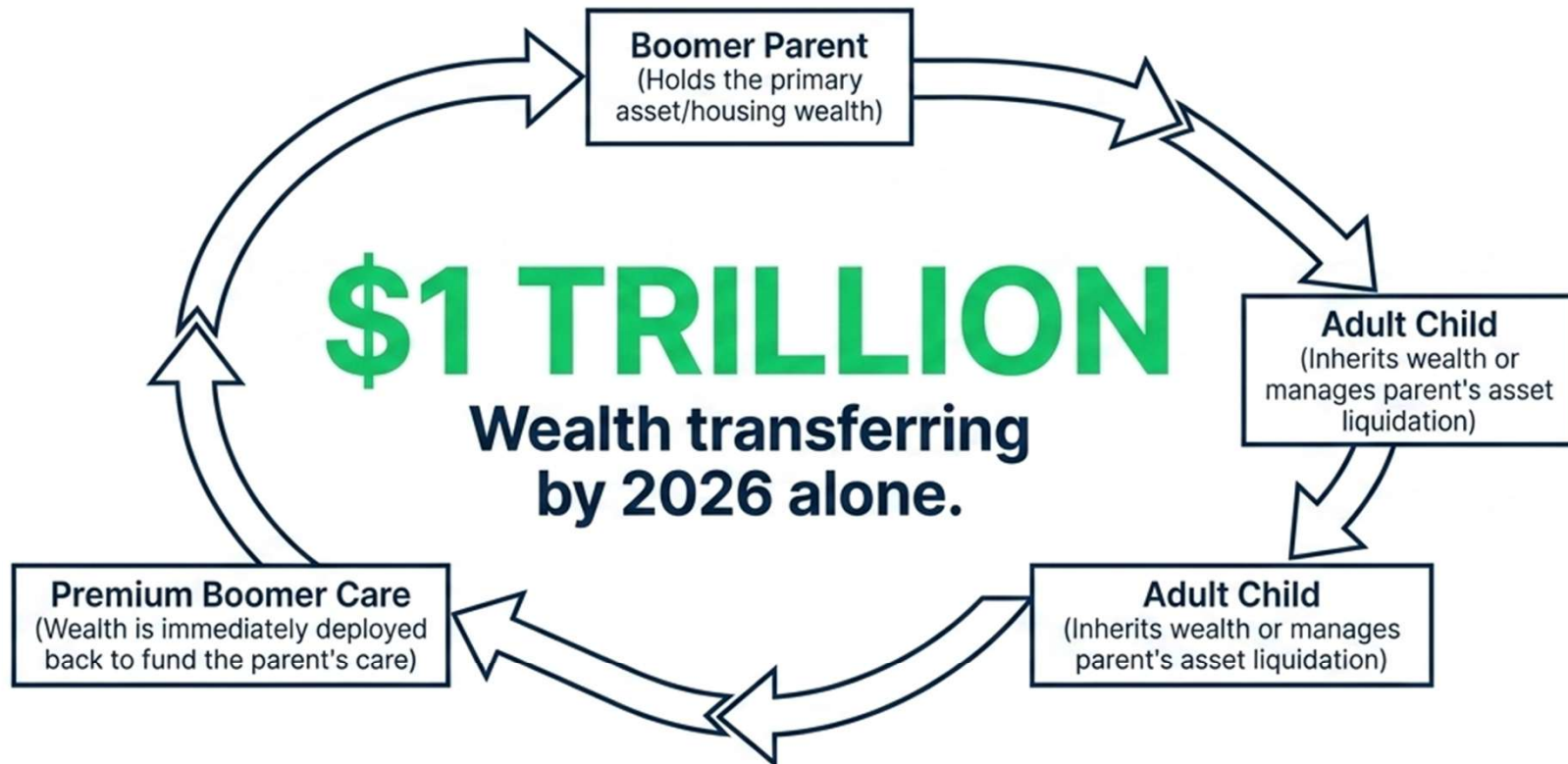
Most likely to tell pollsters they are **deeply anxious** about their financial future.

Resistance

Fundamentally
resistant public good

Fundamentally resistant to paying full freight for senior services, anchored to the belief that care is a public good.

The \$1 Trillion closed-loop wealth flow.



The financial industry thinks they are the beneficiaries of this transfer. They aren't. Your sector is.

The buyer of seniors care is no longer the senior.

The Old Buyer (The Senior)

- Direct needs and basic institutional expectations.
- Trusts the public system to handle placement.
- Marketing was about brochures and facility tours.

