



Healthy Homes Business & Marketing Update: The Communications Challenge

Peter Troast, Founder & CEO

Energy Circle Webinar Series

April 10, 2019

What We'll Discuss

- 1 The State of the Healthy Homes Opportunity**
- 2 Foundations of a Healthier Home Business Strategy**
- 3 Communication Strategies for the Healthier Home Customer Journey**

My Optimism is Growing

Digital Marketing Web Platform Lead Gen Results



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Healthy Homes & Home Performance: WE HAVE NO BUSINESS MODEL - Part 1



By [Peter Troast](#) | September 15, 2016

The nexus of healthy homes and home performance continues to be at the forefront of our industry's hope for the future. But, for all the cheery prognostication ([including my own](#)), serious effort by smart people, real progress on credentialing, and general optimism, we are failing to focus on the key issue: how is the "healthy home" concept a viable business model for the home performance industry?

With each passing day, I see signs that we are losing the market. When a magazine as mainstream as [Vogue links poor indoor air quality with bad skin](#), you'd think we could take a victory lap. But the fix, according to that article, is simple: install a shiny Dyson Pure Cool Link -- a sexy fan/filtration device that solves all problems -- for a mere \$499. No home upgrades needed.



WHAT THE RESEARCH SAYS ABOUT THE HEALTHY HOMES TREND

(super condensed)

● **healthy home**
Search term

+ Compare

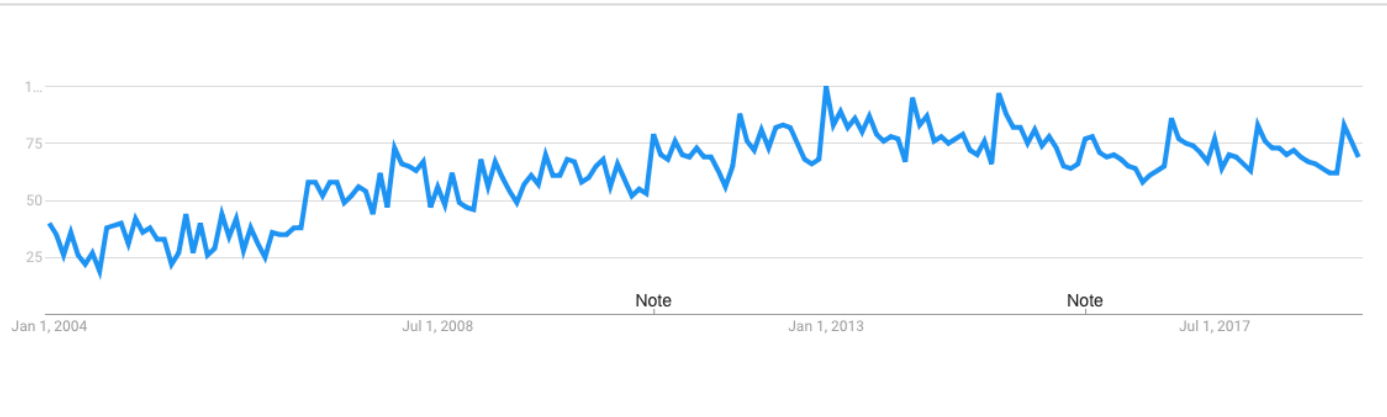
United States

2004 - present

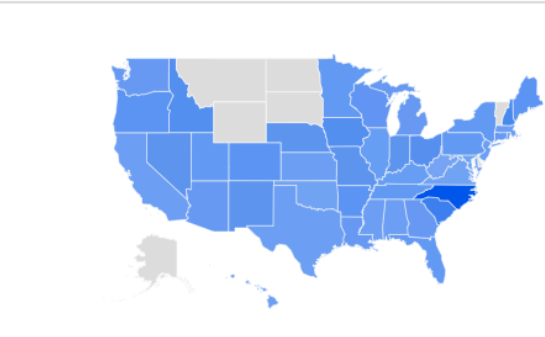
All categories

Web Search

Interest over time



Interest by subregion



Rank	Subregion	Interest Index
1	North Carolina	100
2	South Carolina	66
3	New Hampshire	58
4	Idaho	53
5	Iowa	52

< Showing 1-5 of 44 subregions >

● non toxic
Search term

+ Compare

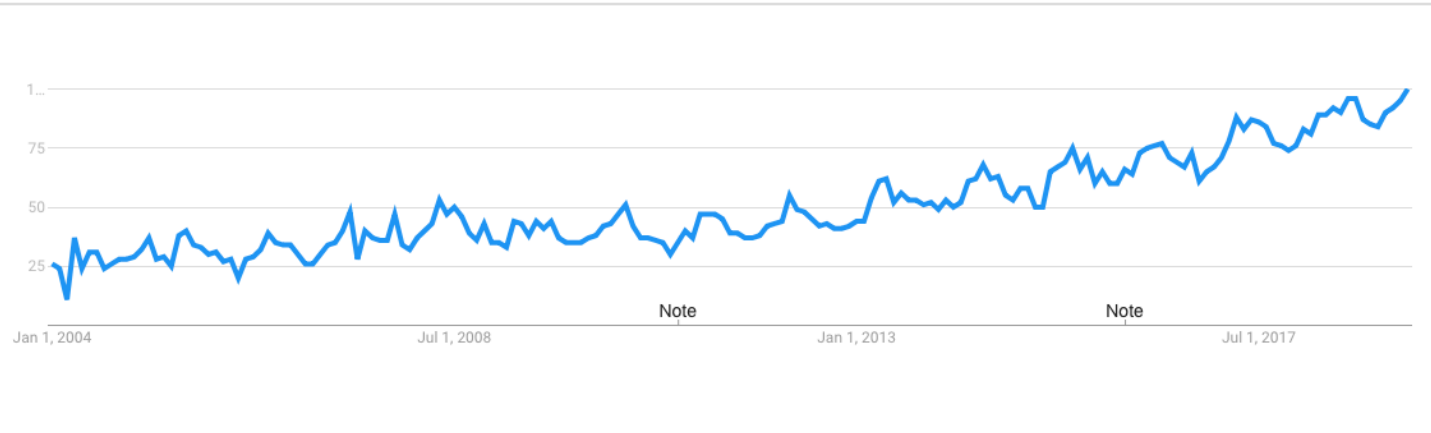
United States ▾

2004 - present ▾

All categories ▾

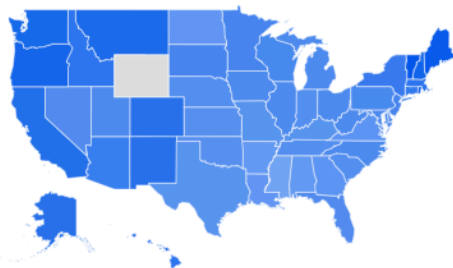
Web Search ▾

Interest over time ?



Interest by subregion ?

Subregion ▾

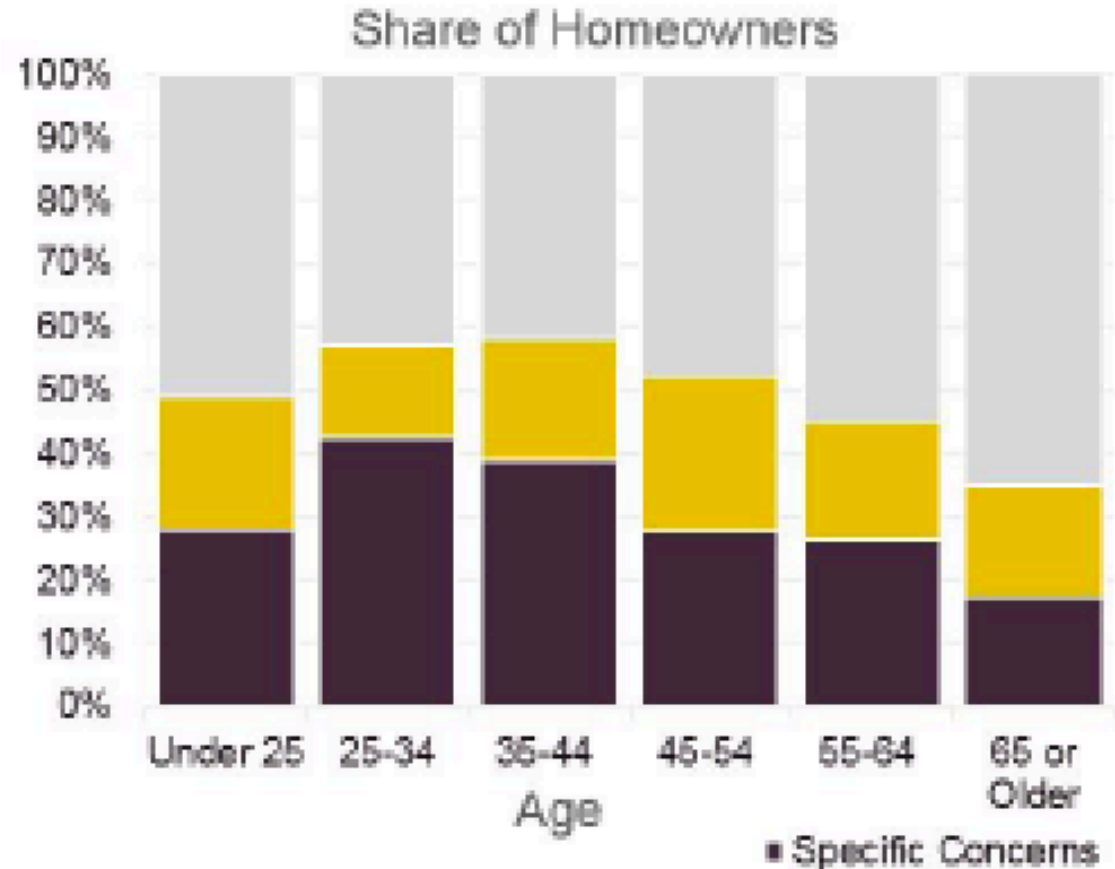


1	Vermont	100	<div style="width: 100%;"></div>
2	Maine	96	<div style="width: 96%;"></div>
3	New Hampshire	89	<div style="width: 89%;"></div>
4	Oregon	88	<div style="width: 88%;"></div>
5	Rhode Island	86	<div style="width: 86%;"></div>

< Showing 1-5 of 50 subregions >

FIGURE 3: HEALTHY HOUSING CONCERNS ARE HIGHEST IN EARLY-MIDDLE AGES, ESPECIALLY AMONG OWNERS

IN THE PAST FEW YEARS, HOW CONCERNED HAVE YOU BEEN ABOUT YOUR CURRENT HOME NEGATIVELY AFFECTING YOUR OR ANOTHER OCCUPANT'S HEALTH?



