



SB TÜRKİYE
SUSTAINABLE BRANDS



Consumer Perceptions For Carbon Footprint 2024

Insights for the brands that are focusing on transforming carbon footprint behaviours of the consumers.

RESEARCH CONTENT



Insights on consumers' awareness,



Daily behaviours and actions towards carbon transparency & footprint



Motivations & barriers to reduce carbon footprint



Comparison with 2022 results

Some findings from 2022 Survey

Only **%26** have sufficient knowledge about carbon footprint.



Categories: Automotive, transportation and energy sectors are seen to have the **biggest effect on climate change**.

69% feel closer to the brands that acted on this issue.



Field Date:
April 2024



Methodology:
CAWI/Online, 800 people
age 18 and over



Report:
May 2024



Budget:
80.000 TL + VAT

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