

Section 8: Real Estate; Home Improvements

2008 Product Questionnaire (85-5 to 85-7)



Gardening

have: garden/balcony garden
maintenance done by: professional gardening service, self, other household member
supplies bought: bulbs, fertilizer (garden, lawn), herbicides, insecticides, plants (annuals, perennials, vegetables), seeds, shrubs, sod, soil, trees, weed treatment
types: organic, regular
gardening equipment/assessorie s bought: furniture, gardening tools, hydroponic equipment, lawn mower (electric, gas, riding, non-power), ponds/pumps, statues, trimmers
\$ spent
where bought (*Appendix A*)

Home

Own

length of time lived there
owned by (self, self and other)
swimming pool
\$ value
first home owned
kind: bought new, previously owned

Rent

\$ monthly rental
first home rented
when moved in: previously occupied, new

Home Improvements

Principal residence, vacation home:
remodeling, additions, decorating, flooring/
carpeting, cabinetry, landscaping, plumbing/
heating/air conditioning, windows/doors/

insulation

home improvements; \$ spent

done by: self, other household member, contractor

type of addition to home:

attic fans/vents
bathroom fixtures
caulking
ceiling tiles
central air cleaning system
ceramic tiles
deck/porch/patio
doors
door knobs/locks
electrical service,
exterior siding
garage door opener
insulation
kitchen cabinets/fixtures
lighting fixtures (indoor, outdoor)
remodel (basement/attic,
bathroom, family room, kitchen)
roofing
skylights
storage shed
swimming pool
vinyl flooring
wall paper/wall coverings
wall-to-wall carpeting
weather stripping
windows
wood flooring
wood treatment

(continued)

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

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Home Improvements/Tools
where purchased (Appendix A)

Paint/Stain
amount bought
bought by (*self, other hh member, contractor*)
types: interior, exterior, rust paint
brands: paint, stain

Home Heating

Home water heating: electricity, natural gas, oil,
solar, wood

Real Estate

Property owned:
vacation/weekend home, farm, real estate
(*retirement, investment*), vacant land

Vacation Home

type: cottage (summer, winterized),
chalet, country home, vacation
house/condominium
location: Atlantic Provinces, Quebec,
Ontario, Prairie Provinces, BC,
USA, other country

Tools (*owned, bought past year*)

air compressor
chain saw
electric drill (*corded, cordless*)
electric sander
hand tools
power saw (*circular, jig, table, mitre*)
rechargeable flashlights
router
snowblowers

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