Note: Out of a sample of 1,751 homeowners and 718 renters.

Source: Farnsworth Group and Joint Center Healthy Homes Surveys, August 2018.

The Chasm





1

**NOBODY
CONNECTS HEALTH ISSUES
WITH THEIR HOME
ENVIRONMENT**



2

**EVERYBODY
WANTS TO FIRST START
WITH A TEST**



FOUNDATIONS OF A HEALTHIER HOME BUSINESS & MARKETING STRATEGY

Pathway to Meaningful Business

1

DIAGNOSTIC PROCESS

- **Standard Energy Audit + IAQ**
- **Air Advice or Other?**

Pathway to Meaningful Business

1 DIAGNOSTIC PROCESS

- **Standard Energy Audit + IAQ**
- **Air Advice or Other?**

2 MEASURES WITH BUSINESS VALUE

- **Envelope Control (air leakage)**
- **Whole House Ventilation**
- **Crawlspace Encapsulation**
- **Duct cleaning and sealing**
- **Moisture Control**
- **Equipment Replacement**



THE HEALTHIER HOME CUSTOMER JOURNEY

Healthier Homes Customer Journey



General Awareness

IS YOUR HOUSE MAKING YOU SICK?

Connecting Health Concerns with the Home Environment

Health & Home Connection

WE CAN ANSWER THAT QUESTION

Diagnostic Process
Role of the Building

The Fix

NOT A BAND-AID SOLUTION

Likely a home improvement job
Long term vs short term fix



Fully Committed Master Brand



SUBSCRIBE

SCHEDULE A FREE CONSULTATION

Call today! 855-I-FEEL-BETTER (855 – 433 – 3523)

ABOUT

WE CAN HELP

HOW IT WORKS

WHY IT WORKS

IAQ TESTING

BLOG

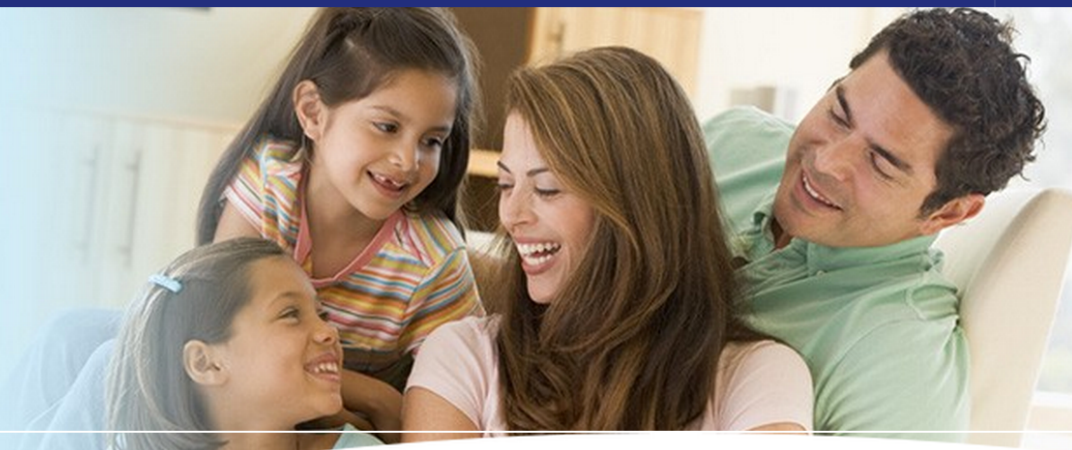
VIDEO

CONTACT



Home Improvements for Allergies, Asthma and Better Health

WE CAN HELP



The Ultimate Indoor Air Quality System

Breathe Easy Home's Indoor Air Quality System removes allergy and asthma triggers, and other irritants and pollutants, from your home's indoor environment. We make structural improvements that are more effective than store-bought air purifiers, filter upgrades, HEPA vacuums, or bedding wraps.

You'll feel better with healthier air.

Fear is Good Marketing

Health Symptoms

The symptoms most commonly reported by those affected by a "sick house" are many and varied, depending on the sensitivity of the person and the severity of the issues in the home. These are only a few of the more common symptoms.



EMOTIONAL CHANGES

- Mood changes, feeling agitated or depressed.



RESPIRATORY CHANGES

- Sinus congestion.
- Coughing or shortness of breath.
- Need to increase use of asthma inhaler or other medications.



COGNITIVE CHANGES

- Frequent headaches.
- Foggy thinking, difficult to make decisions.
- Sleep disturbance (can't sleep, can't wake up).
- Short term memory loss.

OTHER PHYSICAL ISSUES

- Stomach discomfort.
- Muscles and joints hurt, making exercise difficult.
- Extreme fatigue, feel weak and lethargic.
- Always feeling sick (too many colds).
- Skin Rashes.
- Night Sweats.
- Heart racing or palpitations.

Is Your House Making You Sick?

Posted on [March 30, 2017](#) by [Dana Sundblad](#)

The symptoms most commonly reported by those affected by a "sick house" are many and varied, depending on the sensitivity of the person and the severity of the issues in the home. Common symptoms usually fall into a few broad categories:

- Respiratory Symptoms – congestion, aggravated asthma or allergies, sinus infections
- Cognitive Issues – foggy thinking, sleep disturbance, frequent headaches
- Emotional Changes – feeling agitated or depressed
- Physical Symptoms – stomach discomfort, muscle aches, fatigue, rashes, sore throat

IMPROVE YOUR HOME'S INDOOR AIR QUALITY & AVOID ALLERGIES

Did you know that about half of all allergies are triggered by poor indoor air quality? Reduce allergy and asthma symptoms by improving your home's IAQ.

WHAT'S CAUSING ALLERGIES IN YOUR HOME?

VOC's
Volatile organic compounds from cleaning products, furniture, floors and candles can cause skin, eye and throat irritation.

MOLD
Mold spores can cause allergic reactions, worsen asthma symptoms and bring about a variety of respiratory problems.

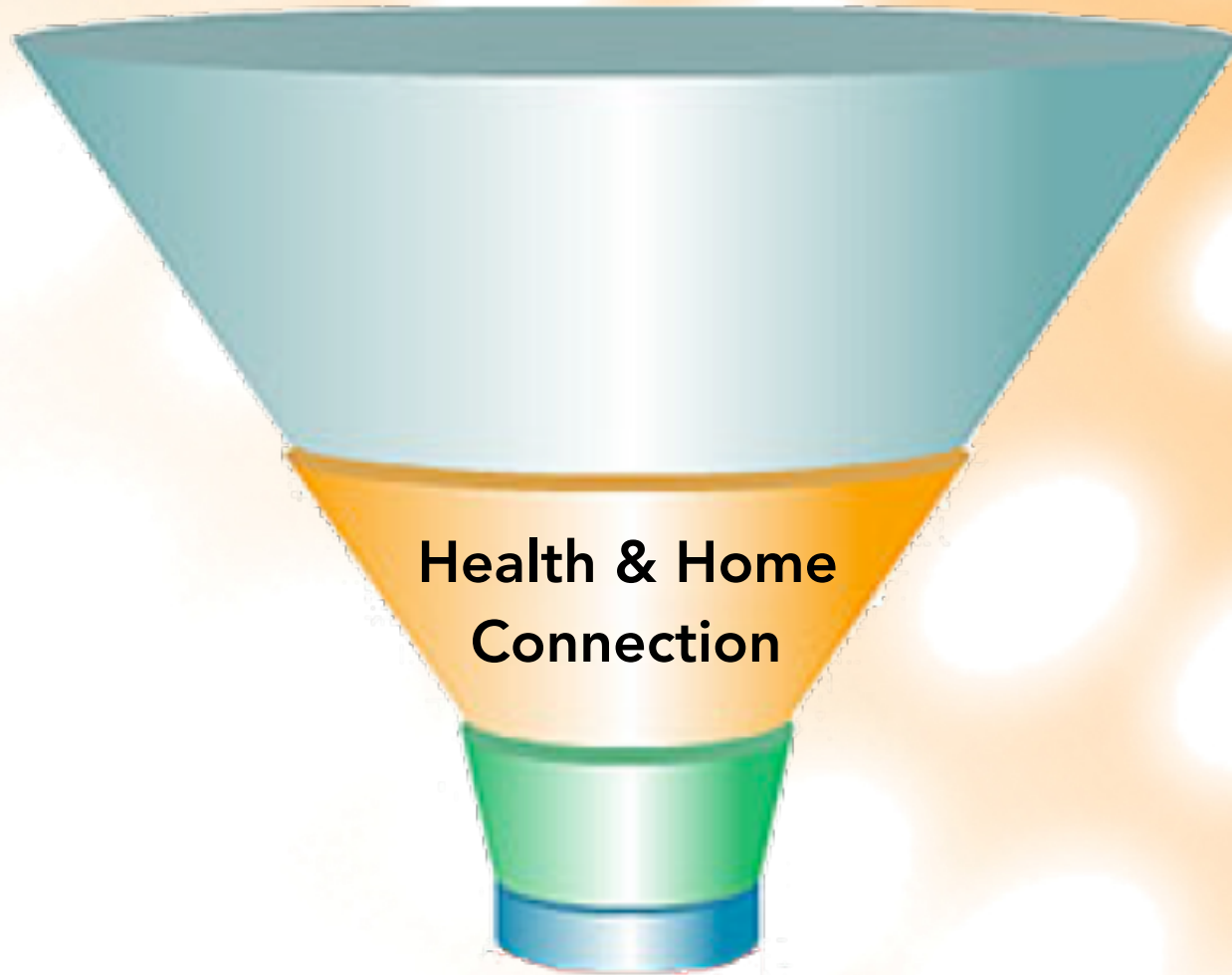
DUST MITES
Around 20 million people in the U.S. have a dust mite allergy, which causes many unpleasant symptoms.

