

Overview of the 7 BC Motivations and Design Considerations

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