

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.

More than 4 out of 5 Americans experience one or more symptoms of poor indoor air quality (IAQ)

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

Despite 85% of Americans having symptoms of poor IAQ, only 30% list it as a concern

Which of the following things do you often worry about having or happening in your home?



COVID-19 has Americans growing more worried about the air they breathe at home

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



COVID-19 has intensified cleaning habits, many of which negatively affect IAQ

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



Wipe down surfaces more frequently



Wipe down the things we bring in



Use aerosols (like Lysol) to clean and disinfect



Vacuum more frequently



Use stronger chemicals (such as bleach/other disinfectants) on surfaces



Deep clean floors and/or carpet



Do top-to-bottom deep cleans

More people are cooking at home but 40% aren’t taking precautions.

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