PETS
About 15% of Americans are allergic to dogs or cats. Pet dander can linger throughout your home and ducts.

WHAT CAN YOU DO TO IMPROVE YOUR HOME'S INDOOR AIR QUALITY?

- 1. VENT EXCESS MOISTURE**
Air sealing and insulation can both help to reduce moisture infiltration.
- 2. REDUCE HUMIDITY LEVELS**
Avoid potential mold growth by keeping your home's humidity levels between 30-50%.
- 3. CLEAN OFTEN**
Wash your bedding and vacuum your carpets on a regular basis to reduce buildup of dust/debris.
- 4. CUT BACK ON CHEMICALS**
Make sure to clean using natural products to avoid introducing dangerous VOCs into your home's air.
- 5. MAINTAIN YOUR HVAC UNITS**
Clean or replace your systems' air filters regularly, and have them serviced at least once a year.
- 6. AIR SEAL**
Air sealing can prevent moisture and other outside pollutants from entering your home.
- 7. INSULATE**
Prevent excess humidity to keep your home healthy and comfortable.

Start breathing healthy air and avoid allergies with help from Energy Smart Home Improvement. Contact us to schedule a consultation for your home today.



Embrace Healthy Homes Principles

- **Minimize indoor emissions.**
- **Keep it dry.**
- **Ventilate well.**
- **Protect against outdoor pollution.**

*William W Nazaroff, PhD
Daniel Tellep Distinguished Professor of Engineering
University of California, Berkeley
Editor, Indoor Air*

Hayward Healthy Homes

- **Continuous Fresh Air.**
- **Properly Seal & Insulate.**
- **Minimize Toxic Materials.**
- **Cleanable Surfaces.**

*Bill Hayward
Hayward Healthy Homes
Hayward Lumber Company
Carmel, CA*

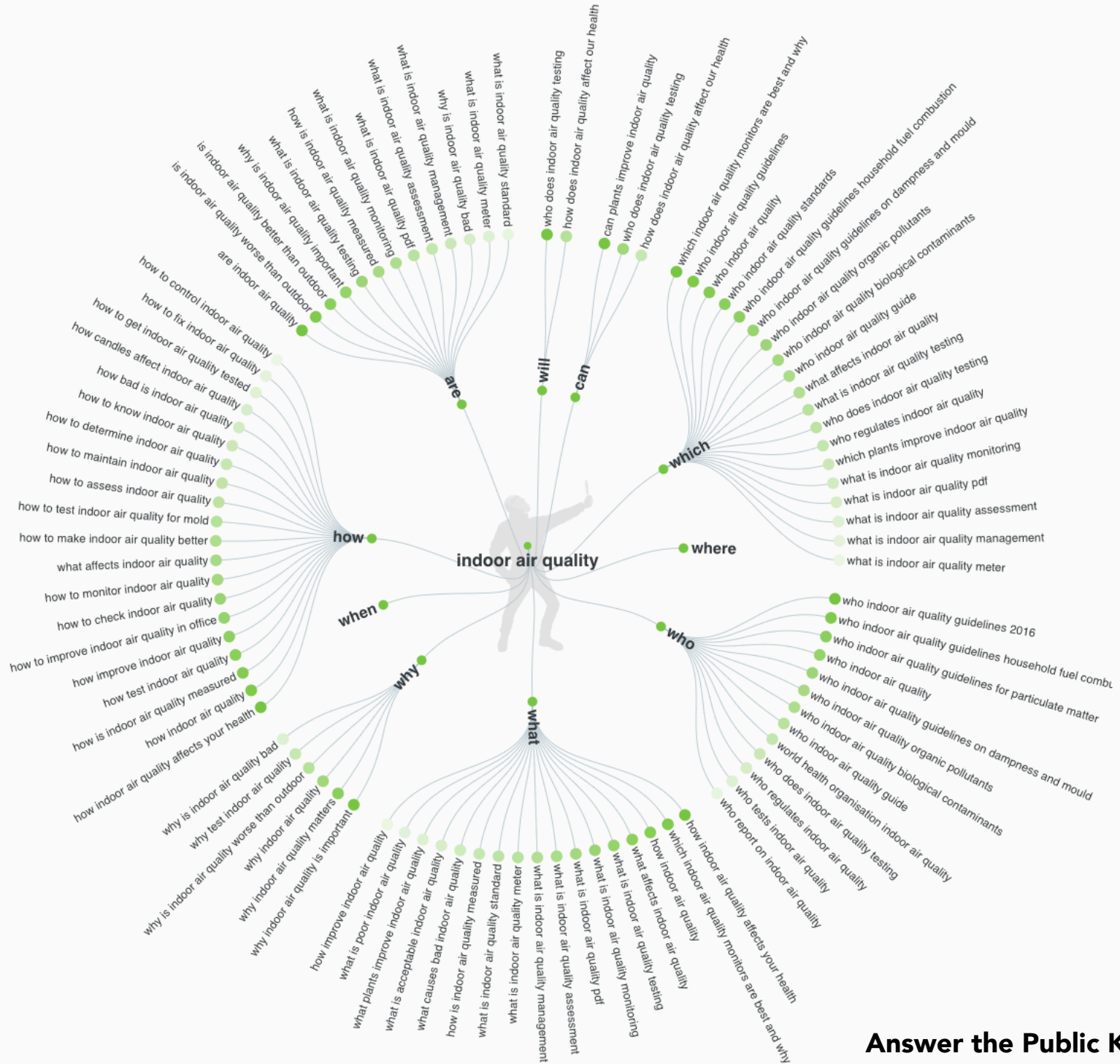
WELL BUILDING STANDARD® FEATURES MATRIX

This table shows which features are Preconditions and Optimizations for the different typologies of the standard for commercial and institutional offices. Refer to the tables in the beginning of each concept for details about the applicability of specific parts.

For occupied spaces to obtain WELL Certification, all Preconditions are required for the Silver level and completion of Optimizations allow projects to receive higher award levels. For Core and Shell projects to achieve WELL Compliance, all Preconditions are required, as well as at least one Optimization from every concept.

COMPLIANCE		PRECONDITION	OPTIMIZATION	Core and Shell	New and Existing Interiors	New and Existing Buildings
CERTIFICATION	PRECONDITION	OPTIMIZATION				
Air						
01	Air quality standards	P		P	P	P
02	Smoking ban	P		P	P	P
03	Ventilation effectiveness	P		P	P	P
04	VOC reduction	P		P	P	P
05	Air filtration	P		P	P	P
06	Microbe and mold control	P		P	P	P
07	Construction pollution management	P		P	P	P
08	Healthy entrance	P		P	O	P
09	Cleaning protocol				P	P
10	Pesticide management	P				P
11	Fundamental material safety	P		P	P	P
12	Moisture management	P				P
13	Air flush				O	O
14	Air infiltration management		O		O	O
15	Increased ventilation		O		O	O
16	Humidity control				O	O
17	Direct source ventilation		O		O	O
18	Air quality monitoring and feedback				O	O
19	Operable windows		O		O	O
20	Outdoor air systems		O		O	O
21	Displacement ventilation				O	O
22	Pest control				O	O
23	Advanced air purification		O		O	O
24	Combustion minimization		O		O	O
25	Toxic material reduction				O	O
26	Enhanced material safety				O	O
27	Antimicrobial activity for surfaces				O	O
28	Cleanable environment				O	O
29	Cleaning equipment				O	O

COMPLIANCE	PRECONDITION	OPTIMIZATION	Core and Shell	New and Existing Interiors	New and Existing Buildings
CERTIFICATION	PRECONDITION	OPTIMIZATION			
Nourishment					
38	Fruits and vegetables			P	P
39	Processed foods		P	P	P
40	Food allergies		P	P	P
41	Hand washing			P	P
42	Food contamination			P	P
43	Artificial ingredients		O	P	P
44	Nutritional information		O	P	P
45	Food advertising		O	P	P
46	Safe food preparation materials			O	O
47	Serving sizes			O	O
48	Special diets			O	O
49	Responsible food production			O	O
50	Food storage			O	O
51	Food production		O	O	O
52	Mindful eating		O	O	O
Light					
53	Visual lighting design			P	P
54	Circadian lighting design			P	P
55	Electric light glare control		P	P	P
56	Solar glare control		O	P	P
57	Low-glare workstation design			O	O
58	Color quality			O	O
59	Surface design			O	O
60	Automated shading and dimming controls			O	O
61	Right to light		O	O	O
62	Daylight modeling		O	O	O
63	Daylighting fenestration		O	O	O
Fitness					
64	Interior fitness circulation		P	O	P
65	Activity incentive programs			P	P
66	Structured fitness opportunities			O	O
67	Exterior active design		O	O	O
68	Physical activity spaces		O	O	O
69	Active transportation support		O	O	O
70	Fitness equipment		O	O	O
71	Active furnishings			O	O
Comfort					
72	ADA accessible design standards		P	P	P
73	Ergonomics: visual and physical			P	P
74	Exterior noise intrusion		P	O	P
75	Internally generated noise		O	P	P
76	Thermal comfort		P	P	P
77	Olfactory comfort			O	O
78	Reverberation time			O	O
79	Sound masking			O	O
80	Sound reducing surfaces			O	O
81	Sound barriers			O	O
82	Individual thermal control			O	O
83	Radiant thermal comfort		O	O	O



