

DOMINANT MOTIVATION FOR  
**22%** of the BC  
Population



# Waste not, want not

I am motivated to:

- *Use and own only what I need*
- **Reduce waste** in all aspects of my life

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“We don’t need anything more. We’re downsizing. We don’t need all this stuff. And you know, when we’re dead and gone the last thing that kids want is any of our stuff.”

—GORDON, 69 | VICTORIA

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22%  
of the BC Population

# Waste not, want not

For people with a Waste Not, Want Not motivation, most choices to live lighter are a by-product of motivations to minimize what they own and reduce all forms of waste. They are not purposely choosing these types of lighter living actions because of the planet, but because of their strong values and the belief that when we live like 'less is more,' everyone benefits.

## I am motivated to:

- Use and own only what I **need**
- **Reduce waste** in all aspects of my life

## 🌍 Actions are motivated by the planet:

NO **SOMEWHAT** YES

*(I believe) the most important environmental actions are small daily actions such as doing full washes in the washing machine or turning off unnecessary lights.*



## Attitudes

This motivation is anchored in using and purchasing only what is needed and getting rid of anything that is not. This motivation is driven for some by lifelong minimalist and frugal values and attitudes or by more recent life-transitions, such as retirement.

- I make purchases based primarily on need and practicality.
- I am a thrifty and careful consumer.
- Many new things seem like pointless, trendy nonsense.

## Key Lighter Living Action Opportunities

1. Repair first before buying new
2. Donate or resell items when done with them
3. Cook at home most evenings, including more local produce
4. Minimize use of energy and hot water
5. Volunteer in their community



**Design for:** repair / reuse, zero-waste, eco-attributes are secondary, price / discounts, community, facts & rational thought

# Waste not, want not

“

My family wasn't wealthy or rich and I found joy in my childhood from doing sports and being on teams and experiences. So I just don't find [that] things make me happy.

—JULIE, 34 | VANCOUVER

”

“

I have bought all the tools. Rather than spending money on the new furniture, I fix the old one and make it last longer.

—MANOJ, 43 | VANCOUVER

”

“

From our spiritual leanings, you know, to live simply and take little. And be generous with what you have, to be thankful for the little you have.

—KEITH, 59 | VANCOUVER

”

# Waste not, want not

## The Ways We Like to Live

People with a Waste Not Want Not motivation are resourceful and confident in their own ability to live in alignment with their values. Many of their choices are motivated by a desire to use what they have already, reduce clutter and minimize all forms of waste. When they do shop for stuff, they are motivated to find the best price or a good deal.

They take actions which are budget-conscious, such as buying second-hand or purchasing energy-efficient appliances.

They are more likely to be in a life stage that is less busy or choose a job that gives them more free time. And they are more likely to use their free time to cook at home, grow a garden and volunteer in their community.



### Stuff

- Buy second-hand goods
- Repair, donate, or resell
- Reduce paper use at home

*I would rather fix old and good quality appliances, clothes or furniture than spend money buying new ones.*



### Taking a Break

- Tend to spend their holidays in BC; not interested in long haul flights



### Money

- Price, sales and discounts drive what I buy



### Eating

- Cook at home most evenings
- Grow vegetables, herbs and / or fruit
- Make a shopping list before buying groceries
- Not keen on going exclusively vegan / vegetarian or switching to non-dairy drinks



### Moving Around

- Not interested in using on-demand (Uber)
- Not interested in car share (eg. Evo / Modo) services



### Home

- Switch to energy efficient appliances
- Minimize use of heating and hot water



### Civic Engagement

- Volunteer
- Try to improve their local environment / communities

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

# Waste not, want not

## Key Lighter Living Action Opportunities

People with a Waste Not Want Not motivation are so driven by minimalist and frugal values that they are already living lighter in many ways.

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. Repair first before buying new
2. Donate or resell items when done with them, buy second-hand as needed
3. Cook at home most evenings, including more local produce
4. Minimise use of energy and hot water, switch to energy efficient appliances, conduct an energy audit
5. Volunteer in their community, open to being an advocate, e.g., for better transportation and repair options

*“Something I really enjoyed about living in Vancouver was not owning a vehicle. I would just walk everywhere. And there was a lot of time to just think, it was good exercise, and it was easy, cost-effective transportation.” –Blair, 34 | Chilliwack*

### Engage with: Facts & Rational Thought

Messaging that speaks to them uses facts and rational thought (vs. emotion and pleasure) to emphasize how lighter living choices meet their needs for minimalism and waste reduction. Environmental benefits or green values of a product, service or program should be secondary.

## Reaching this Profile

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

- People with this motivation live in all regions of BC.
- They tend to be older: the majority (43%) are 60+, over indexing to the BC population by 1.26.
- Given age skew, these motivations are concentrated among BC born / been in BC for 20+ years.
- The majority (71%) are homeowners, indexing slightly higher than BC population at 1.04.
- They are more likely to have gone through a life transition related to work in the past five years (retired or changed jobs / careers or laid off) that has given them more free time and additional motivation to be smart with their money.
- 40% are retired, 1.33 over indexing to the BC population.
- Household income is on the lower side, reflecting higher than average retirees.
  - 29% <\$60,000 (1.12 over index BC population)
  - 24% >\$100,000+ (0.77 under index BC population)
- 50% consider themselves “Not Busy” (1.16 over indexing BC population).

*“[In my retirement, I am] more aware of what I need. Reduce spending and de-clutter. Do with less and only what I need.” –Survey respondent*

## Where they get their information

The choices of people with a Waste Not, Want Not motivation are more likely to be motivated from within, vs. influenced by other people’s ways of life or external sources.

**Traditional media sources, both online and off:** traditional media sources are the most likely place they go for information to inform their choices.

While some may be finding information in printed newspapers or magazine articles, their interest in limiting the stuff they own and reducing paper waste at home may mean they have traded TVs and newspapers for digital subscriptions that provide the news or lifestyle content. ●

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

