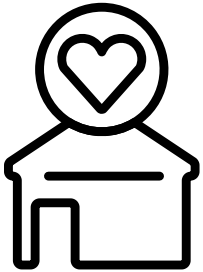




BROAN[®]
NuTone
COME HOME TO FRESH AIR

Change is In the Air:

COVID-19 Redefines "Healthy Home" for Consumers



Change is In the Air:

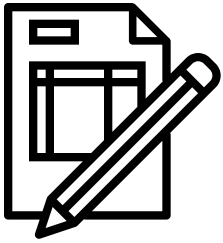
COVID-19 Redefines “Healthy Home” for Consumers

A 2020 consumer study conducted by Broan-Nutone Clears the Air on how COVID-19 and social distancing has changed the American consumer’s household routines and perspectives on air and health within their homes.

Introduction

In a matter of weeks, COVID-19 completely redefined the American home. What was once a sanctuary to “come home” to at the end of the day now serves as a multipurpose center for work, schooling, fitness, entertainment and bed & breakfast. From stockpiling and cooking to compulsively disinfecting surfaces, consumers have transformed their daily routines in an effort to be “Safer at Home.” But is this “new normal” of cleansing behavior actually clouding the air we breathe?

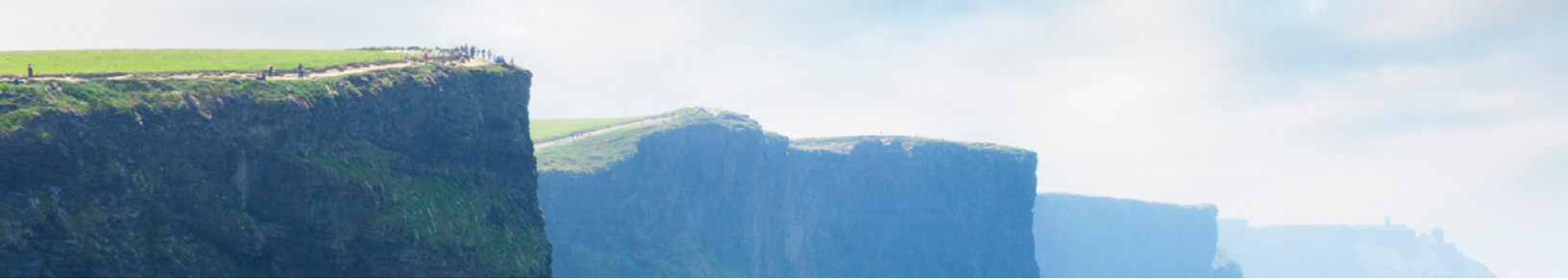
In our mission to ensure everyone can Come Home to Fresh Air, we wanted to understand how this extraordinary pandemic has affected consumer home habits and attitudes to indoor air quality in the place we breathe most.



Methodology

In May of 2020, [Broan-Nutone](#), a global leader in residential ventilation and air quality solutions, partnered with Savanta, a research and business intelligence consultancy, to conduct an online study with homeowners and renters. The study used set quotas based on gender, age and region to ensure that survey samples were proportionally representative of the entire U.S. adult internet population.

To qualify, respondents needed to have full or partial decision-making power for home upkeep and renovations. Profiles of respondents fitting these criteria appear in the demographics section of this report.