Relevant Content & Messaging

- **Healthy home topics**

The indoor environment

Healthy Home & IAQ

Energy Costs & Clean Air

Comfort

Reliability/Resiliency

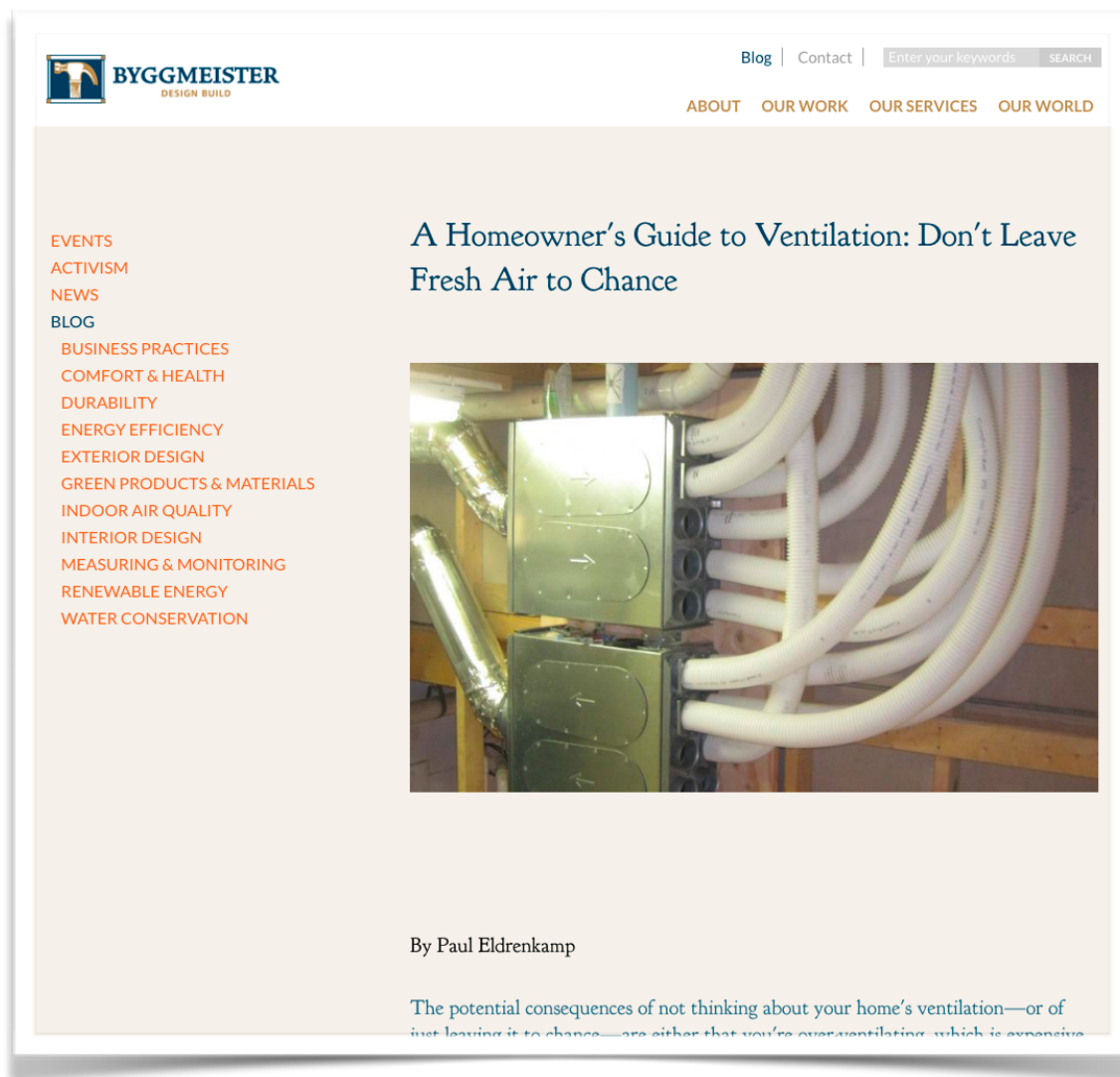
Lighting

Acoustics

- **Specific services**

- **Expertise**

- **FRESHNESS!**



The screenshot shows a website header for BYGGMEISTER with navigation links for Blog, Contact, and a search bar. A sidebar menu lists various topics such as Events, Activism, News, and Business Practices. The main content area features the article title and a photograph of a mechanical ventilation system with white ductwork and a green control panel.


BYGGMEISTER
DESIGN BUILD

Blog | Contact | Enter your keywords SEARCH

ABOUT OUR WORK OUR SERVICES OUR WORLD

EVENTS
ACTIVISM
NEWS
BLOG
BUSINESS PRACTICES
COMFORT & HEALTH
DURABILITY
ENERGY EFFICIENCY
EXTERIOR DESIGN
GREEN PRODUCTS & MATERIALS
INDOOR AIR QUALITY
INTERIOR DESIGN
MEASURING & MONITORING
RENEWABLE ENERGY
WATER CONSERVATION

A Homeowner's Guide to Ventilation: Don't Leave Fresh Air to Chance



By Paul Eldrenkamp

The potential consequences of not thinking about your home's ventilation—or of just leaving it to chance—are either that you're over-ventilating, which is expensive

Content That Connects Health & Home

- The Effects of Mold
- Your House, Your Kids and Asthma
- Low Levels of Carbon Monoxide--Are You Safe?
- The Air in Your House--Where's it Come From?
- Is Your House Making You Sick?
- Pests in Your Walls--Not Just an Annoyance
- Choosing Healthy Materials for Your Home

Getting Found = Having Content

Long From Storytelling: Advanced Landing Pages

[E3 INNOVATE](#) ABOUT SERVICES INTEGRATED PROJECTS RESOURCES [Start Your Project](#)

Whole Home Solutions

At E3 INNOVATE, we believe a home should be a safe, clean and comfortable place to live in. That's why we help homeowners create high performance homes and centers to help our clients protect their most treasured investment for generations.

Ensure your home is comfortable, healthy, durable, and sustainable with Whole Home Solutions from the Experts at E3. (615) 667-8453

Whole Home Solutions means taking an Integrated Approach to Home Improvement

Whether you are making updates to an existing home, starting a new construction project or remodeling an existing house, E3 provides the expertise to help you create healthy, comfortable and efficient spaces that enhance the way you live.

E3 INNOVATE is a whole-home performance company that focuses on integrated, long-term solutions that serve you and your family.

Is Your House Making Your Family Sick?

Without a whole-home approach, issues can arise that may lead to health concerns, like mold growth, poor ventilation, radon gas infiltration, and poor indoor air quality. Issues like these can affect the health of your entire family. Symptoms may vary from person to person, so it's important to know about the many symptoms associated with poor home health.

Physical Symptoms	Cognitive Symptoms
<ul style="list-style-type: none"> Skin irritation Fatigue, weakness & lethargy Frequent sickness 	<ul style="list-style-type: none"> Frequent headaches Foggy thinking or short term memory loss Difficulty sleeping and waking up

Does This Sound Like You?

Which Symptoms are you Seeing in Your Home?

The first clue that a home has a performance issue is when symptoms appear. This happens when the house is constructed and maintained with a piecemeal approach.

- Excess Dust & Dirt**
 - House looks dingy, even after it's been cleaned
 - Increased allergy symptoms, especially after cleaning
 - Frequent dusting, especially after turning on the heat or AC
- Condensation & Mold Growth**
 - Condensation on the inside of windows in the winter
 - Visible mold growth in bathrooms, on window sills, on air registers, etc.
 - Mold stains on bathroom ceilings and above leaky windows & doors
- Unpleasant Odors**
 - House smells damp or clammy, even when the air conditioning is running
 - Mold or mild smells you can't get rid of
- Humidity Issues**
 - Air feels damp or clammy, even when the air conditioning is running
 - Hardwood floors cup and crack
- Temperature Discomfort**
 - Home is always too hot or too cold
 - Home feels drafty, especially during the winter

Ensure your home is comfortable, healthy, durable, and sustainable with Whole Home Solutions from the Experts at E3. (615) 667-8453

Common Issues We Solve

Cold or Warped Floors E3's experts install and maintain underlayment and moisture protection to prevent these problems.	Drafts Our thermal imaging systems can help you find and eliminate air leaks to your home.	Allergies and Asthma We can reduce humidity and mold to help you and your family breathe easier. We'll also show you how you can help by controlling a healthy environment.	Outside Noise We offer solutions in various forms of soundproofing to help reduce noise from the outside.
HIGH UTILITY BILLS Reduce costs on air conditioning and water heating and help you reduce your costs.	Pests By controlling the gaps and cracks in your home's exterior, we can help you reduce your pest problems.	Humidity Temperature By controlling the gaps and cracks in your home's exterior, we can help you reduce your pest problems.	Mold, Rot, and Humidity Our moisture sensors and advanced leak detection systems can help you address the hidden dangers of mold, rot and humidity.

Is Your House Making Your Family Sick?