The New Buyer (The Adult-Child Daughter)

- Millennial or Gen X, wielding **\$1T** in family wealth.
- Hyper-informed: Googling, reading reviews, coordinating via **WhatsApp siblings threads**.
- Operating under enormous emotional weight, guilt, and severe time pressure.

If your intake and digital presence is designed for the senior,
you are a decade out of date.

A photograph of four elderly people (two men and two women) laughing heartily outdoors. They are dressed in warm jackets and are holding red disposable coffee cups. The background shows trees with light-colored blossoms, possibly cherry blossoms. The overall mood is joyful and social.

What do Baby Boomers Want?

The **Splurge**

High-end hospitality, premium
necessary treats.
"I need it to mark the moment."

The **Value Stretch**

Private label groceries, Costco,
points, deep discounts.
"It has to stretch."

The **Danger Zone**

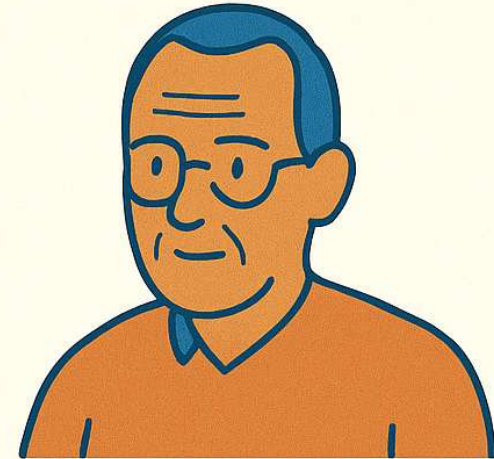
The "pretty good / pretty
affordable" casual tier.

Consumers are barbellising their wallets. The middle is no longer a position; it is a hole.

TH
**94% want to
age in place → but**



Only 12%
have planned for
where they will live
or what care they will need



**Boomers
underestimate:**

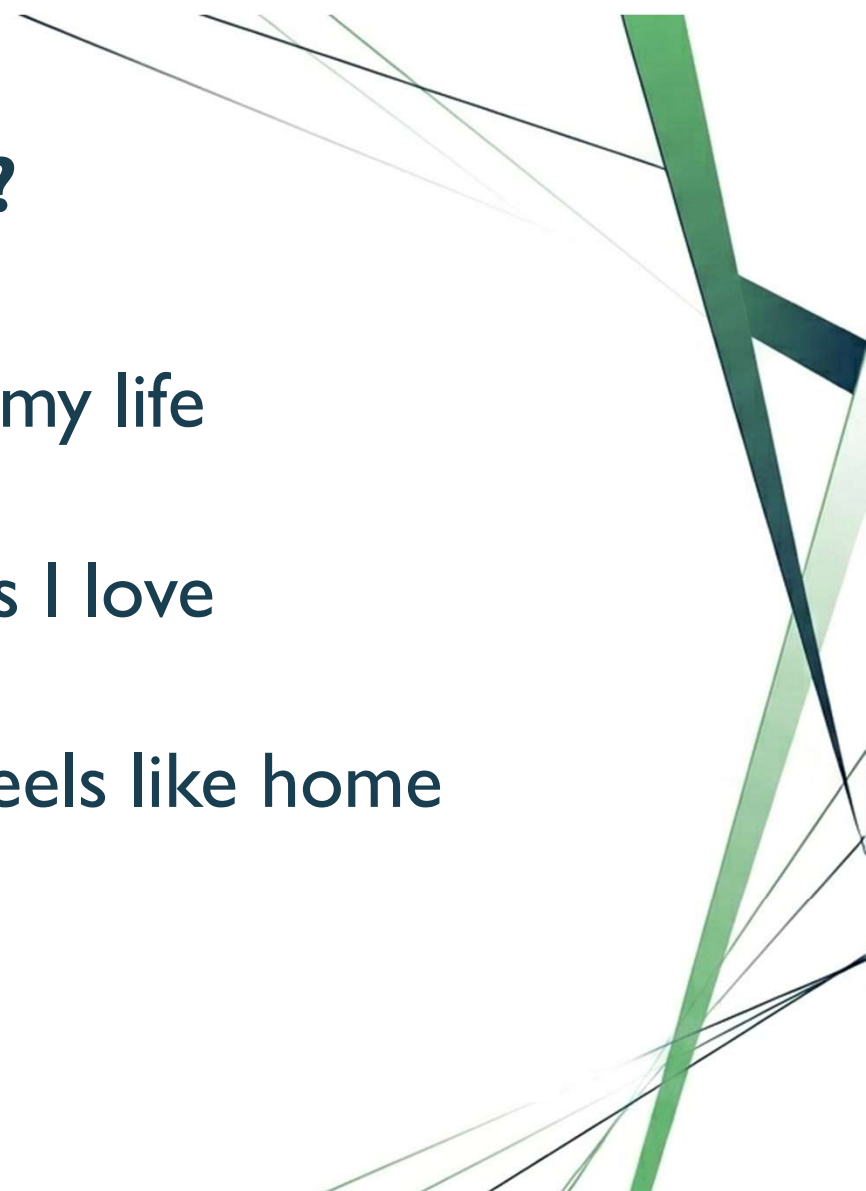
- How long they will live
- How much care costs
- The likelihood they'll eventually need assistance

