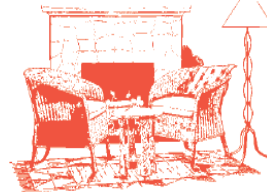


Section 9: Household Appliances; Furniture; Furnishings

2008 Product Questionnaire (85-7, 85-8)



Appliances for climate control

air conditioner (central, separate room),
automatic thermostat, ceiling fan, central air
cleaner, dehumidifier, fireplace, heat pump,
humidifier, wood stove

Furniture and home accessories

\$ spent

items bought: area rugs, bathroom towels,
bathroom accessories, bedding/
linen, bedding accessories,
blankets

where purchased (*Appendix A*)

Furniture, home furnishings

Furniture

items bought: adjustable bed, bedroom set,
other bedroom furniture, dining
room set, other dining room
furniture, mattress, patio/
garden furniture, sofa, wall unit

kinds: in kit, pre-assembled

times shopped

\$ spent

Window treatments

items: blinds, curtains, drapes, shutters,
upholstery fabric

\$ spent

Small household appliances, durables

blender, bread making machine, can opener,
cappuccino/espresso maker, coffee grinder,
coffee maker, food processor, frying pan, iron,
juicer/extractor, knife, mixer (hand held,
other), steam cooker, toaster,
toaster oven, wok

reasons for purchase: for own home, as gift

Water filter devices

types: on tap faucet mounted, table top/
counter water cooler, pitcher, floor
water cooler, under sink,
whole home system

Large household appliances, durables

automatic dishwasher, washing machine (*top
loading, front loading*), carpet steam cleaner,
central vacuum system, clothes dryer, garage
door opener, gas BBQ, home fire extinguisher,
hot tub/whirlpool spa, microwave oven,
monitored security system, refrigerator,
security system, self cleaning oven, separate
freezer, sewing machine, smoke/fire detector,
stacked washer/dryer, vacuum cleaner,
water softener

where purchased (*Appendix A*)

reasons for purchase: for own home, as gift

types¹: high efficiency, regular, other

Cooking/serving products

barbecue equipment, cutlery (*silver plated,
stainless, sterling silver*), microwave cookware,
pot & pans, storage containers, tableware
(*china, crystal*)

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