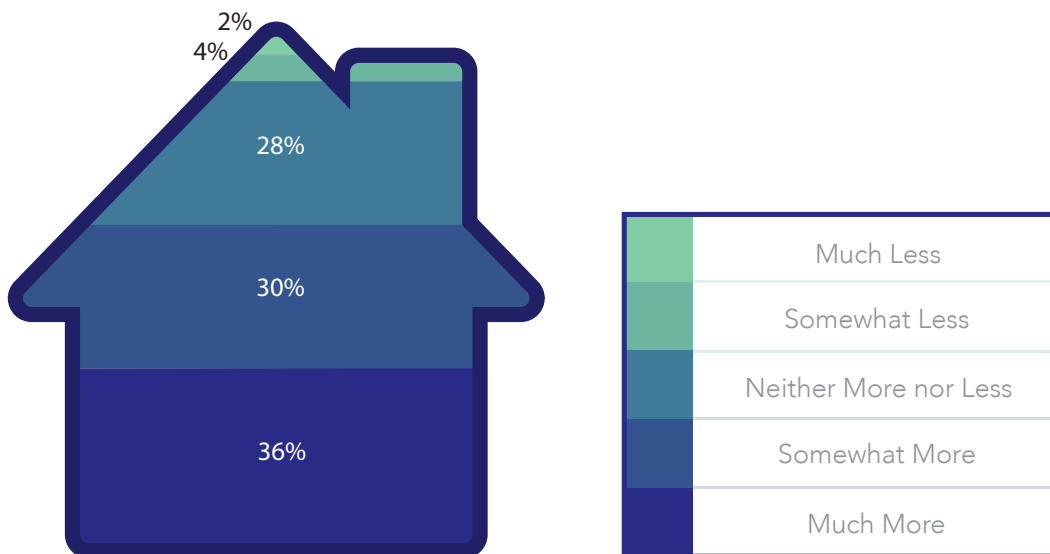


Indoor Air Quality (IAQ) is a Growing Concern Due to Social Distancing.

As most Americans lived or continue to live in states with some type of “safer-at-home” order in place, life for many has been concentrated almost entirely within the home. This sudden shift to domestic life has allowed many to pause, take a breath and reexamine their home and the realities of the environment within. How has this time impacted people’s concerns on the air they breathe?

As a result of COVID-19, nearly two-thirds of consumers stated that they are feeling more concerned about indoor air quality than before.

How concerned are you about your IAQ due to COVID-19?





Something's in the Air:

Vast Majority of Consumers' Homes Show Signs of Poor IAQ.

According to the EPA, IAQ is five times worse than the outdoors. Most homeowners recognized that indoor air quality is important, but not all understand the everyday household contributors to poor IAQ, its potential risks to home and health, or how to remedy these problems.

Over 85% of consumers reported facing an indicator of poor indoor air quality within their home in the past 12 months alone. Close to 40% cited struggles with foggy bathroom mirrors, lingering odors and keeping their home consistently clean.

From the personal health perspective, nearly 3-in-10 consumers reported one or more household members suffering from allergy-like symptoms linked to poor indoor air quality, such as coughing, sneezing or watery eyes.

Over the past 12 months, which of the following issues have you and/or members of your household faced in your home?



Bathroom mirrors fog up when I take a shower



Struggling to keep my home consistently clean



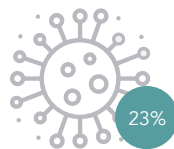
One or more people experiencing allergy symptoms, such as coughing, sneezing or watery eyes



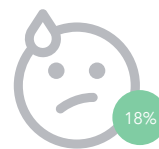
Heating and/or cooling costs are higher than they ought to be