What do they want when aging?

72% Agency: Control over my life

65% Being able to do things I love

54% Being in a space that feels like home



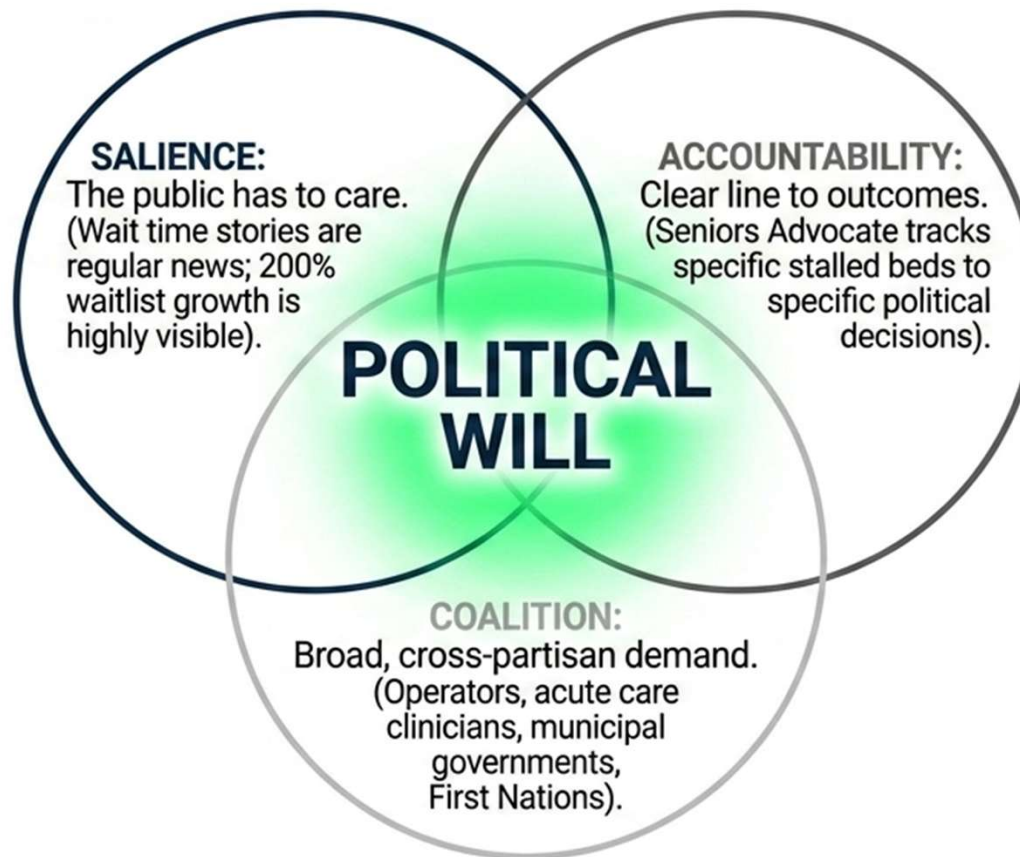
What this means for you...

1. Premium private-pay is no longer rare. It's a routine bridge.
2. Family money is funding care at unprecedented scale.
3. The expectation gap is widening. Boomers expect what they get everywhere else.
4. Brand and reputation matter more than ever. WhatsApp moves faster than your PR team.
5. Build the experience for the adult-child buyer, not the senior.

