

Age

- 19 or less
- 20-25
- 26-30
- 31-35
- 36 or more

Relationship Status

- Single
- Married

We would like to know how important each of these features are to you when you evaluate lipstick quality. Please allocate a total of 100 point among the five features according to your impression about how important each feature is to you - the more important a feature is to you, the more points you should allocate to it. Please ensure that the points you allocate to the five features add up to 100.

Ingredients	<input type="text" value="0"/>
Color	<input type="text" value="0"/>
Texture	<input type="text" value="0"/>
Lasting quality	<input type="text" value="0"/>
Lipstick packaging	<input type="text" value="0"/>
Total	<input type="text" value="0"/>

What would you be willing to pay (in dollars) for a conventional lipstick (eg Covergirl)?

What would you be willing to pay (in dollars) for a conventional "green" lipstick (eg The Body Shop)?

What would you be willing to pay (in dollars) for a high quality luxury brand lipstick (eg. Chanel)?

What would you be willing to pay (in dollars) for a "green" lipstick whose quality is the same as a high quality luxury brand lipstick (eg. Chanel) but made with environmentally sustainable materials and packaging?

