

Section 17: Household Products; Pets

2009 Product Questionnaire (89-19 to 89-24)



Air fresheners, carpet and room deodorizers

packages

times purchased¹

types: aerosol spray, automatic spray, carpet powder, disinfectant spray, electrical oil/plug-in, fabric refreshers, flameless candles¹, fragrance discs, portable oil, scented candles, solid gel, spray, car, pump spray

brands

Cleaners

Automatic dishwasher detergent (# loads)

types: gel pacs, powder, liquid/gel, tablets,
additives: etch protector, machine cleaner, rinse aids

brands

Bathroom cleaners (# times)

types: aerosols, creams/gels, liquid, spray, wipes

brands

Carpet and rug cleaners (# containers)

Dishwashing liquid (# times)

types: regular, ultra/concentrate

brands

Disinfectant spray (# times)

brands¹

Drain cleaners

Dust/dirt cleaning system

types: dry, dusters, mitt, wet powered, wet manual

brands

Household cleaners: all purpose (# times)

types: creams/gels, liquid, powder, wipes
where used: bathroom, kitchen, other

brands

Scouring cleansers (# times)

kinds: powder, creme/liquid

Scouring pads (# pads)

Toilet cleaners; in bowl (# times)

types: liquid, powder, gel, clip-on
brands

Toilet bowl cleaners: in tank

types: liquid automatic, pucks

Window/glass cleaners (# times)

Laundry Products

Bleach (# loads)

forms: liquid, powder

Dry cleaning

types: in dryer, at dry cleaners
\$ spent at dry cleaners

Fabric softeners (# loads)

brands: dryer sheets; liquid

Laundry pre-treatments, pre-cleaners (# loads)

types: liquid, powder, spray, stick

brands

Soap/detergents for fine fabrics (# times)

Soap/detergents for regular laundry (# loads)

forms¹: liquid, powder

concentration¹: regular/non-ultra, ultra, 2x, 3x

types¹: high efficiency

water temperature: hot, warm, cold

brands

Spray starch (# times)

types: aerosol, liquid, pump

¹ = new data

(included on the PMB 2010 2-year Readership Database and PMB 2010 1-year Product Database)

new brands are included on the PMB 2010 1-year Product Database

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Paper/Plastic Products

Aluminium foil

Disposable tableware

Facial tissues (# boxes)

brands

Garbage bags (# bags)

types: garden/outdoor, kitchen,
large bags, recycling

Oven cleaners (# times)

Paper towels (# rolls)

roll size: single, double, mega

brands

Paper napkins (# napkins)

types: luncheon, dinner, other

brands

Plastic food containers

types: disposable, reusable

Plastic storage bags (# bags)

kinds: freezer, sandwich

types: open top, zipper, cooking/steam
bags¹

Plastic-type kitchen wrap (# times)

Pre-moistened household wipes (# packages)

types: adult, general purpose

kinds: scented, unscented

Toilet paper (# rolls)

roll size: regular, double/big/jumbo/giant,
mega

brands

Polishes

Floor wax, polish

types: cleaner, liquid wax, one step
clean-and-shine, paste wax, polish

Pets; cats

in household

Cat food, wet (# cans, pouches/trays/tubs¹)

brands

Cat food, packaged dry, (# kgs)

types: premium, regular,
storebrand/no-name

brands

Cat litter (# kgs)

types: clumping/scoopable, regular

Cat treats (# times)

Pets; dogs

in household

Dog food, wet (# cans, pouches/trays/tubs¹)

Dog food, packaged dry (# kgs)

types: premium, regular,
storebrand/no-name

brands

Dog biscuits or treats

types: biscuits, rawhide, soft treats

Pet food

where bought (*Appendix A*)

Animal Health Products for Dogs and Cats

purpose: fleas & ticks, heartworm, other

types: collars, injectable (*prescribed*), pill
(*prescribed*), Spot On (*prescribed*),
shampoo, mousse

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