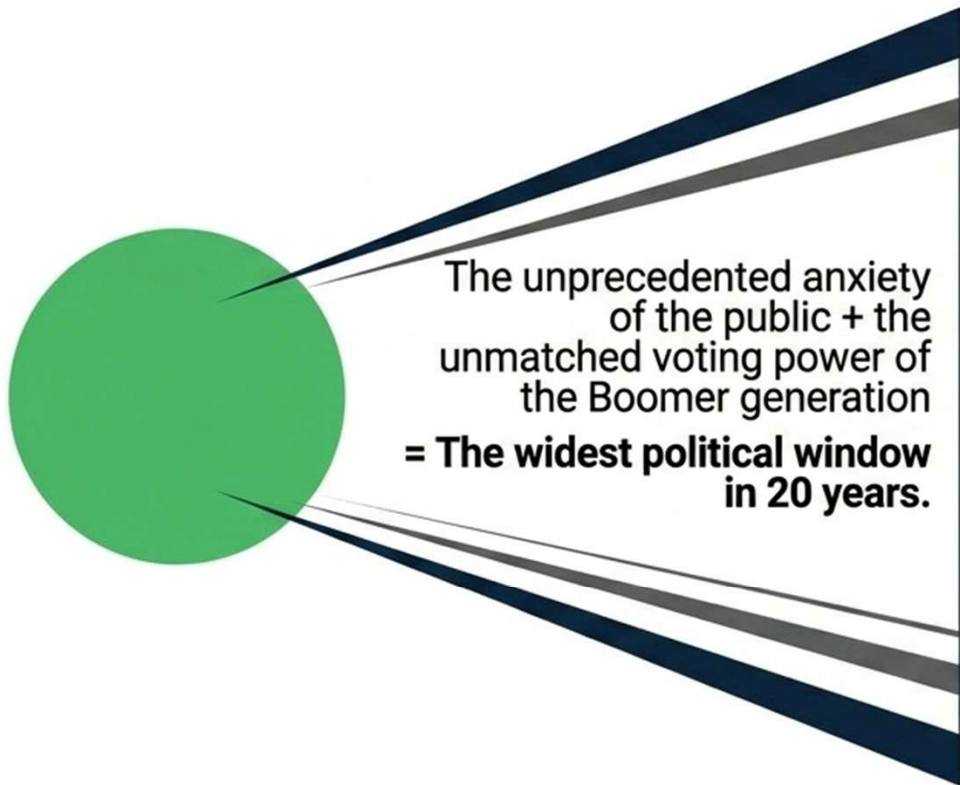
A photograph of four elderly people (two men and two women) laughing heartily outdoors. They are dressed in warm jackets and are holding red disposable coffee cups. The background shows trees with light-colored blossoms, possibly cherry blossoms. The image is dimmed to allow the text to stand out.

The Political Window on Public Policy

Three conditions must be met to force politicians to act.



All three conditions are met. The window is open, but it has a clock on it.



- **Mark Carney** won the election on the strength of **older voters** and owes them a delivery.
- **Federal-provincial health agreements** are being renegotiated right now through **2027**. By **2028**, the agenda will shift.

Now. Seven reasons this is the most consequential moment in the history of your sector

1. Continuing care becomes the most important sector in BC's economy and politics.
2. The political window is uniquely favourable, you have 18-24 months.
3. The shift from facility to home creates massive new market.
4. Technology is arriving at scale → AI, telehealth, smart home
5. Workforce solutions are improving → US recruitment, BC PNP, SFU medical school
6. The trust deficit is fixable → reassurance is what you provide
7. The 'home' theme is exactly right for this moment

REASSURANCE

~~Optimism~~ ~~Aspiration~~ ~~Rise and Grind~~

Consumers don't want to be told to be their best selves.
They want the feeling that things are going to be okay.
They want the path to be legible.

1950 Represents the Contract We Mourn

62% Embrace the 1950s.

This is not about the aesthetic. It is about the 'Deal': The belief that hard work guarantees a home, a family, and a secure retirement.



AN INTERACTIVE EXPLORATION FOR LEADERS

The Precarity Mindset

Canadians have shifted from asking "*Do I have enough?*" to asking "*Will I still be okay tomorrow?*" This is the story of that shift — and what it means for everyone who leads.

65% of Canadians are focused on basic needs or safety. **6 in 10** wish they had been born in 1950. This is the Precarity Mindset.

Based on the research of Dr. David Coletto & Dr. Eddie Sheppard, Abacus Data



PrecarityMindset.com

Download
these slides:

Thank You

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