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Emotional Symptoms	Respiratory Symptoms
<ul style="list-style-type: none"> Mood changes Feeling agitated or depressed Worry or anxiety 	<ul style="list-style-type: none"> Coughing or shortness of breath Sinus congestion Increased asthma symptoms

Pets

Pets can be even more sensitive than humans are to household chemicals and allergens

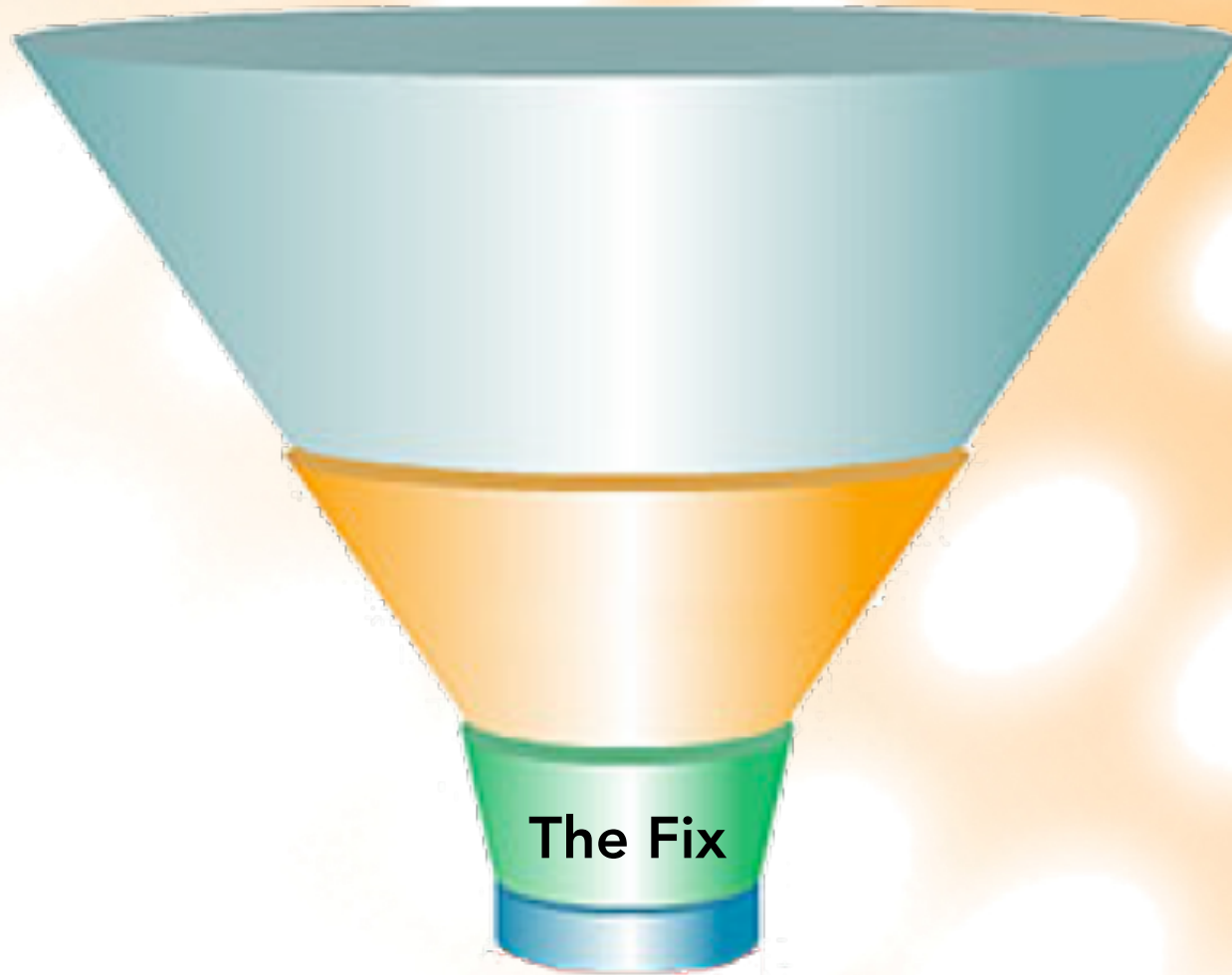
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 - Home feels drafty, especially during the winter





The Fix

First: Explain Your Diagnostic Approach

HOME INSPECTIONS ▾ ABOUT ▾ SPECIALTIES / ADD-ONS INSPECTOR ADVICE BOOK ONLINE ☎ 1-888-563-5699

Healthy Home Inspection

Starting From:

\$ 1249

*INCLUDES THERMAL IMAGING & INDOOR AIR QUALITY TESTS

The Mike Holmes' inspection that goes even further beyond the basics. Protect not only your family's safety but also their health by testing for any abnormal mold growth.

- RecallChek®
- Interior Finish Assessment
- Structural Assessment
- Foundation Assessment
- Thermal Imaging Assessment
- Interior Envelope Evaluation
- HVAC Assessment
- Electrical Inspection
- Plumbing Inspection
- Roof Inspection
- Insulation And Ventilation Assessment
- Exterior Assessment
- Detailed Inspection Report

[Hide included Essential, Extended & Premium services ^](#)

- ✓ MOLD TESTING
- ✓ RADON TESTING
- ✓ VOLATILE ORGANIC COMPOUNDS (VOCs)
- ✓ FORMALDEHYDE TESTING

[COMPARE PACKAGES](#)

[BOOK NOW](#)

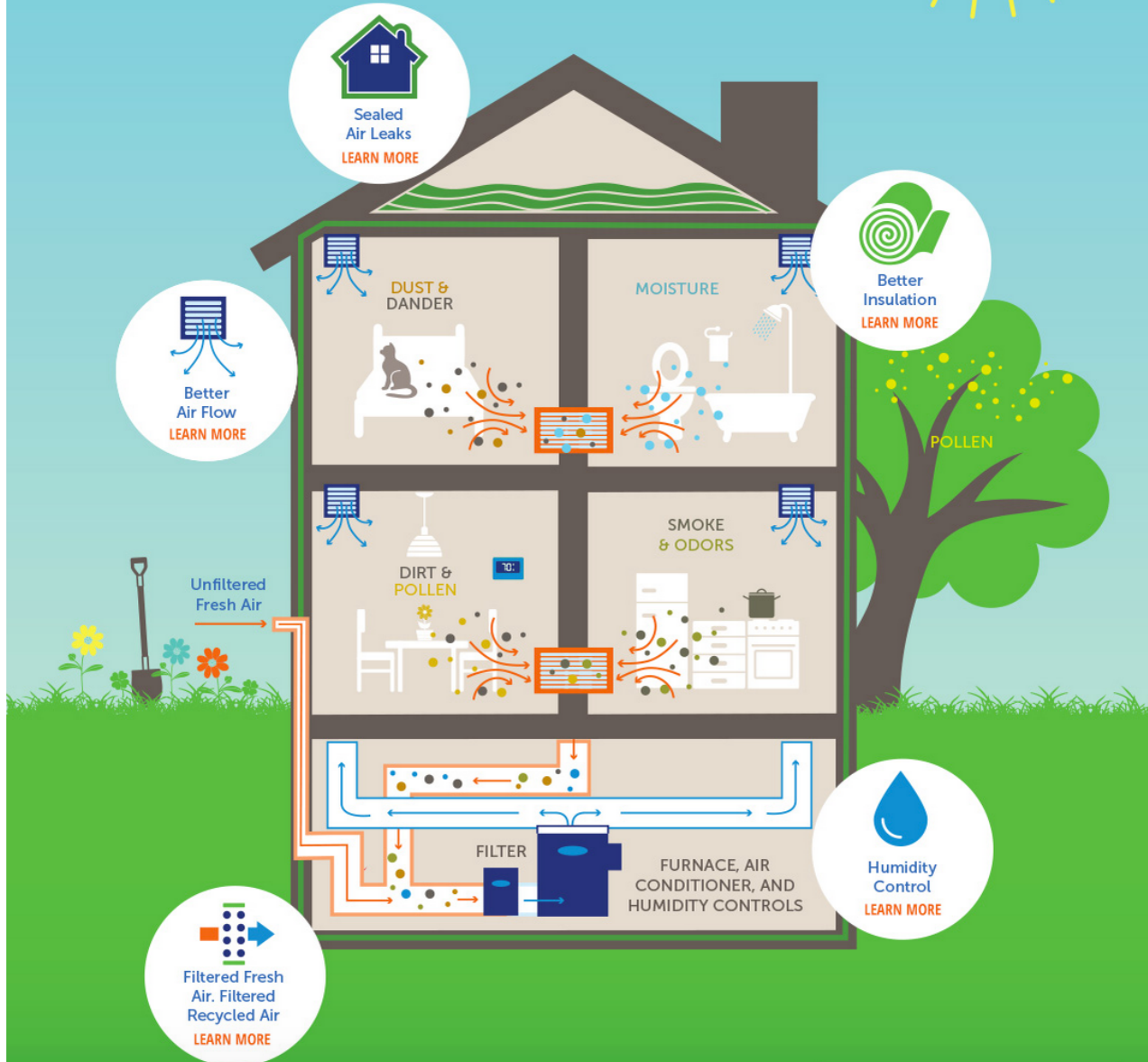
What to expect with a Healthy Home Inspection?

Having a home free of harmful contaminants and good air quality is vital for your health. A Healthy Home Inspection includes all checklist items from an Extended Home inspection plus Radon Testing, Air Quality Testing which includes Volatile Organic Compound (VOC) Testing, Formaldehyde Testing and Air Sampling for Mold. When it comes to the air you breathe, don't take short cuts. A Healthy Home Inspection which includes an Air Quality Assessment is the only way to help make sure your home is safe for you and your family.

