Section 18: Baby; Children's Products

2008 Product Questionnaire (89-25; 89-26)

Children's clothing/shoes

bought for:
- baby under 1 yr
- children 1-5 yrs
- children 6-12 yrs
- $ spent
- where bought *(Appendix A)*

Children's products

Baby/children's care products
- baby: soap, oil/lotion, powder
- children's: toothpaste, toothbrush, sunscreen

Baby foods
- # containers

Baby/children's furniture/equipment
- *items:* strollers, cribs, bunk beds, car seats, high chairs
- where bought *(Appendix A)*

Baby wipes
- # used, average day
- *types:* scented, unscented
- **brands**

Children's cough syrup
- **brands**

Children's medication
- anti-nauseant/motion sickness remedies
- cold tablets/liquids
- laxatives
- medicated throat lozenges
- pain relievers
- vitamins

Diapers
- # used
- *types:* cloth, disposable
- **brands**

Infant cereal
- # servings

Prepared infant formula
- # servings
- *forms:* hard bottles, liners

Toilet training products
- *types:* cloth training pants, disposable diapers, disposable training pants, regular underwear

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1 = new data

(included on the PMB 2009 2-year Readership Database and PMB 2009 1-year Product Database)

new brands are included on the PMB 2009 1-year Product Database