

## Experiences at the top of Canadians' life lists

Parkinson Canada challenges individuals to check things off their lists this year

(TORONTO, ON, February 10, 2016) – At a time when Canadians ditch their new year's resolutions, [Parkinson Canada](http://Parkinson Canada) reveals life lists are actually where it's at. Through research conducted via the Angus Reid Forum it was found that the majority of Canadians have a life list (80 per cent), with 70 per cent saying it's important to them to check things off of it.

The younger the Canadian, the more likely he or she was to have a life list when comparing Boomers (55+) at 76 per cent, Generation X (35-54) at 80 per cent, and Millennials (18-34) at 86 per cent.

“Because our organization focuses on living life to the fullest, we wanted to know if Canadians thought about their own lives in the same way,” said Jon Collins, Senior Manager, Events and Partnerships at Parkinson Canada.

Ontarians overall ranked even higher at 85 per cent saying they have a life list, with Millennials within the province primarily responsible for bringing up the average – as 90 per cent within that cohort said the same.

Most Canadians who have a life list simply have it in their heads (78% per cent) with the balance planning on writing one out (10 per cent) or already have formalized it in writing (11 per cent).

### What's on Canadians' life lists? Highlights include

- **Travel to certain destinations: 82%**
- **Learning new things or skills: 48%**
- **Adventure experiences: 31%**
- **Once-in-a-lifetime experiences: 28%**
- **Special help to others: 26%**
- **Owning big ticket items: 25%**
- **Meeting celebrities: 11%**

Of the reasons why individuals haven't thought about a life list, almost half (43 per cent) said it was because they haven't wanted to, followed by being practical about life (28 per cent) or not having the money (28 per cent).



“Life lists, rather than bucket lists, shift the focus to positive motivation to live life now,” added Collins. “Experiences, including adventure experiences, ranked high for almost half of Ontario Millennials (45 per cent) with almost a third of them (30 per cent) also wanting to help others as part of their life list.”

From now until May 2016, Ontarians are dared by Parkinson Canada to live out their lists by committing to the [Life Lists Challenge](#) through skydiving, bungee jumping, ziplining, indoor skydiving, car lapping, riding a hot air balloon or opting for an experience of their own. Through soliciting donations or by hosting events, individuals will raise money for Parkinson’s with encouragement from an individual partner living with the condition.

Money raised helps fund research to expand knowledge on progression, diagnosis and treatment of Parkinson's, and other vital programs and services offered by Parkinson Canada. #ChallengeAccepted Life List events are scheduled for May 7, 14 and 15, 2016 in various Ontario locations.

[LifeListsChallenge.ca](http://LifeListsChallenge.ca) #ChallengeAccepted

Follow LifeListsPD on [Twitter](#), [Facebook](#) and [Instagram](#).

### **About Parkinson Canada**

Parkinson Canada is the national voice of Canadians living with Parkinson's, a degenerative brain disease. From diagnosis to discovery, Parkinson Canada provides education, support, and advocacy on behalf of more than 100,000 Canadians living with Parkinson's every day and the health professionals who serve them. Each day, 10 Canadians are diagnosed with Parkinson's and by 2031, the Parkinson's population in Canada will double. Parkinson Canada funds innovative research on the progression, diagnosis and treatment of Parkinson’s, with a cure the ultimate goal.

Life Lists Challenge is a 2016 fundraising project, made possible by the generous support of Angus Reid Forum, Advanis, APEX Public Relations, ruckus digital and AOL Canada.

Parkinson Canada is an Imagine Canada accredited organization. [www.parkinson.ca](http://www.parkinson.ca).



### Survey Methodology

\*From December 21 to December 24, 2015, Parkinson Canada conducted an online survey of 1,082 randomly selected Canadian adults who are Angus Reid Forum panelists. 281 are aged 18 to 34 and 392 are aged 35-54. The margin of error for each sample group - which measures sampling variability - is +/- 3.1 per cent, 19 times out of 20. Discrepancies in or between totals are due to rounding.



