

Some things don't change: Canadians share their parents' values

Canadians prioritize helping others and doing new things, says Parkinson Canada

(TORONTO, ON, February 11, 2016) – As families spend some quality time together this Family Day, Parkinson Canada finds that most Canadians believe their values are the same as their parents. Research commissioned by Parkinson Canada found that the majority of Canadians believe they share the same values compared to their parents (74 per cent).

When comparing Millennials (18-34), Generation Xers (35-54) and Boomers (55+), all three cohorts in Canada have about three in four saying they believe they share their parents' values at 70 per cent, 75 per cent and 77 per cent respectively.

“Long weekends are a time to gather with those we love to do things we can enjoy together,” said Jon Collins, Senior Manager, Events and Partnerships at Parkinson Canada. “Because society frequently focuses on differences between generations, we were interested in discovering what similarities we share.”

Top priorities Canadians value overall include

- **Important to help others 96%**
- **Doing new and different things 80%**
- **Challenge myself to do something I've never done before 75%**
- **Personal responsibility to make the world a better place 75%**

While values aligned across the generations, three noticeable differences included

- **The older you are the more likely you may think it's important to help others. (Boomers – 98%; Gen X – 96%; Millennials – 93%)**
- **Millennials value doing new and different things more than Gen X. (Millennials – 85%; Gen X – 77%)**
- **Millennials, when compared to Boomers, are more likely to want the challenge of doing something they've never done. (Millennials – 78%; Boomers – 71%)**

Ontario Millennials specifically exceeded the national average of 80 per cent of valuing doing new and different things at 89 per cent.



“No matter why we value what we do, common ground can be found at all ages,” said Collins. “We’re inviting Ontario families to come together for the Life Lists Challenge to tackle a couple of their top values of helping others and doing new and different things.”

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. Individuals and teams will raise money for Parkinson’s by soliciting donations or by hosting events, while paired with a person living with the disease who offers inspiration and coaching through insight into the realities of managing life with Parkinson’s.

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 #ChallengeAccepted

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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, more than 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.



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.



