

Having a Healthy Home is Important for Nearly All American Homeowners

Respondents Most Likely to Want Access to Natural Light (94%) and Ability to Enjoy Fresh Air (93%) When Inside Their Home

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Respondents Most Likely to Want Access to Natural Light (94%) and the Ability to Enjoy Fresh Air (93%) When Inside Their Home

Washington, DC – According to a recent online survey among homeowners conducted by Ipsos Affairs on behalf of Velux Skylights, the average person spends more than two thirds of their time indoors over the course of a typical week (67%). This includes one in five who say that they spend between 81% and 90% of their time indoors (21%), and another one in ten who say that they spend more than 91% of their time indoors in an average week (10%). Those most likely to say that they spend more time indoors include women (73%, on average), older respondents (71%, 55+), those living in the Midwest (74%), those with no children living at home (71%) and those who are not married (70%).

The desire to have a healthy home is no surprise given the significant amount of time the average American spends within theirs, with only 2% of respondents reporting that a healthy home is *not* important to them. On the contrary, a majority of Americans say that having a healthy home is important to them because they know and recognize the benefits (62%) or because it enhances their mood (58%), while two in five say that having a healthy home is important to them because they have pets (42%). Another three in ten claim having a healthy home is important simply because they care other people think (32%) or again because they have children (30%), while at least one in five say the same thing regarding their need to manage both their own (24%), or a family member's (20%), chronic illness.

- Men (3%) are significantly more likely than women (1%) to say that having a healthy home is not important to them.
- While no major differences exist across age groups when it comes to those who say that having a healthy home is not important to them, younger respondents do show significantly higher preferences when it comes to having a healthy home for certain reasons, such as caring about what other people think (43%, 18-34 vs. 28%, 55+) and the need to manage both their own chronic illness (33% vs. 21%) or that of a family member (31% vs. 14%).

Elements of a Healthy Home

When trying to define what having a healthy home means to people in the U.S., for more than nine in ten it is elements such as fresh air (96%), natural light (92%), a calming space (91%), and energy efficiency (93%) that are seen as most important in achieving and maintaining this. Nearly as many believe that to have a healthy home it is important that it be dust- and allergen-free (89%), while another eight in ten say the same thing about it being moisture-free (83%). Though respondents are least likely to mention green/sustainably manufactured products (68%) or having outdoor elements or nature inside the home (68%) as being important to achieving a healthy home, more than two thirds nevertheless agree.

- Women are especially likely to consider many of these items as being important in achieving a healthy home compared to men, especially fresh air (98% vs. 95%, men), natural light (95% vs. 89%), a calming space (96% vs. 86%), and being dust- and allergen-free (92% vs. 87%).

- While those over the age of 35 are especially likely to emphasize the importance of fresh air and saving energy, those 18-34 place greater importance on green/ sustainable living products and having outdoor elements or nature inside the home compared to older respondents.

Elements Sought in the Home

Roughly nine in ten respondents agree that their home's interior air quality is important to them (92%) – including a majority (52%) who *strongly* agree - and that they make the most of spring and fall days by opening up their home to let in the fresh air (87%).

A majority of American homeowners want to be able to do certain things when inside the comforts of their own home that relate to their definition of a healthy home, including more than nine in ten who say that they want access to natural light (94%), be able to enjoy fresh air (93%), and be able to view natural spaces outside (91%). Respondents are almost just as likely to say that when they are inside their home they want to be able to let the interior and exterior air circulate regularly (88%) and feel air movement on temperate days (86%), while two thirds of Americans agree that they want to be able to enjoy a sky view (67%) when inside their home.

- Here too, women are more likely than men to agree that they want to be able to do all of these things when inside their home, especially have access to natural light (97%), fresh air (95%), and feel air movement throughout their home on temperate days (88%).

- Having a sky view is of particular important to younger respondents (74%, 18-34) and those with children living at home (75%).

Furthermore, three quarters of homeowners agree that they are frequently looking for ways to freshen up their home (75%). However, majorities also agree that they are concerned about the harmful effects of chemicals used in household cleaners (68%) and the possibility of mold going unchecked (58%).

Interest in all different home systems that help attain a healthy home is displayed by at least half of all those surveyed, including eight in ten homeowners in the U.S. who say that they would be very/somewhat interested in installing a series of ventilation systems in both the bedrooms and bathroom (80%) as well as air purifiers or filters (79%) for their home if money was not an object. Roughly two thirds say that they would be interested in a dehumidifier for their home if money was not an issue (67%), while a similar proportion says the same of having smart skylights that can be opened to let fresh air in and vent out stale/bad air (65%). Traditional skylights do not generate as much interest, although nearly six in ten would consider these for their home if money was not an issue (59%).

- Younger respondents, especially those between the ages of 18-34, are significantly more likely to show interest in all of these items for their home. This includes 74% who would be interested in standard skylights for their home, and another eight in ten (81%) who say the same of smart skylights.
- Both smart and standard skylights are also especially more likely to generate interest in those with children living at home, and those living in



the West, while the more affluent are especially likely to show interest in the smart version (67%, earning over \$50,000 vs. 60%, under).

These are findings from an Ipsos poll conducted February 18th – 22nd, 2016 on behalf of Velux Skylights. For the survey, a sample of 1,272 US adults age 18 and over who own a house or condo/ co-op was interviewed online in English.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing sample. The source of these population targets is U.S. Census 2014 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.1 percentage points for all respondents (see link below for more info on Ipsos online polling "Credibility Intervals"). Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965).

This study had a credibility interval adjusted for design effect of the following (n=1,272, DEFF=1.5, adjusted Confidence Interval=4.6).



For more information about Ipsos online polling methodology, please go here
<http://goo.gl/yJBkuf>

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