Lingering food odors after cooking — for hours or more



Mold or mildew on surfaces in my bathroom or other rooms



Embarrassment about odors or allergens when I've had guests over



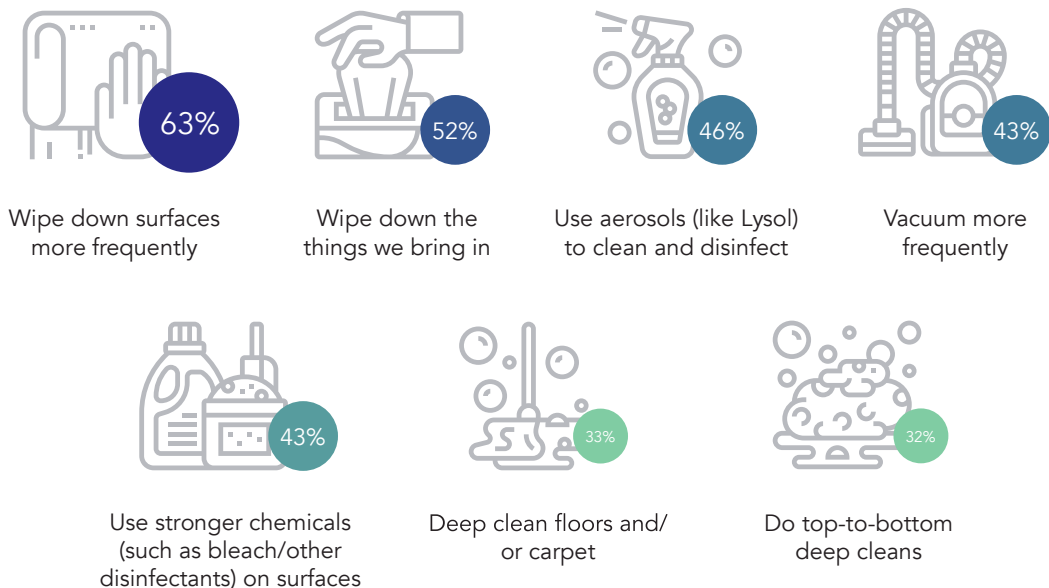
Clean Home ≠ Fresh Air:

Consumers Are Clear on Cleaning Surfaces, but Cloudy When It Comes to the Effects on The Air They Breathe.

Amid looming uncertainty on the spread of COVID-19, experts continue to recommend that hands and surfaces be washed and sanitized as often as possible. This recommendation quickly turned into an obsession that led to unprecedented demand (and shortages) in cleaning supplies and chemicals nationwide.

COVID-19 has drastically changed consumers' household cleaning habits with respondents frequently wiping down surfaces and items brought into the home, using aerosols, vacuuming frequently and/or using strong chemicals to clean.

In what ways, if any, has the COVID-19 pandemic affected your approach to cleaning at home?