Communicate Your Services

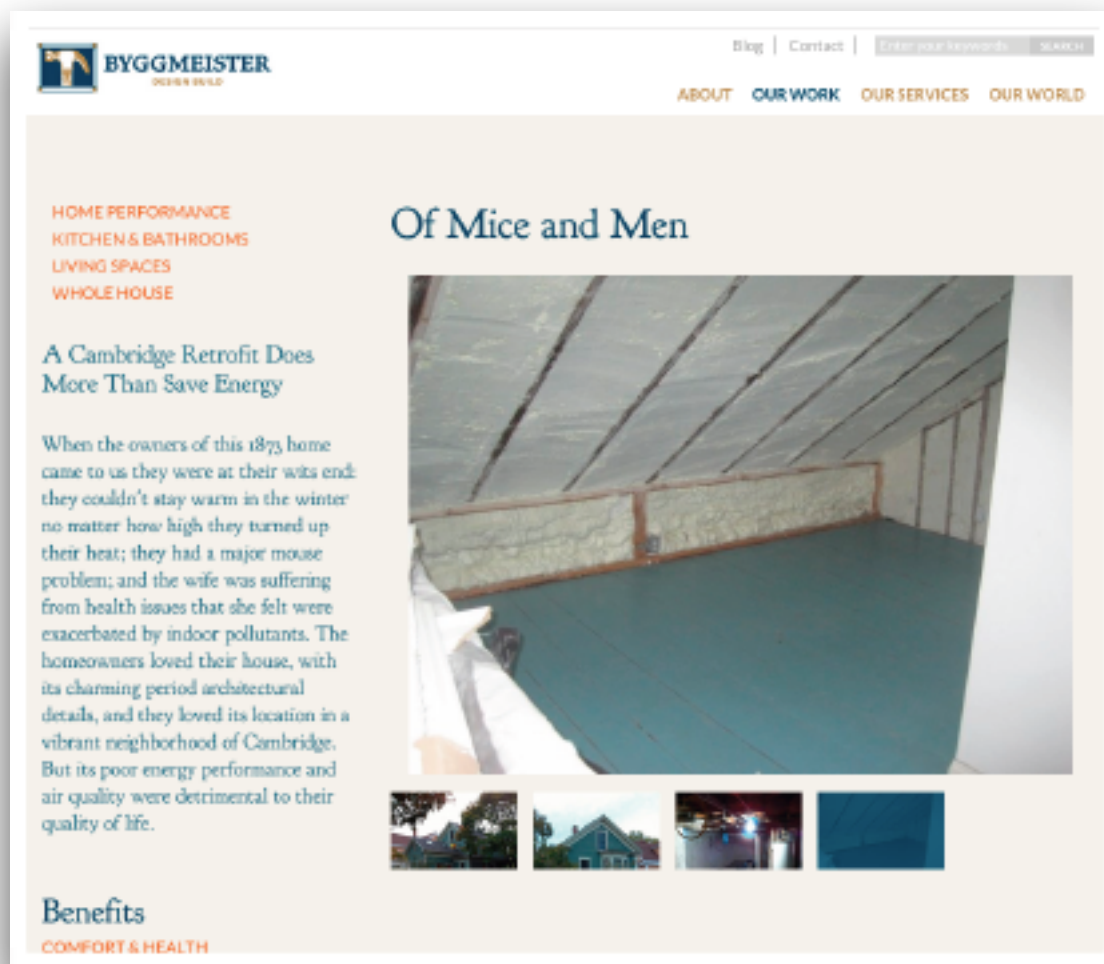
- **Envelope Control (air leakage)**
- **Whole House Ventilation**
- **Crawlspace Encapsulation**
- **Duct cleaning and sealing**
- **Moisture Control**
- **Equipment Replacement**

How It Works



Use Case Studies

- Measures We Implemented
- Voice of the Client



The screenshot shows a webpage for Byggmeister. The header includes the company logo, navigation links for 'Blog', 'Contact', and a search bar, and a menu with 'ABOUT', 'OUR WORK', 'OUR SERVICES', and 'OUR WORLD'. The main content area features a sidebar with categories: 'HOME PERFORMANCE', 'KITCHEN & BATHROOMS', 'LIVING SPACES', and 'WHOLE HOUSE'. The article title is 'Of Mice and Men'. The text describes a 1873 home retrofit in Cambridge, mentioning energy issues, a mouse problem, and health concerns. A large photo shows a room with a blue wall and a white ceiling. Below the photo are four small thumbnail images. The article concludes with a 'Benefits' section under the heading 'COMFORT & HEALTH'.

BYGGMEISTER
WHOLE WORLD

Blog | Contact |

ABOUT OUR WORK OUR SERVICES OUR WORLD

HOME PERFORMANCE
KITCHEN & BATHROOMS
LIVING SPACES
WHOLE HOUSE

Of Mice and Men

A Cambridge Retrofit Does More Than Save Energy

When the owners of this 1873 home came to us they were at their wits end: they couldn't stay warm in the winter no matter how high they turned up their heat; they had a major mouse problem; and the wife was suffering from health issues that she felt were exacerbated by indoor pollutants. The homeowners loved their house, with its charming period architectural details, and they loved its location in a vibrant neighborhood of Cambridge. But its poor energy performance and air quality were detrimental to their quality of life.

Benefits
COMFORT & HEALTH

Customer Journey Example: Facebook

Don't forget this important spring cleaning task!

<https://goo.gl/qzZaHM>

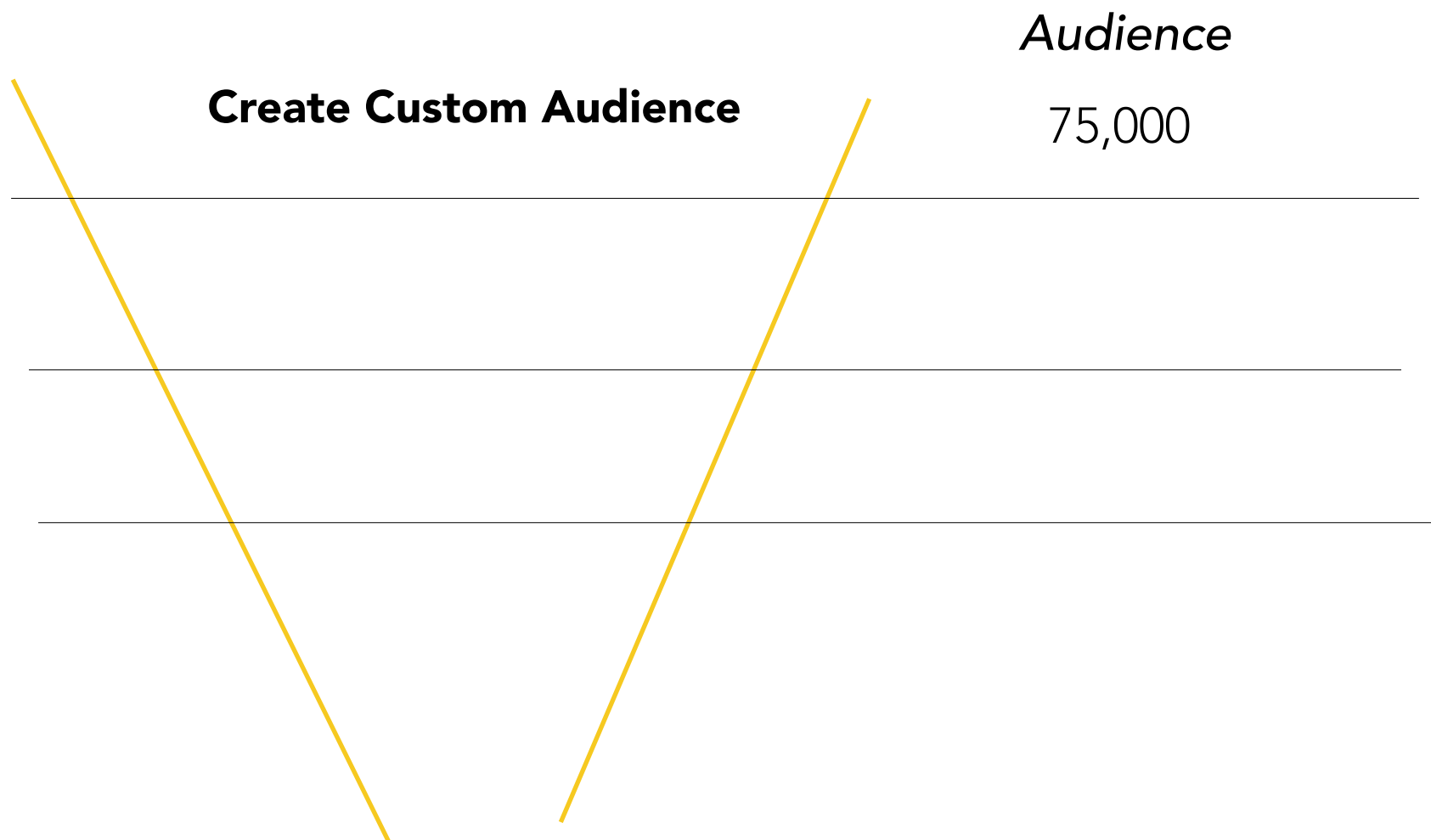


Add a Healthy Home Evaluation to Your Spring Cleaning List

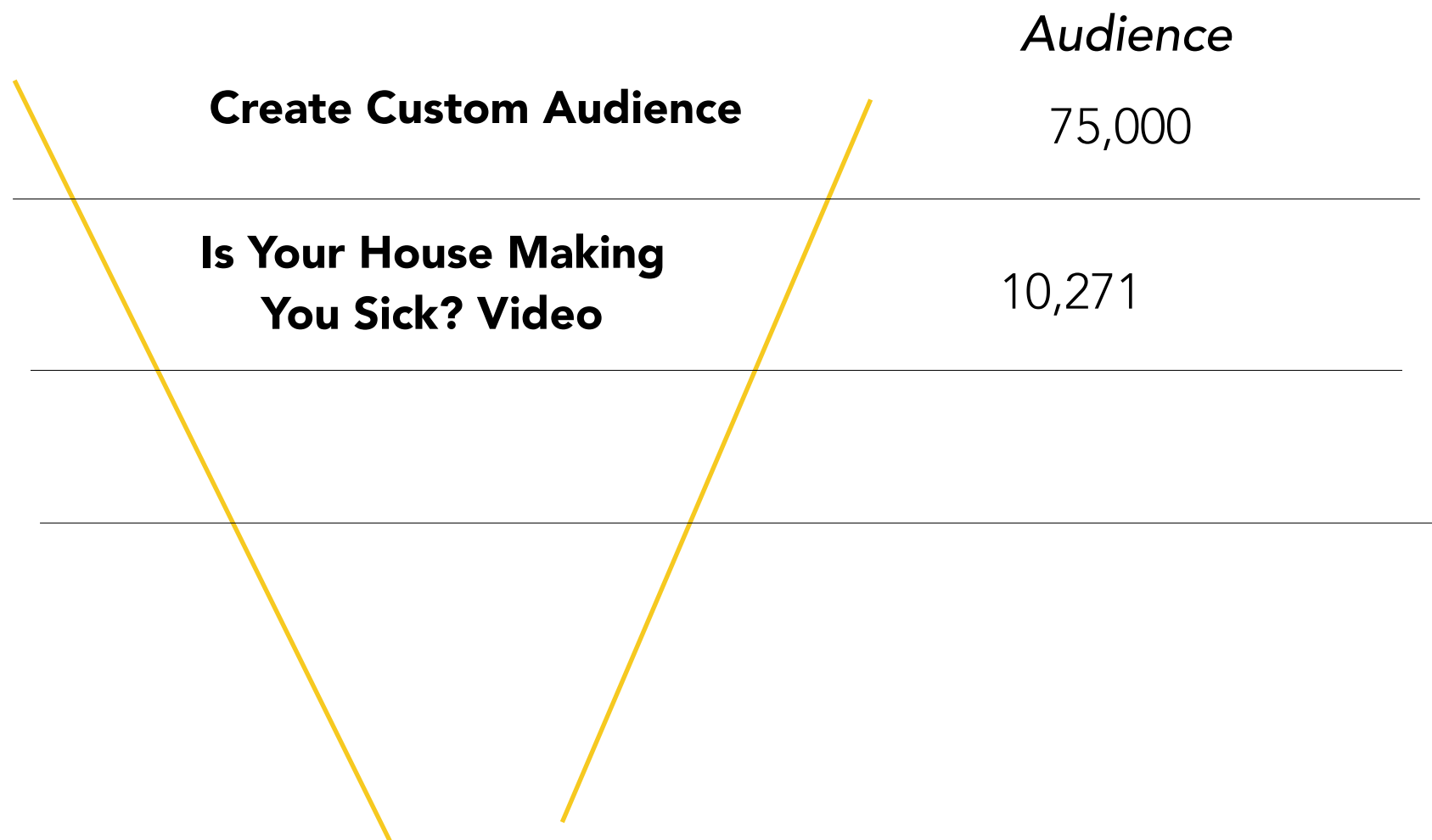
With the weather finally warming up and the days getting longer, you're probably itching to tackle some projects around the house. Maybe you've caught the...

