

6 DEADLY FACTS ABOUT INDOOR AIR QUALITY

Health problems caused by indoor air pollutants, such as mold, CO, and pet dander, continue to draw concern among homeowners. According to the Environmental Protection Agency (EPA), each year, more than 7 million people across the globe die because of exposure to indoor and outdoor air pollution. Of those 7 million premature deaths, 3.8 million are caused by exposure to indoor air pollution.

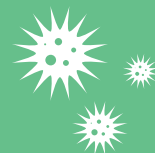
As an industry, we have an obligation to consider home health and IAQ as a primary driver in any home ventilation plan.

While exterior pollutants, such as smog and CO, may receive more attention, IAQ within a home can have serious effects on our physical and mental health, as well. Unsettling as it may sound, our home could actually be making us sick, leaving builders and manufacturers vulnerable to damaging and costly reputational harm and possible litigation. Here are common unresolved issues that lead to IAQ problems and “sick homes.” Contractors who focus on these issues will build better relationships with their customers and earn the word-of-mouth advertising that is sure to increase their bottom lines.

1 In a single year, a six-room house collects an average of **40 lbs of dust**, which can be laced with up to 45 toxic chemicals.



4 **28%** of American homes rated as unhealthy report problems with **mold, mildew, and/or rot.**



2 **Water damage** is one of the most common and destructive problems a homeowner can face.



5 People spend nearly **90%** of their time indoors where, according to the EPA, pollutants can be **2-5 times higher** than outdoor levels.



3 **Asthma** is the leading chronic disease in children, accounting for **14.2 million** doctor visits and **1.8 million** emergency room visits each year.



6 Women who work from home every day have a **54%** higher death rate from cancer than those who work outside the home.



SOURCES:

¹ <http://www.nsc.org/home-safety/safety-topics/other-poisons/air-quality>; <http://www.epa.gov/lead/protect-your-family-exposures-lead>; <https://www.epa.gov/sites/production/files/documents/r95-007.pdf>
² Quality Built, January 2006; <https://www.epa.gov/indoor-air-quality-iaq/flood-cleanup-protect-indoor-air-quality>; <https://info.houzz.com/rs/houzz/images/HouzzHealthyHomeStudy.pdf>
³ <http://www.nsc.org/home-safety/safety-topics/other-poisons/air-quality>; https://www.epa.gov/sites/production/files/2016-05/documents/asthma_fact_sheet_english_05_2016.pdf; *Lawrence Berkley National Laboratory
⁴ Quality Built, January 2006; <https://www.epa.gov/indoor-air-quality-iaq/flood-cleanup-protect-indoor-air-quality>; <https://info.houzz.com/rs/houzz/images/HouzzHealthyHomeStudy.pdf>; https://www.hvi.org/publications/pdfs/MoldPaper_final1June09.pdf
⁵ <https://www.epa.gov/indoor-air-quality-iaq/inside-story-guide-indoor-air-quality>
⁶ <https://www.epa.gov/indoor-air-quality-iaq/inside-story-guide-indoor-air-quality>