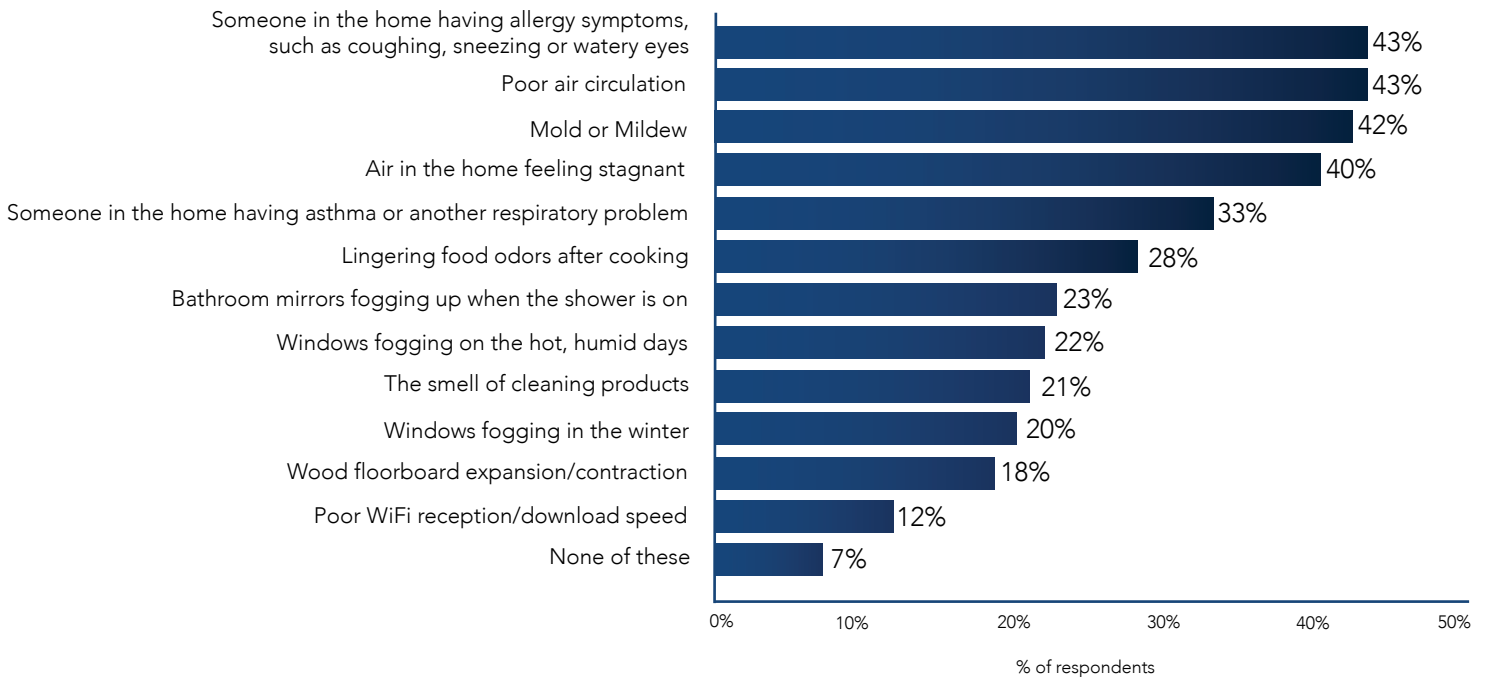




Clean Home ≠ Fresh Air: (Cont.)

But fewer still (39%) associate using these chemical-based cleaning products with having a negative impact on the air they breathe and only 21% recognize the lingering or harsh smell of these products as a symptom of poor IAQ.

Which of the following things are known symptoms of poor indoor air quality in a home?





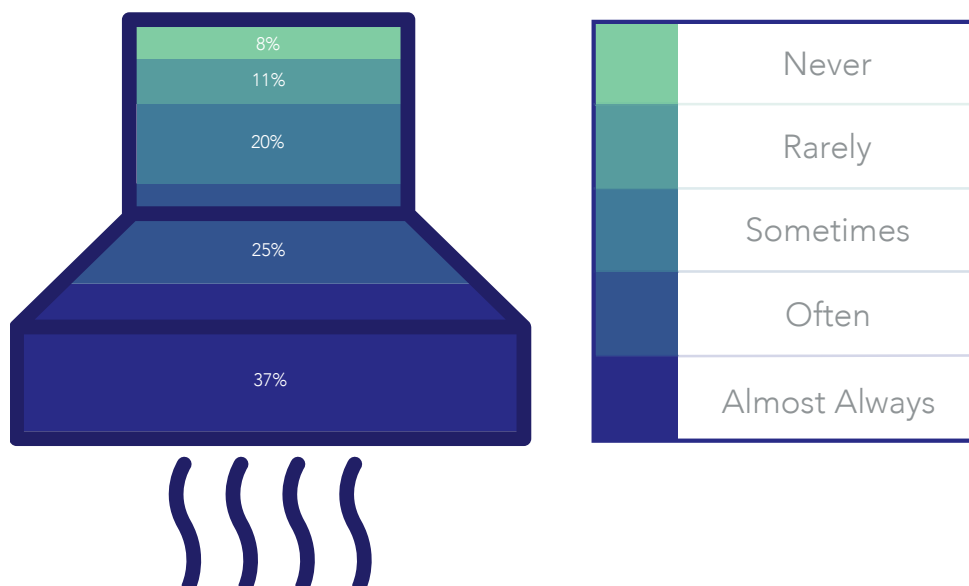
More than Just Cooks in The Kitchen:

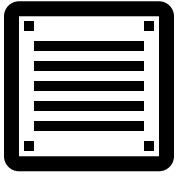
Consumers Turn to (Stay at) Home Cooking, but Few Know the Airborne Risks

With restaurants shutting their doors and the heightened fear of contamination through handling, Americans have turned (or returned) to a dining destination closer to home: their own kitchen. This rise of cooking at home may smell delicious, but it also creates an invisible threat to the air you, and everyone in the household, breathe. The kitchen is the most often the primary source of indoor air pollution in a home, producing damaging moisture and smoke that can quickly infiltrate every room. For those with gas stoves, there's even greater risk.

