

DOMINANT MOTIVATION FOR

**14%** of the BC Population



# Healthy life & planet

I am motivated to:

- Do what's best for my **health and wellness** and for the **planet**
- Advocate for well being in my **community**

---

“Plastics. I’m afraid of them. I lost both my parents to cancer. My mom did a lot of research on oil-based plastic. And so it basically frightens me.”

—ANGELA, 57 | VANCOUVER

---

14%  
of the BC Population

# Healthy life & planet

People with a Healthy Life & Planet motivation are consciously and purposely making choices because of concern for the state of the planet. In almost every aspect of life, they choose to live lighter.

## I am motivated to:

- Do what's best for my **health and wellness** and for the **planet**
- Advocate for well being in my **community**

## 🌍 Actions are motivated by the planet:

NO SOMEWHAT **YES**

*My choices are strongly influenced by the state of the world and eco-friendly values.*



## Attitudes

Underlying the choices and actions of people with a Healthy Life & Planet motivation are attitudes that question the status quo in BC. They feel the need to make choices to avoid potential negative impacts on health and wellbeing created by systemic-level issues in BC and globally.

There is also a sense of shared responsibility for climate action that is motivating them to set a good example for others.

- I am careful with what I bring into my life, my home and how I spend my time.
- We all have a role to play in helping the environment.
- I feel it is my responsibility to be an example of eco-friendly living to others.

## Key Lighter Living Action Opportunities

1. Engage politically and in their community
2. Eat more plant-based food
3. Align investments with their eco-friendly values
4. Move to a smaller home / adjust the energy use of their home
5. Prefer long-lasting / natural / fair trade / refillable / repairable goods



**Design for:** health, community wellbeing, overt eco-attributes, facts / rational thought

# Healthy life & planet

“

I talked to my investment advisor and got them to decarbonize my entire portfolio.

—BLAIR, 34 | CHILLIWACK

”

“

The world as we used to know it is dying. In some countries, you have the desert that has grown, production of food is less and less, people are suffering more and more.

—LISE, 42 | VANCOUVER

”

“

So I use Mobi (bike share). That's how I get around: how I get to the beach, how I get to my groceries, how I get to my workout... I just hop on the bike. I like the fact that I get more exercise out of it too.

—JULIE 34 | VANCOUVER

”

# Healthy life & planet

## The Ways We Like to Live

People with a Healthy Life & Planet motivation like to live lighter in almost all aspects of their lives. Time is not a (perceived) barrier for them and this is evident in their choices - they are doing more than small, easy actions and take time for walking to stores, cooking at home and repairing their goods.

Their attitudes and choices suggest that these are systems thinkers who believe there is an interrelationship between systems, human health and nature. Because of this belief they research to find safer alternatives for their health and are often active citizens who advocate for wellbeing in their community.



### Stuff

- Repair first before buying new when I can
- Give gifts that are experiences, a re-gift (e.g., heirloom) or something homemade
- Avoid plastics
- Reduce my paper use at home and / or at work

*I want to buy things that are so durable that they are worth repairing.*

*For me, it is very important to choose Canadian and local products where possible.*

*I only buy natural cleaning products, cosmetics and personal body care products.*



### Eating

- Buy local food whenever possible
- Cook at home most evenings
- Shift to non-dairy milk / products
- Eat more plant-based / vegetarian meals

- Eat exclusively plant-based / vegetarian meal

*I avoid food and drink products in plastic because I believe they are harmful to my health.*



### Civic Engagement

- Vote for a political candidate who is pushing for eco-friendly policies
- Take part in eco-campaigns like bike-to-work week, Climate Strikes or Meatless Mondays
- Signed a petition in the last 12 months
- Volunteer regularly in my community
- Participated in a neighbourhood / community project or meeting



### Taking a Break

- Spend holidays in British Columbia



### Moving Around

- Live within walking distance from stores and services that I use
- Own or research switching to a low-emissions / hybrid / electric vehicle
- Advocate for better transportation options where I live
- Carpool (to / from work, activities)



### Money

- Align my financial investments (like retirement funds) with my eco-friendly values



### Home

- Have an energy audit done for my home
- Downsized (or considering a move) to a smaller home
- Borrow or rent tools for home maintenance or renovations (rather than buying)
- Minimize my space heating and hot water use

\* We asked people about a range of actions they currently do, more and less aligned with lighter living.

# Healthy life & planet

## Key Lighter Living Action Opportunities

As people with a Healthy Life & Planet motivation are doing so many actions to live lighter, the greatest opportunities are to get them to do them more often and advocate for systems change and policy reform on behalf of their community.

Here are five of the opportunities that support people with this motivation to further reduce their ecological footprint. They build from actions they are doing now - or ones they are open to - and align with their motivations. Many can be done individually; some require supportive products, services, policies or programs in their community.

1. Engage politically and in their community, e.g., bike-to-work week, vote for a progressive political candidate, buy local
2. Eat more / exclusively plant-based food
3. Align investments with my eco-friendly values
4. Move to a smaller home / adjust the energy use of their home
5. Prefer long-lasting / natural / fair trade / repairable goods; use refill platforms, stores and services; advocate for healthy alternatives to plastics

*“(I would participate) if I had more awareness of these (eco-campaigns and community) events. I often don’t find out about them until they happen.”*  
–Survey respondent

### Engage with: Facts & Rational Thought

Reach people with a Healthy Life & Planet motivation using facts to support personal and environmental health benefits in communications about products, services and programs. They take the time to understand the details to guide their decision making. Without facts to support eco-friendly benefits, communications may be recognised by people with this motivation as greenwashing.

## Reaching this Profile

People with this motivation are more likely to have at least one of these demographic characteristics.\*

- People with a Healthy Life & Planet motivation are more likely to live on Vancouver Island or in Northern BC. They are more likely to be Generation X.
  - 23% Live on Vancouver Island (1.28 over indexing BC population)
  - 14% live in Northern BC (1.27 over indexing BC population)

- 40-59 Years Old 46% (1.12 over indexing BC population)
- 58% are Female (1.16 over indexing BC population)

They are more likely to work from home and consider themselves busy, however other demographic characteristics reveal a simpler life stage conducive to a smaller home or going ‘car-free.’

- 44% are working from home (1.22 over indexing BC population)
- 72% Do not have any children under 19
- 20% Downsized to a smaller home (1.54 over indexing the BC population)
- 12% Don’t own a vehicle (1.33 over indexing BC population)
- 63% consider themselves “Busy” (1.11 over indexing BC population)

Among people with a Healthy Life & Planet motivation, there are two contrasting concentrations with respect to income and ethnicity.

Lowest & highest income levels:

- 127% <\$60,000 (1.04 over indexing BC population)
- 11% >\$150,000-\$200,000 (1.38 over indexing BC population)
- 8% Indigenous (1.33 over indexing BC population)
- 90% European, English, Irish, Scottish (1.07 over indexing BC population)

*“Since I downsized (to a smaller home), I started walking more, visiting local attractions, clearing the beach area and shopping locally.”*  
–Survey respondent

## Where they get their information

People with a Healthy Life & Planet motivation look for scientific evidence that a product or service seen as “green” is actually eco-friendly (from appliances to grocery items, personal care products to vehicles). Before making a choice, they are likely to research on their own; however, they don’t rely on advertising, social media, and magazine articles.

Given their high levels of civic engagement, it’s likely that community groups they are involved with are also sources of the information that guide their actions. ●

\* Note that these demographic concentrations have been selected because they are significant for this profile as compared to other profiles.