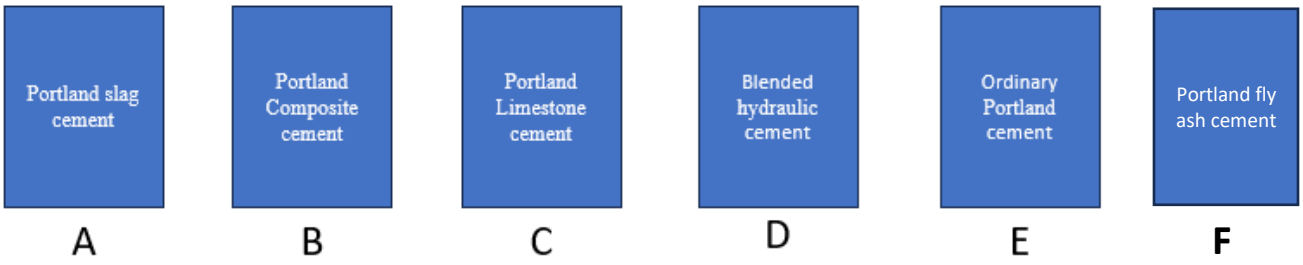
Supplementary file S1: Sample questionnaire to get customer preferences for different cement types



Consider the following cement types. Answer questions 1-4 based on these cement types given

1.Score the above cement types depending on the workability (mixing ability) of the concrete mix prepared with the particular cement

- 1-very low workability (not at all mixable and compactable)
- 2- low workability (hard to mix and compact the concrete even with the correct amount of water)
- 3- moderate workability (some issues with both mixing and compaction)
- 4- good workability (easy to work with but some issues with compaction)
- 5- very good workability (the concrete is easy to compact and mix and easily workable)

	(Score using the scale 1,2,3,4 or 5), you can use the same score more than once. Use the score definitions given for the question
Portland slag cement (A)	
Portland Composite cement (B)	
Portland Limestone cement (C)	
Blended Hydraulic cement (D)	
Ordinary Portland Cement(E)	
Portland Fly Ash Cement (F)	

2.Score the above cement types depending on the strength achievement in concrete

- 1-Does not achieve the required strength at all
- 2- achieve the early age strength and 28 day strength but not on time
- 3- achieves only the 28 day strength on time
- 4- achieves only the early age strength on time, strength
- 5- achieves both early age strength and 28 day strength on time

	(Score using the scale 1,2,3,4 or 5), you can use the same score more than once. Use the score definitions given for the question
Portland slag cement (A)	
Portland Composite cement (B)	
Portland Limestone cement (C)	
Blended Hydraulic cement (D)	
Ordinary Portland Cement (E)	

Portland Fly Ash Cement (F)	

3.Score the above cement types depending on the colour of cement

- 1-not up to the quality
- 2-quality satisfactory but colour not upto the standard
- 3- quality and colour satisfactory
- 4- good quality and colour
- 5- very good quality and colour

	(Score using the scale 1,2,3,4 or 5), you can use the same score more than once. Use the score definitions given for the question
Portland slag cement (A)	
Portland Composite cement (B)	
Portland Limestone cement (C)	
Blended Hydraulic cement (D)	
Ordinary Portland Cement (E)	
Portland Fly Ash Cement (F)	

4.Score the above cement types depending on the product safety during its use

- 1-not safe to use frequent accidents and long-term health effects
- 3- Not much frequent accidents reported but long-term health effects are reported
- 5- have not experienced any accident or long-term disease in using the product

	(Score using the scale 1,3 or 5), you can use the same score more than once. Use the score definitions given for the question
Portland slag cement (A)	
Portland Composite cement (B)	
Portland Limestone cement (C)	
Blended Hydraulic cement (D)	
Ordinary Portland Cement (E)	
Portland Fly Ash Cement (F)	