1-in-4 Americans report odors from cooking lingering in the home for hours, yet only 28% of the population identify these smells as a sign of poor IAQ. Range hoods are the most effective solution for airborne removal but close to 40% of consumers fail to use them on a regular basis.

When you cook in your home, how often do you turn on your range hood or under-cabinet fan?





Time to Vent:

Introducing More than a Breath of Fresh Air to Our “New Normal”

COVID-19 has forced consumers nationwide to reevaluate their priorities, habits and their household's roles in healthy living. Predictions of a second wave later in 2020 are causing further aspects of pre-pandemic life to fade into a cloud of disinfecting spray to make way for a “new normal.”

With the home serving as the epicenter of this new way of life, Indoor Air Quality will continue to play a vital role in consumers' safety and well-being. As we carry on adapting routines to remain “safer at home,” Americans should consider introducing fresh air via proper ventilation into the place we breathe most.

For those wanting to confront the changes lingering in the air, there are several solutions you can customize to the way you live and breathe. Come Home to Fresh Air with simple habit changes and Spot (local) Ventilation to complete Fresh Air Systems.

For more recommendations and insights regarding IAQ and fresh air solutions, see broan-nutone.com or contact us using the information below.

Additional Quick Links For Homeowners:

[Does your home have FRESH AIR?](#)

[What New Cleaning Habits Can Mean for The Air](#)

[The Forgotten Baby Care Essential](#)

[5 Red Flags to Look For When Buying A New Home](#)

[Air Purification vs. Air Ventilation: The difference between clean and fresh](#)

[How to keep your bathroom clean and fresh](#)

[Easy DIY When You're Stuck at Home](#)



Appendix

Study Demographics Breakdown

Gender	%	N
Male	48	480
Female	51	513
Other	1	7

Ethnicity	%	N
White	77	767
Black / African American	11	112
Asian	6	55
Other / not provided	7	66

Education	%	N
Less than H.S.	3	27
H.S. Graduate	18	178
Some College	18	175
2-year Degree	11	110
4-year Degree	27	265
Some post	3	27
Grad degree	22	218

Kids under 18	%	N
One	19	193
Two	22	224
Three	5	53
Four	1	13
Five	0	1
6 or more	1	5
None	34	342
Not provided	17	169

Age	%	N
18 - 24	11	106
25 - 34	18	177
35 - 44	29	286
45 - 54	16	163
55 - 64	12	121
65+	15	147

Hispanic or Latino descent	%	N
Yes	14	135
No	85	847
Not provided	2	18

Marital Status	%	N
Single	24	238
Married	64	637
Widowed	3	32
Divorced	7	68
Separated	1	13
Not provided	1	12

Household Size	%	N
One	15	149
Two	27	269
Three	20	198
Four	25	253
Five	8	81
Six	3	27
Seven	1	7
Eight	1	9
Not provided	1	7

Income	%	N
\$0 - \$34,999	19	188
\$35,000 - \$49,999	14	137
\$50,000 - \$74,999	20	195
\$75,000 - \$99,999	14	144
\$100,000 - \$149,000	17	167
\$150,000 and up	14	143
Not provided	2	26

Geographic Region	%	N
Northeast	20	200
Midwest	18	180
South	39	389
West	23	231

Employment Status	%	N
Unemployed*	10	100
Furlough*	8	75
Reduced hrs*	16	158
Retired*	1	10
Employed FT	31	311
Employed PT	6	63
Student	3	26
Unemployed	5	46
Retired	13	125
Homemaker	7	68
Other	2	18

*Employment situation shifted as a result of COVID-19

Own vs. Rent	%	N
Own	67	668
Rent	33	332