

DOMINANT MOTIVATION FOR  
**7%** of the BC  
Population



# Practical traditions

I am motivated to:

- Buy only the things I need based on **the best price**
- Stick with what's **practical**, and **not be swayed** by progressive, eco-friendly ideals

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“It doesn’t matter to me whether it’s natural or organic. I grew up eating meat and potatoes and we had lead paint. And so to me, whatever.”

—BETH, 69 | COURTENAY

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7%  
of the BC Population

# Practical traditions

For people with a Practical Traditions motivation, choices to live lighter are a by-product of their motivation to spend little, live simply and stay aligned with the way things have always been.

## I am motivated to:

- Buy only the things I need based on **the best price**
- Stick with what's **practical**, and **not be swayed** by progressive, eco-friendly ideals

## 🌍 Actions are motivated by the planet:

NO  SOMEWHAT  YES

*My actions don't have any impact on the environment because we are such a small part of the world's population.*



## Attitudes

People with a Practical Traditions motivation are living lighter by buying only what they need. Thriftiness, pragmatism and honouring tradition are strong values underlying their motivations.

They reject the idea they can have an impact on the environment today or for future generations.

- I make purchases based primarily on need and practicality.
- I rarely pay extra for premium quality products, exclusive brands or organic / local food.
- [I don't believe that] the decisions I make today help protect children and future generations from the impacts of climate change.

## Key Lighter Living Action Opportunities

1. Minimize space heating & hot water use
2. Buy only the things they need based
3. Borrow or rent tools for home maintenance or renovations
4. Repair first before buying new
5. Support healthy fast food



**Design for:** cost effectiveness, simplicity, repairability, avoid eco-attributes, facts / rational thought

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Sometimes if I know someone that has children under the age of my son, I ask if they need them [clothes]. If they say yes, I just give them. I have never sold things. I don't have time to do that.

—LISE, 42 | VANCOUVER

”

“

Price is nice. I can give a sh\*t about the environment.

—JAS, 47 | SURREY

”

“

Repairs are often more expensive than replacing something. Definitely more time consuming and cumbersome.

—SURVEY RESPONDENT

”

# Practical traditions

## The Ways We Like to Live

People with a Practical Traditions motivation choose to live a simple life and buy less. The actions they choose to do focus on their home - moving, maintaining or renovating.

They have a low level of civic engagement, preferring the freedom to tinker at home or travel by plane to vacation in warmer climates.



### Stuff

- Borrow or rent tools for home maintenance or renovations (rather than buying)



### Eating

- Go out for fast food



### Taking a Break

- Take two or more long-haul flights per year (> 5 hours; pre-COVID)



### Home

- Minimize my space heating and water use
- Changed (or considering a change) from natural gas heating in my home (e.g., heat pump)
- Recently moved (or considering a move) to a smaller home



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

# Practical traditions

## Key Lighter Living Action Opportunities

People with a Practical Traditions motivation actively choose not to consider the planet when making choices. Their actions to live lighter are a result of being motivated to save money and limit effort by keeping things simple for themselves. As a result of a traditional mindset, they see growing climate awareness and eco-friendly actions as too much change away from what they are used to.

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. Minimize space heating & hot water use, and change from natural gas heating in their home (e.g., heat pump)
2. Buy only the things they need based on the best price
3. Borrow or rent tools for home maintenance or renovations (rather than buying)
4. Repair first before buying new
5. Support healthy fast food

*“Appliances are something I like to repair if needed, rather than throw out and buy new.”*

–Survey respondent

### Engage with: Facts & Rational Thought

To connect with them, do not emphasize environmental benefits or green values. Reach them using facts and rational points to emphasize how lighter living choices align with their high needs for cost savings and require minimal effort. Reassure them that any new choice does not mean they have to give up their traditions.

## Reaching this Profile

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

People with a Practical Traditions motivation are more likely to be older, men and established BC residents.

- 44% 60-79 years old (1.38 over indexing BC population)
- 62% Male (1.27 over indexing BC population)

- 96% have lived in BC for 10+ years (1.05 over indexing BC population)

They are also more likely to live outside major urban areas or in smaller communities. They are more likely to have a slower pace of life or focused on enjoying their retirement.

- 20% on Vancouver Island (1.11 over indexing BC population), 21% Interior BC (1.05 over indexing BC population), and 15% Northern BC (1.36 over indexing BC population).
- 56% are Not Employed (with 4% unemployed) (1.37 over indexing BC population).
- 48% are Retired (1.60 over indexing BC population).
- 57% live in a detached home, 71% own their home (aligned with BC population).
- 82% Do not have children under 19 (1.12 over indexing BC population).
- 86% English / European background (aligned with BC population).
- 21% rate their lives as “Not Busy at All” (1.90 over indexing BC population).
- Household income for this profile is aligned with the BC population.

## Where they get their information

The choices of people with a Practical Tradition motivation are more likely to be motivated from within vs. inspired by others ways of life.

**Traditional media sources, offline:** It’s most likely that traditional information sources inform their choices and quest for the best price, for example, grocery store flyers in local newspapers. ●

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