[Learn More](#)

Facebook Custom Audiences



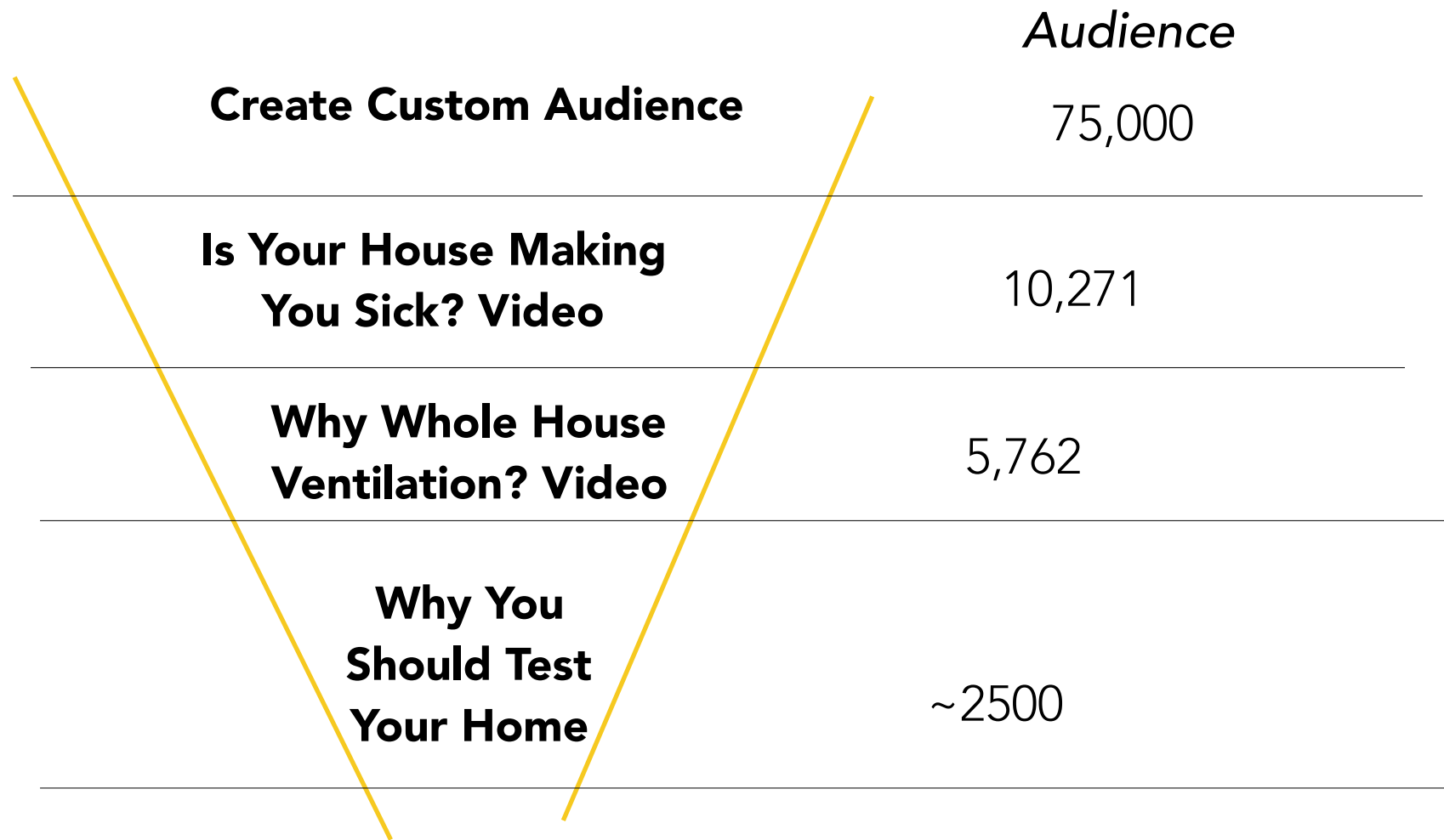
Facebook Custom Audiences



Facebook Custom Audiences

	<i>Audience</i>
Create Custom Audience	75,000
Is Your House Making You Sick? Video	10,271
Why Whole House Ventilation? Video	5,762

Facebook Custom Audiences



Web Visits & Lead Conversions



QUESTIONS?

Peter Troast

peter@energycircle.com



APPENDIX

(additional data slides)

● what causes asthma
Search term

+ Compare

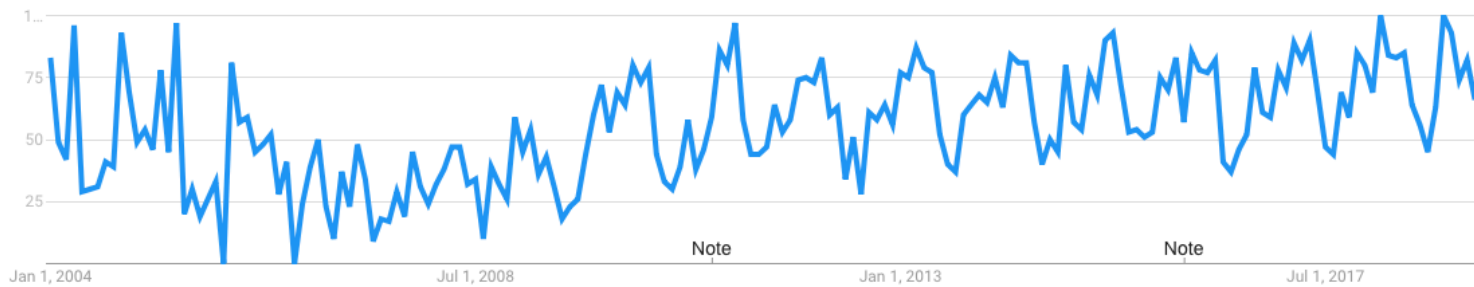
United States ▾

2004 - present ▾

All categories ▾

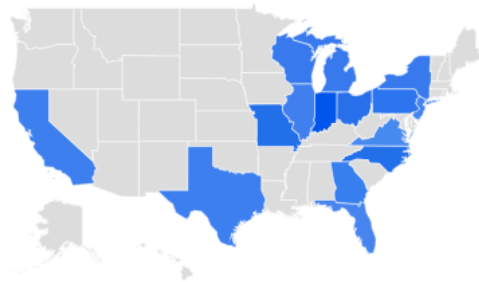
Web Search ▾

Interest over time ⓘ



Interest by subregion ⓘ

Subregion ▾



1	Indiana	100	<div style="width: 100%;"></div>
2	Missouri	80	<div style="width: 80%;"></div>
3	North Carolina	79	<div style="width: 79%;"></div>
4	Ohio	77	<div style="width: 77%;"></div>
5	Pennsylvania	75	<div style="width: 75%;"></div>

< Showing 1-5 of 15 subregions >

● off gassing
Search term

+ Compare

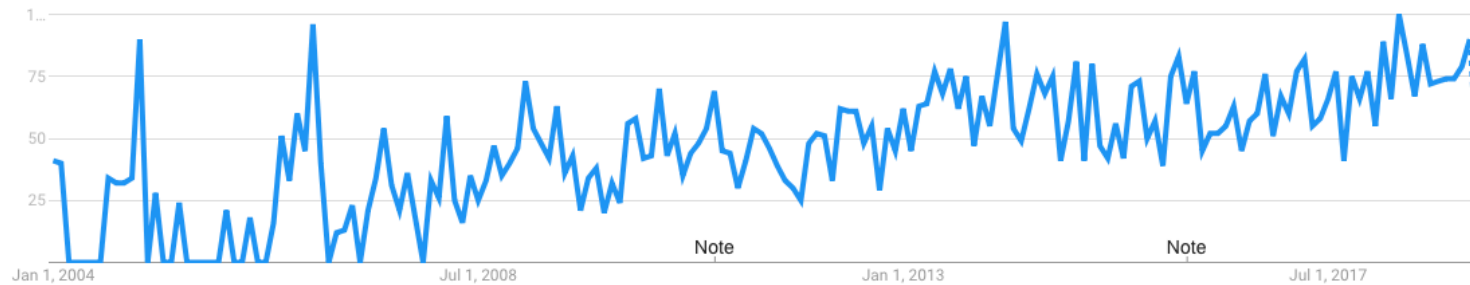
United States ▾

2004 - present ▾

All categories ▾

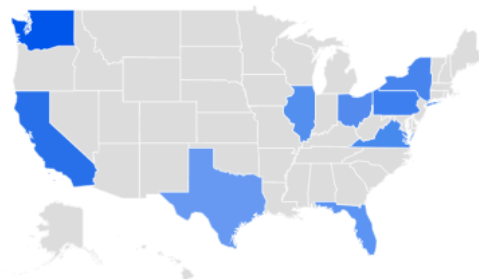
Web Search ▾

Interest over time ?



