

Overview of the 7 BC Motivations and Design Considerations

| Motivation | BC Pop.% | I am motivated to... | Design for... |
|--|----------|---|---|
|  <p>Waste Not, Want Not</p> | 22% | <p>Use and own only what I need</p> <p>Reduce waste in all aspects of my life</p> | <p>Zero-waste, community, repair / reuse, price / discounts, eco-attributes are secondary, facts / rational thought</p> |
|  <p>Eco-Trends</p> | 20% | <p>Align myself with progressive trends</p> <p>Reduce my environmental impact, both by buying more consciously and buying less</p> | <p>Quality, durability, time-efficiency, overt eco-attributes, emotion & pleasure</p> |
|  <p>Shop, Style & Social</p> | 20% | <p>Buy things that make me look good</p> <p>Live life to the fullest (by popular culture standards) and try new, cool experiences & things</p> | <p>Style, digital / tech-enabled, social sharing, eco-attributes are secondary, emotion & pleasure</p> |
|  <p>Healthy Life & Planet</p> | 14% | <p>Do what's best for my health and wellness and for the planet</p> <p>Advocate for wellbeing in my community</p> | <p>Health, community wellbeing, overt eco-attributes, facts / rational thought</p> |
|  <p>Rugged Independence</p> | 10% | <p>Live the way I like—I don't think about how my choices affect the environment</p> <p>Seek durability and utility in the products I buy to support my lifestyle</p> | <p>Durability, repairability, being prepared or off-the-grid, avoid eco-attributes, facts / rational thought</p> |
|  <p>Practical Traditions</p> | 7% | <p>Buy only the things I need based on the best price</p> <p>Stick with what's practical, and not be swayed by progressive, eco-friendly ideals</p> | <p>Simplicity, repairability, cost effectiveness, avoid eco-attributes, facts / rational thought</p> |
|  <p>Work Hard, Live Large</p> | 7% | <p>Work hard and spend my money on things that give me a comfortable, convenient and enjoyable life</p> <p>Buy things as a way of making myself feel better and giving me something to do</p> | <p>Comfort, convenience, cost-competitiveness, no overt eco-attributes, emotion & pleasure</p> |