



Table S1. Consumer survey questions.

Question Number	Question	Possible answers
Q1	How much would you pay for a black cotton t-shirt?	<input type="radio"/> \$0-10 <input type="radio"/> \$11-40 <input type="radio"/> \$41-80 <input type="radio"/> \$80+
Q2	Would you expect to keep a \$50 dollar t-shirt longer than a \$10 dollar t-shirt?	Yes / No
Q3	Would you expect a cotton \$50 t-shirt to be of better quality than a cotton \$10 t-shirt?	Yes / No
Q4	When shopping at a clothing store, what do you look for in a t-shirt before you purchase? Select what applies to you (more than one option can be selected).	<input type="radio"/> Price <input type="radio"/> Quality <input type="radio"/> Content (fibre type) <input type="radio"/> Brand label <input type="radio"/> Care label <input type="radio"/> All of the above
Q5	Do you know what fibre/fabric your clothes are made of?	Yes / No
Q6	Do you read the care label of your clothes?	Yes / No
Q7	For each t-shirt price category listed below, do you follow the instructions on the care label?	<input type="radio"/> At some point of the sale <input type="radio"/> Before cleaning <input type="radio"/> After use <input type="radio"/> Not at all
Q8	How often would you wash a cotton t-shirt?	<input type="radio"/> After 1 wear <input type="radio"/> After 2 wears <input type="radio"/> After 3 wears <input type="radio"/> After 4 wears +
Q9	For each t-shirt price category listed below, indicate whether or not you expect a change in the colour of the t-shirt.	<input type="radio"/> After 1 wash: Yes/No <input type="radio"/> After 10 washes: Yes/No
Q10	For each t-shirt price category listed below, indicate whether or not you expect a change in shape (e.g. increase, decrease, distortion)	<input type="radio"/> After 1 wash: Yes/No <input type="radio"/> After 10 washes: Yes/No
Q11	For each t-shirt price category listed below, how many times would you expect to wear a t-shirt before you would decide not to wear it any further?	<input type="radio"/> 1 <input type="radio"/> 5 <input type="radio"/> 10 <input type="radio"/> 20 <input type="radio"/> 30