What is claimed is:

1. A hard surface treatment composition comprising:
    a. an antimicrobial component comprising at least one quaternary ammonium compound;
    b. a synthetic polymer comprising:
        i. at least one cationic monomer (A_b),
        ii. optionally, at least one anionic monomer (B_a), and
        iii. optionally, at least one non-ionic monomer C_a;
    c. an organic acid; and
    d. a surfactant selected from the group consisting of cationic surfactants, amphoteric surfactants and combinations thereof,

wherein the composition is free of non-ionic surfactants.

2. The composition of claim 1, wherein a film formed from the composition kills at least 95% of microorganisms for at least 3 abrasion cycles according to RSS-12h.

3. The composition of claim 1, wherein the antimicrobial component is selected from the group consisting of monoalkyldimethylbenzyl ammonium salts, dialkyldimethyl ammonium salts, and combinations thereof.

4. The composition of claim 1, wherein the monomer A_b is selected from the group consisting of diallyldimethylammonium halides.

5. The composition of claim 1, wherein the polymer comprises anionic monomer B_a, and wherein anionic monomer B_a is selected from the group consisting of acrylic acid, methacrylic acid, and combinations thereof.

6. The composition of claim 1, wherein the polymer comprises non-ionic monomer C_a, wherein non-ionic monomer C_a selected from the group consisting of 2-(dimethylamino)ethyl methacrylate (DMAEMA); N-vinyl pyrrolidone (NVP); N-vinylimidazole; acrylamide; methacrylamide; and combinations thereof.

7. The composition of claim 1, wherein the organic acid is selected from the group consisting of citric, malic, maleic, lactic, succinic, glutaric, adipic acids and combinations thereof.

8. The composition of claim 1, wherein the surfactant comprises a cationic surfactant which is a cationic amine oxide.

9. The composition of claim 1, wherein the surfactant comprises an amphoteric surfactant selected from the group consisting of sultaines, taurates, and combinations thereof.

10. The composition of claim 1 further comprising a polar solvent.

11. The composition of claim 1, wherein a film formed from the composition kills at least 95% of gram-positive bacteria and gram-negative bacteria, or enveloped and non-enveloped viruses according to Environmental Protection Agency (EPA) Protocol #01-1A residual self-sanitizing activity test.

12. A hard surface treatment concentrate composition comprising:

a. an antimicrobial component comprising at least one quaternary ammonium compound in an amount ranging from 800 ppm to 40,000 ppm;

b. a synthetic polymer in an amount ranging from 800 ppm to 30,000 ppm comprising:

i. at least one cationic monomer A_b,

ii. optionally, at least one anionic monomer B_a, and

iii. optionally, at least one non-ionic monomer C_a;

c. an organic acid in an amount ranging from 1,000 ppm to 35,000 ppm; and

d. a surfactant selected from the group consisting of cationic surfactants, amphoteric surfactants and combinations thereof in an amount ranging from 2,000 ppm to 90,000 ppm,

wherein the composition is free of non-ionic surfactants.

13. A method of providing a surface with residual antimicrobial action that comprises the step of applying the composition of claim 1 to the surface.

14. A substrate with residual antimicrobial action comprising a substrate wherein at least a portion of the substrate is coated with the composition of claim 1.

15. The use of a composition of claim 1 to substantially reduce or control the formation of microbial colonies on or at a surface.

16. The use of claim 15, wherein a film formed from the composition kills at least 95% of gram-positive bacteria and gram-negative bacteria, or enveloped and non-enveloped viruses according to a modified version of Environmental Protection Agency (EPA) Protocol #01-1A residual self-sanitizing activity test.

17. The use of claim 15, wherein a film formed from the composition kills at least 95% of gram-positive bacteria and gram-negative bacteria, or enveloped and non-enveloped viruses according to Environmental Protection Agency (EPA) Protocol #01-1A residual self-sanitizing activity test.