

## Questionnaire: Ipsos-Inspired Market Research Study

**Title:** Consumer Preferences for Sustainable Products

**Objective:** To understand consumer motivations and barriers regarding the purchase of sustainable goods.

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### Section 1: Demographics

1. **What is your age group?**
  2. **What is your gender?**
  3. **What is your approximate annual household income?**
  4. **What region do you reside in?**
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### Section 2: Shopping Behavior

5. **How often do you purchase sustainable products (e.g., eco-friendly, ethically sourced)?**
    - very often
    - sometimes
    - not much/ rarely do
  6. **Which product categories do you prioritize for sustainability? (Select all that apply.)**
    - organic
    - recycled
    - renewable
  7. **What is the primary factor influencing your decision to buy sustainable products?**
    - Price
    - Quality
    - Usefulness
    - Appearance
  5. **How important are the following factors in choosing sustainable products? (Rate on a scale of 1-5, where 1 = Not Important and 5 = Very Important)**
    - Price: [1] [2] [3] [4] [5]
    - Availability: [1] [2] [3] [4] [5]
    - Brand reputation: [1] [2] [3] [4] [5]
    - Certification/Labels (e.g., organic, fair trade): [1] [2] [3] [4] [5]
    - Packaging: [1] [2] [3] [4] [5]
    - Other (please specify): \_\_\_\_\_
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### Section 3: Barriers to Adoption

9. **What prevents you from purchasing sustainable products?** (Select all that apply.)
- ☐ Price
  - ☐ Lack of awareness
  - ☐ Don't care about sustainability
  - ☐ Quality
10. **If sustainable products were priced similarly to non-sustainable options, how likely would you be to purchase them?**
- ☐ Great chance
  - ☐ Maybe
  - ☐ I don't care
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### Section 4: Consumer Awareness

11. **Are you familiar with the following terms related to sustainability?** (Select all that apply.)
- ☐ Carbon footprint
  - ☐ Carbon neutral
  - ☐ Circular economy
  - ☐ Biodegradable
- How do you usually learn about sustainable products?**  
(Select all that apply.)
- ☐ Internet
  - ☐ Social Media
  - ☐ News outlets
  - ☐ Books
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### Section 5: Open-Ended Questions

13. **What changes would encourage you to purchase more sustainable products?**
- ☐ \_\_\_\_\_
14. **What do you believe brands can do to promote sustainability more effectively?**
- ☐ \_\_\_\_\_
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**End of Questionnaire**