

Section 18: Baby; Children's Products

2009 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

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