

DOMINANT MOTIVATION FOR  
**10%** of the BC  
Population



# Rugged independence

I am motivated to:

- ***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

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“I try to avoid buying things cheap... I buy things that last, and then I like to maintain them in good shape.”

—PAUL, 47 | COQUITLAM

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of the BC Population

# Rugged independence

For people with a Rugged Independence motivation, choices to live lighter are a by-product of motivations to be self-sufficient and fully in control of how they live their life.

## I am motivated to:

- **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

## 🌍 Actions are motivated by the planet:

NO SOMEWHAT YES

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



## Attitudes

People with a Rugged Independence motivation want to live their lives as they please. They are living lighter, e.g., by investing in practical, durable goods and making what they own last as long as possible. Self-reliance, resilience and simplicity are strong values underlying their motivations.

- I don't consider the impact on the environment in every consumption decision I make.
- I want to buy things that are so durable that they are worth repairing.
- I am skeptical when something is positioned as eco-friendly; many things are just green wash.

## Key Lighter Living Action Opportunities

1. Enjoy outdoor activities
2. Invest in higher quality products that last longer
3. Repair first before buying new
4. Favour shopping from local farmers, and grow food at home
5. Switch to energy efficient appliances & gadgets

**Design for:** durability, repairability, being prepared or off-the-grid, avoid eco-attributes, facts / rational thought

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It's worth it to plant your garden and maintain it. The rewards you get from it are pretty good. And one of the things that we've discovered is that we want to be more self-sustaining. Not having to run to the grocery store. We're going to be trying to move into more of a prepping attitude now. So being able to sustain our family on whatever we already have. Doing canning and growing our own foods, (Covid) has proven just recently how important prepping can actually be.

—DAN, 36 | MAPLE RIDGE

”

“

I've been doing woodworking. It's like another form of self-love, almost. Doing that I've been able to prove to myself, my own ability. Creating more belief in myself.

—CASEY, 27 | SOOKE

”

“

I always rather invest up front in something that will last me forever...if you're going to make an investment in something that you work with, or you rely on, you want to be in a position where you can solve the problem.

—BO, 23 | VANCOUVER

”

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## The Ways We Like to Live

The actions and choices of people with a Rugged Independence motivation reflect a determination to do many things themselves, like repairing, making things last and growing food at home. Most of the current behaviours of people with

a Rugged Independence motivation reflect a more rural life-style. They are equipped for outdoor activities accessible from where they live (like camping and fishing) and support local businesses in their communities.

### Stuff



- Make purchases based primarily on need and practicality
- Repair first before buying new when I can
- Buy things made or sold locally

*It is my responsibility to choose higher quality products that last longer.*

*Many new things seem like pointless, trendy nonsense.*



### Taking a Break

- Take two or more long-haul flights per year (> 5 hours; pre-COVID)
- Spend holidays in British Columbia



### Money

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



### Eating

- Cook at home most evenings
- Grow vegetables, herbs and / or fruit
- Go out for fast food
- Favour shopping at the farmers' market or from local farmers



### Moving Around

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



### Home

- Renovate only when needed (e.g., insulation)

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

# Rugged independence

## Key Lighter Living Action Opportunities

People with a Rugged Independence motivation actively choose not to consider the planet when making choices. This is in part because they are skeptical about the performance and durability of things positioned as eco-friendly and unwilling to pay more for 'green' options. They are highly individualistic and not inspired by others ways of life. They don't want anyone else to control their decision making.

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. Enjoy outdoor activities
2. Invest in higher quality products that last longer
3. Repair first before buying new
4. Favour shopping from local farmers, and grow food at home
5. Switch to energy efficient appliances & gadgets

**Engage with:** Facts & Rational Thought

To connect with them, do not emphasize environmental benefits or green values. Reach them with communications that rely on facts and rational points to emphasize how lighter living choices align with their high needs for self-reliance, durability and utility.

*"[I would upgrade my appliances] if the money saved from being energy efficient was worth the cost."* –Survey respondent

## Reaching this Profile

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

People with a Rugged Independence motivation are more likely to be men aged 40-59:

- 60% Male (1.22 over indexing BC population)
- 42% are 40-59 years old (1.02 over indexing BC population)
- 28% are 50-59 (1.22 over indexing BC population)

They are more likely to live in the Interior or Northern BC, in a detached home. They may have just moved to a new city in Canada to enjoy an outdoor lifestyle (camping, fishing).

- 25% live in Interior BC (1.25 over indexing BC population)
- 19% live in Northern BC (1.72 over indexing BC population)
- 16% moved to a new city in Canada (1.14 over indexing BC population)
- 63% live in detached homes (1.13 over indexing BC population)

Given that they work away from home and love outdoor recreation, they drive a lot.

- 63% work outside of the home (at a workplace) (1.31 over indexing BC population)
- 42% own 2 vehicles (1.24 over indexing BC population)
- 19% own 3+ vehicles (1.72 over indexing BC population)

They're not very diverse: 88% European / English / Irish / Scottish (1.05 over indexing BC population).

Household income for this profile is aligned with the BC population.

## Where they get their information

People with a Rugged Independence motivation are likely to rely on their own knowledge of products that are tried-and-true for them and experiences they have found to be good in the past. To guide their actions and purchases, they're likely to seek proof of the durability of products, such as warranties.

They don't look to advertising, social media, and magazine articles; but it's likely that they are tapped into news sources relevant to their community, such as a local newsletter. ●

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