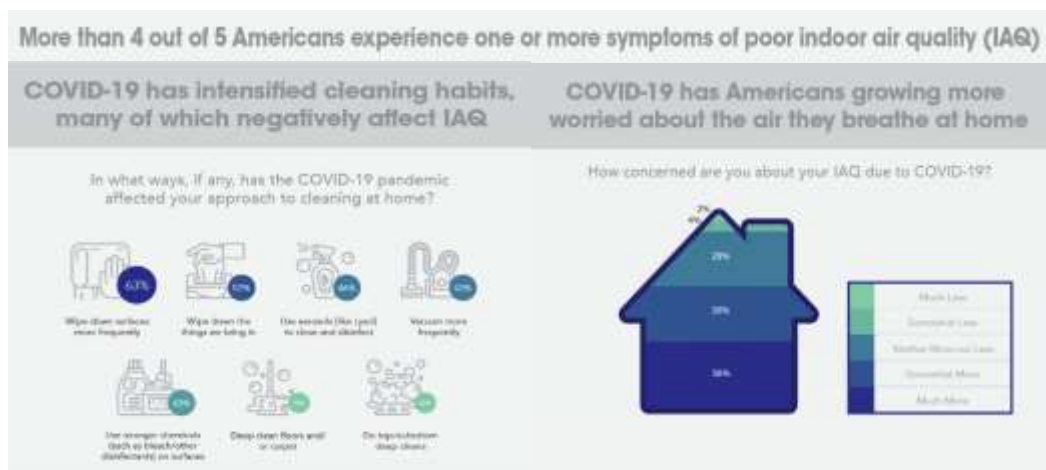


National Study Reveals COVID-19 Has Transformed Americans’ Daily Routines and Perspectives on Healthy Living at Home

A Broan-NuTone® national consumer survey clears the air on the global pandemic’s impact on the new role the home plays in American daily lives and perspectives on air and health.

HARTFORD, Wis. (August 19, 2020) — A new national consumer study confirms that COVID-19 has drastically changed the way Americans clean, live in and use our home, but it also has consumers worrying about another airborne threat we can’t shelter in place from: the air we breathe. Continuing their mission to ensure everyone can Come Home to Fresh Air, Broan-NuTone® conducted a [national survey](#) to reveal the major changes this extraordinary pandemic has had on consumer habits and attitudes in the place we breathe most.

According to the [national study](#), nearly two-thirds of consumers stated that they are feeling more concerned about indoor air quality (IAQ) than before, yet few recognize the negative impacts our new cleaning, lifestyle and precautionary behaviors can have on our home and health.



According to the EPA, indoor air is five times more polluted than the outdoors. A staggering majority (85%) of Americans reported experiencing one or more symptoms of poor indoor air quality (IAQ) in their own home, with nearly 30% listing one or more household members suffering from respiratory and/or sinus symptoms linked to poor IAQ.

COVID-19 has dramatically intensified consumers’ daily cleaning routines, many of which have a negative impact on IAQ. The vast majority of respondents reported frequently wiping down surfaces and items brought into the home, using aerosols, vacuuming frequently and/or using strong chemicals to clean. 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.

Safer-at-home orders have also forced Americans to turn to a dining destination closer to home: their own kitchen. This rise of home cooking at home may smell delicious but cooking without proper ventilation can quickly create damaging fumes, moisture and smoke that can quickly infiltrate every



room. Range hoods are the most effective solution for airborne removal but the study shows that nearly 40% of consumers fail to use them on a regular basis.

“With the home serving as the epicenter during this unprecedented time, indoor air quality will continue to play a vital role in consumers’ safety and well-being,” said Dave Jones, Sr. Marketing Communications Manager at Broan-Nutone. “As we carry on adapting routines to remain ‘safer at home,’ Americans should consider introducing fresh air and proper airflow via ventilation into the place we breathe most.”

Pandemic-Proof Solutions: Introducing More than a Breath of Fresh Air to Our “New Normal”

For those wanting to confront the changes lingering in the air, air flow and proper ventilation are vital to sustaining healthy indoor air. Educating homeowners on the causes and signs of unhealthy air is the first step towards empowering them to take action. [Broan-Nutone](#) offers several simple solutions to 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 access to the complete study or more recommendations and insights regarding IAQ and fresh air solutions, see broan-nutone.com or contact us using the information below.

About BROAN-NuTone® LLC

Broan-NuTone® LLC is North America's leading manufacturer and distributor of residential ventilation products including range hoods, ventilation fans, heater/fan/light combination units, balanced ventilation systems (IAQ), built-in heaters, attic ventilators and residential built-in convenience products including doorbells and central vacuum systems. Broan-NuTone® LLC is proud to be an ENERGY STAR®, partner.

###