

DOMINANT MOTIVATION FOR  
**20%** of the BC  
Population



# Shop, style & social

## I am motivated to:

- Buy things that make me **look good**
- Live life to the fullest (by popular culture standards) and try **new, cool experiences & things**

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“I am a 23 year old woman. I am expected to look a certain way and have to buy things, like my fashion, that aren’t sustainable so I can find [...] a life partner.”

—ERICA, 24 | VANCOUVER

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of the BC Population

# Shop, style & social

For people with a Shop, Style & Social motivation, choices to live lighter are a by-product of motivations to shop, live on the digital cutting edge and fit in with what they perceive to be society's expectations for image and lifestyle.

## I am motivated to:

- Buy things that make me **look good**
- Live life to the fullest (by popular culture standards) and try **new, cool experiences & things**

## 🌍 Actions are motivated by the planet:

**NO** SOMEWHAT YES

*All of the crackers have the same plastic packaging. Even though it has plastic packaging, I need crackers...so I'm going to buy it.*



## Attitudes

People with a Shop, Style & Social motivation indulge in the pleasure of shopping and buying things. Their underlying motivation for being stylish and shopping is to find belonging with friends and to meet (perceived) societal expectations for how they look and live.

Their attitudes reflect they are not consciously motivated by the planet in their decisions:

- I often buy things for the simple pleasure of buying.
- I rarely buy only what I need.
- I am willing to spend money to try new experiences and enjoy new things in my life.

## Key Lighter Living Action Opportunities

1. Give gifts that are experiences, re-gifted or homemade
2. Buy online, including local food
3. Live with others (e.g., in cooperative housing or with housemates)
4. Use on-demand car services, open to car sharing options
5. Take action to improve local environment



**Design for:** style, digital / tech-enabled, eco-attributes are secondary, social sharing, emotion & pleasure

# Shop, style & social

“

Go karting or we'll do something fun together... and not worry too much about the bills associated with it... This is a day out. We're not going to worry about it.

—DAN, 36 | MAPLE RIDGE

”

“

It needs to have an audience—and it does. My furniture has to be interesting to look at...it should be visually stimulating.

—ARDELIS, 29 | VANCOUVER

”

# Shop, style & social

## The Ways We Like to Live

People with a Shop, Style & Social motivation are driven by the love of shopping and the convenience and new experiences provided by devices and apps. They are digital natives who choose the latest electronics to power their lives. This

is supported by how they shop (online) and get around with Uber. When shopping for goods, they look for luxury and when they take a break, they choose to go by plane to experience warmer destinations.



### Stuff

- Buy the latest technology and gadgets
- Favour shopping online vs. in person

*I enjoy things which bring a sense of luxury.*



### Taking a Break

- Travel to warmer places during our winters (under normal circumstances, that is)



### Money

- Not as likely to feel debt is a burden on their lives

*Sometimes I spend more than I have money for.*



### Moving Around

- Use on-demand car services (Uber)



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

# Shop, style & social

## Key Lighter Living Action Opportunities

While people with a Shop, Style & Social motivation choose not to support eco-friendly brands, initiatives or political candidates today, there are many lighter living actions the Shop, Style & Social motivation are open to doing. Most of them revolve around lifestyle trends that are gaining traction in BC.

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. Give gifts that are experiences, re-gifted, or homemade
2. Buy online and use new apps, including for local food (e.g., meal kit delivery) and goods, buy and sell quality / luxury second-hand
3. Live with others (e.g., in cooperative housing or with housemates) especially if it's a nicer place
4. Use on-demand car services (e.g., Uber), open to car sharing options (e.g., Modo, Evo)
5. Take action to improve local environment (e.g., shoreline clean up with friends)

*"[I would like] an app with clear instructions on how to grow food at home."* –Survey respondent

**Engage with:** Emotion & Pleasure

Reach them with messaging using emotion and pleasure (vs. facts and rational thought) to emphasize how lighter living choices meet their needs for style, luxury, belonging within popular culture and new experiences. To connect with them, environmental benefits or green values should be secondary.

## Reaching this Profile

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

People with a Shop, Style & Social motivation are more likely to be younger adults and live in or close to the urban center of Vancouver

- 34% are 18 – 39 (1.36 over indexing BC population)
- The majority live in Lower Mainland / Fraser Valley (60%).

They are more likely to be experiencing busy life stages or life transitions that increase the need to shop, such as having a new baby and moving in with a partner.

- 14% have recently moved in with a partner (1.4 over indexing BC population)
- 11% recently had a child (1.22 over indexing BC population)

Ethnically diverse:

- 20% of Asian background (1.67 over indexing BC population)
- 74% of English / European background (0.88 under indexing BC population)
- Half (50%) are employed full time (1.16 over indexing BC population).
- Household income for this profile is aligned with the BC population.
- While most (62%) own their own home, many rent (30%, 1.15 over indexing BC population).
- A small number (6%) lives in a co-operative – twice the level of the BC population.
- 59% consider themselves “Busy” (1.04 over indexing BC population).

*"[I am] more conscious of organic foods for [the] baby."* –Survey respondent

## Where they get their information

**Advertising / Social Media:** BCers with a Shop, Style & Social motivation get inspiration for their lives from advertising, social media and magazine articles, especially for their purchases. As they buy and use the latest tech devices, it's likely much of this type of information is digital and delivered through apps

**Close Friends:** Given people with this motivation follow recommendations from their closest friends, it's likely they also value and trust other information from their peers and use it as a basis for how they see the world. ●

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