

DOMINANT MOTIVATION FOR
7% of the BC
Population



Work hard, live large

I am motivated to:

- Work hard and **spend my money** on things that give me a comfortable, convenient and enjoyable life
- Buy things as a way of making myself feel better and **giving me something to do**

“Amazon (Alexa) over there, absolutely awesome for making life more convenient. I just tell her: ‘turn on the light.’ You can ask: ‘how many inches in a centimeter’ or ‘what’s the weather.’”

—BETH, 65 | COURTENAY

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For people with a Work Hard, Live Large motivation, choices to live lighter are a by-product of motivations to provide comfort and convenience for themselves and their family.

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🌍 Actions are motivated by the planet:

NO SOMEWHAT YES

I don't want to give up comfort in order to be more eco-friendly.



Attitudes

People with a Work Hard, Live Large motivation have attitudes that reflect a desire to enjoy spending the money that they make. Actions to live lighter are a by-product of providing for themselves and their family. To people with this motivation, providing means giving comfort, convenience, luxury and performance.

- Comfort and convenience are often the guiding principles for my purchases.
- I enjoy things which bring a sense of luxury.
- I often buy things for the simple pleasure of buying.

Key Lighter Living Action Opportunities

1. Engage with stories of luxury refurbished / one-of-a-kind / natural design
2. Switch to energy efficient gadgets or appliance
3. Open to borrow or rent tools (instead of buying)
4. Buy things from a trusted, status brand moving toward circular business models
5. Support experiences including farm-to-table dining



Design for: comfort, convenience, emotion & pleasure, no overt eco attributes, cost-competitiveness

Work hard, live large

“

Well, I went to France and Japan and Laureen went to London as well. So yeah, we like the exotic as well. We like foreign countries.

—KEITH, 59 | VANCOUVER

”

“

I love to support ‘local’ but the convenience of on-line shopping is there and we cannot deny it. And, you know... I’m seeing more and more [of this trend]... My wife and daughter, they are doing some online shopping as well.

—PAUL, 47 | COQUITLAM

”

“

I actually do have a pretty bad shopping habit. I do it out of boredom. So I have a lot of clothing and things that I buy that I never touch.

—STEPHANIE, 28 | VANCOUVER

”

Work hard, live large

The Ways We Like to Live

People with a Work Hard, Live Large motivation are more likely to be working full-time. In their time off, they enjoy shopping and going out for meals. They prefer buying new, luxury goods from big, 'reputable' brands and online retailers, including the latest electronics. They are more

likely to have multiple cars and love the comfort and convenience of driving. They are committed to meat and dairy in their diet, fast food and enjoy regular plane travel to warmer destinations.

Stuff

- Buy the latest technology and gadgets
- Favour online shopping for goods (books, electronics, etc.)

I [often] buy what I [don't] need.

The time it takes to recycle or choose environmentally friendly products can be used for more important things in my life.



Taking a Break

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



Money

- Don't invest in socially responsible, ethical, sustainable or purpose-led investments

I am [not] willing to take on a loan towards eco-home renovations, a greener car, or other environmentally-friendly purchases.



Eating

- Going out for fast food



Moving Around

- Tend to commute by car

I chose a larger vehicle so I can fit my gear (e.g., skis, hiking gear, mountain bike, etc.) and access outdoor activities easily.



Home

- Recently moved (or considering a move) to a larger home



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

Work hard, live large

Key Lighter Living Action Opportunities

People with a Work Hard, Live Large motivation believe that in order to live lighter they have to make sacrifices (e.g. comfort). This means that they aren't motivated to support eco-friendly brands, initiatives or political candidates.

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 with stories of luxury refurbished / one-of-a-kind / natural design when renovating or choosing furniture
2. Switch to energy efficient gadgets or appliances, with incentives and tax credits
3. Open to borrow or rent tools (instead of buying) through a convenient service
4. Buy things from a trusted status brand moving toward circular business models
5. Support experiences including farm-to-table dining

Engage with: Emotion & Pleasure

To connect with them, do not emphasize environmental benefits or green values. Reach them with messaging using emotion and pleasure to emphasize how lighter living choices meet their needs for comfort and convenience.

"[I would buy products made and sold locally if there was] better availability: they are sometimes hard to find." –Survey respondent

"I did buy a new Chevy Volt...I didn't find a car based on the environment. I bought it because it was going to save me money. The government had some huge incentives: I got \$16,000 back."

–Jas, 47 | Surrey

Reaching this Profile

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

Those with a Work Hard, Live Large motivation are more likely to be Millennial or Gen X's, male and have kids living at home:

- 20% are 30-39 years old (1.25 over indexing BC population)
- 50% are 40-59 years old (1.22 over indexing BC population)
- 58% Male (1.18 over indexing BC population)
- 26% have 1 or more 0-12 year old (1.37 over indexing BC population)

- 18% have 1 or more 13-19 years old (1.50 over indexing BC population)

Some are experiencing mid-life transitions such as job changes, getting married (or remarried), becoming empty nesters or moving to a larger, detached home.

- 72% are Employed (1.14 over indexing BC population)
- 34% Changed career or job (1.21 over indexing BC population)
- 16% Moved in with their partner (1.60 over indexing BC population)
- 16% Got married / became common-law (1.45 over indexing BC population)
- 13% had children move out of the family home (1.63 over indexing BC population)

They are more likely to be affluent and even those in an 'empty-nester' lifestage are motivated to live like 'more is more' - bigger homes, more cars.

- 46% \$100,000+ (1.48 over indexing BC population)
- 25% have 3 or more cars (2.27 over indexing BC population)
- 20% Moved to a larger home (1.67 over indexing BC population)

Most were born in BC, but people with a Work Hard, Live Large motivation are more likely to have moved to the province in the past 5-10 years.

- 11% have lived in BC for 5 years to less than 10 (1.83 over indexing BC population)

"(Since my kids moved out, I've been doing) more traveling, more purchases related to hobbies."

–Survey respondent

Where they get their information

Advertising / Media: BCers with a Work Hard, Live Large motivation get inspiration for their purchases from advertising, social media and magazine articles.

"I like to research and it's easier to do that online – checking reviews, multiple stores - [...] and you can get it shipped to your door for free."

–Chris, 34, Port Moody

Big Brands & Online Retailers: It appears that people with this motivation have high trust in information from big companies, such as Amazon. ●

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