Interest by subregion ?

Subregion ▾



1	Washington	100	<div style="width: 100%;"></div>
2	California	77	<div style="width: 77%;"></div>
3	Pennsylvania	65	<div style="width: 65%;"></div>
4	New York	60	<div style="width: 60%;"></div>
5	Virginia	58	<div style="width: 58%;"></div>

< Showing 1-5 of 9 subregions >

● mold removal
Search term

+ Compare

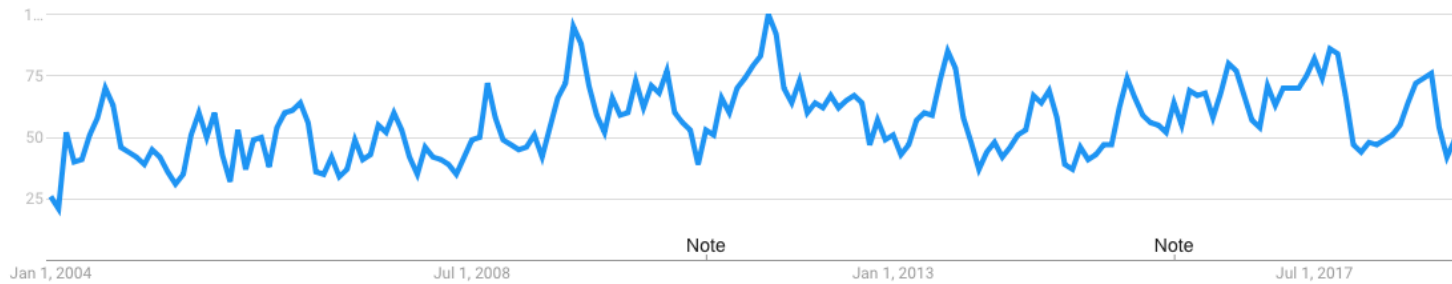
United States ▾

2004 - present ▾

All categories ▾

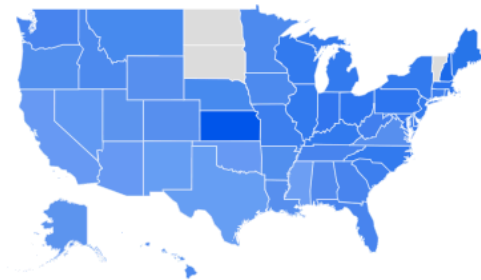
Web Search ▾

Interest over time ?



Interest by subregion ?

Subregion ▾



1	Kansas	100	<div style="width: 100%;"></div>
2	New Hampshire	84	<div style="width: 84%;"></div>
3	Maine	76	<div style="width: 76%;"></div>
4	Pennsylvania	75	<div style="width: 75%;"></div>
5	Massachusetts	73	<div style="width: 73%;"></div>

< Showing 1-5 of 48 subregions >

● non toxic
Search term

+ Compare

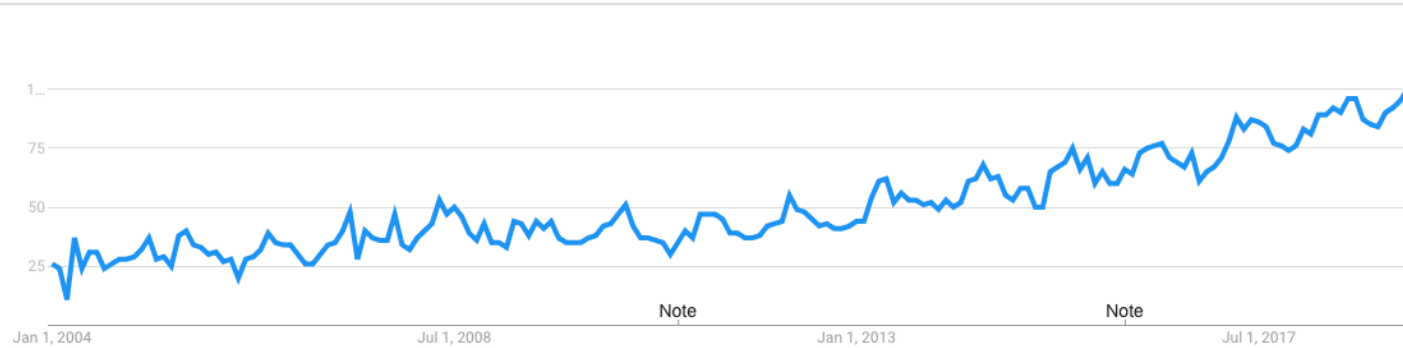
United States ▾

2004 - present ▾

All categories ▾

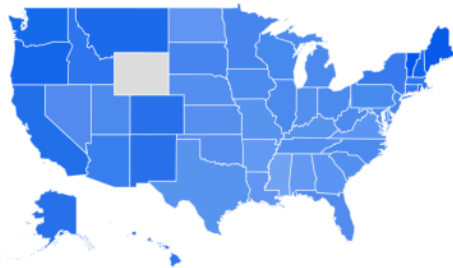
Web Search ▾

Interest over time ?



Interest by subregion ?

Subregion ▾



1	Vermont	100	<div style="width: 100%;"></div>
2	Maine	96	<div style="width: 96%;"></div>
3	New Hampshire	89	<div style="width: 89%;"></div>
4	Oregon	88	<div style="width: 88%;"></div>
5	Rhode Island	86	<div style="width: 86%;"></div>

< Showing 1-5 of 50 subregions >

● **healthy home**
Search term

+ Compare

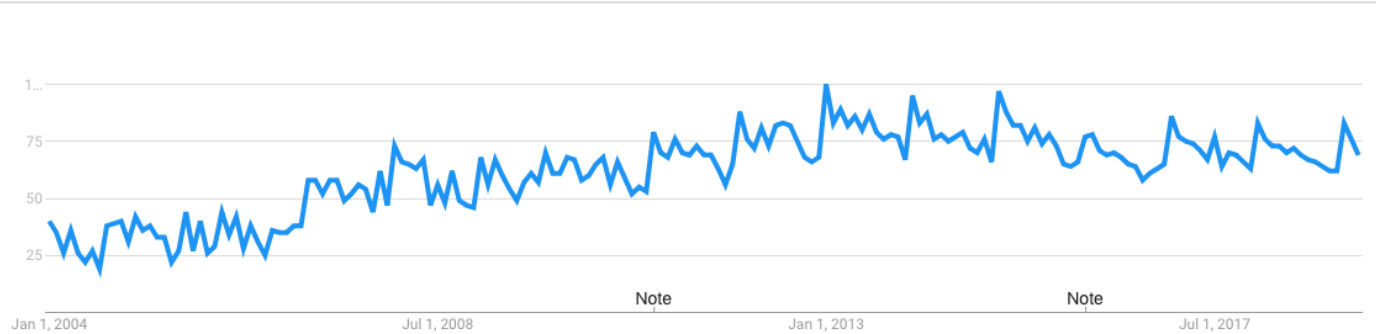
United States

2004 - present

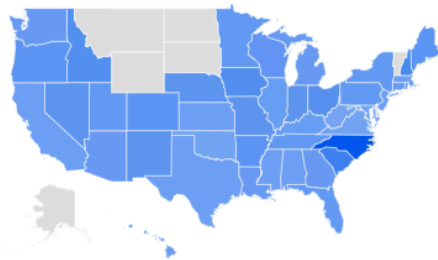
All categories

Web Search

Interest over time



Interest by subregion



Rank	Subregion	Interest Index
1	North Carolina	100
2	South Carolina	66
3	New Hampshire	58
4	Idaho	53
5	Iowa	52

< Showing 1-5 of 44 subregions >

Healthy Home vs Home Performance

● **healthy home**
Search term

● **home performance**
Search term

+ Add comparison

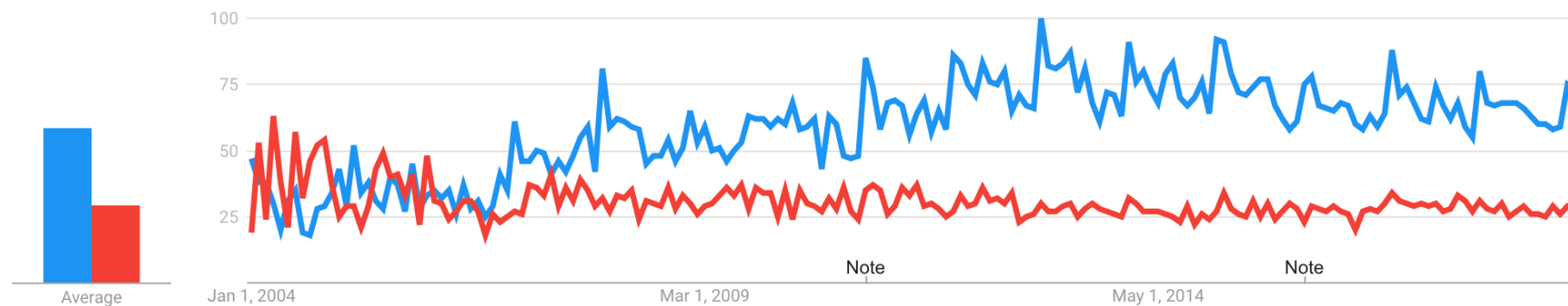
United States ▾

2004 - present ▾

All categories ▾

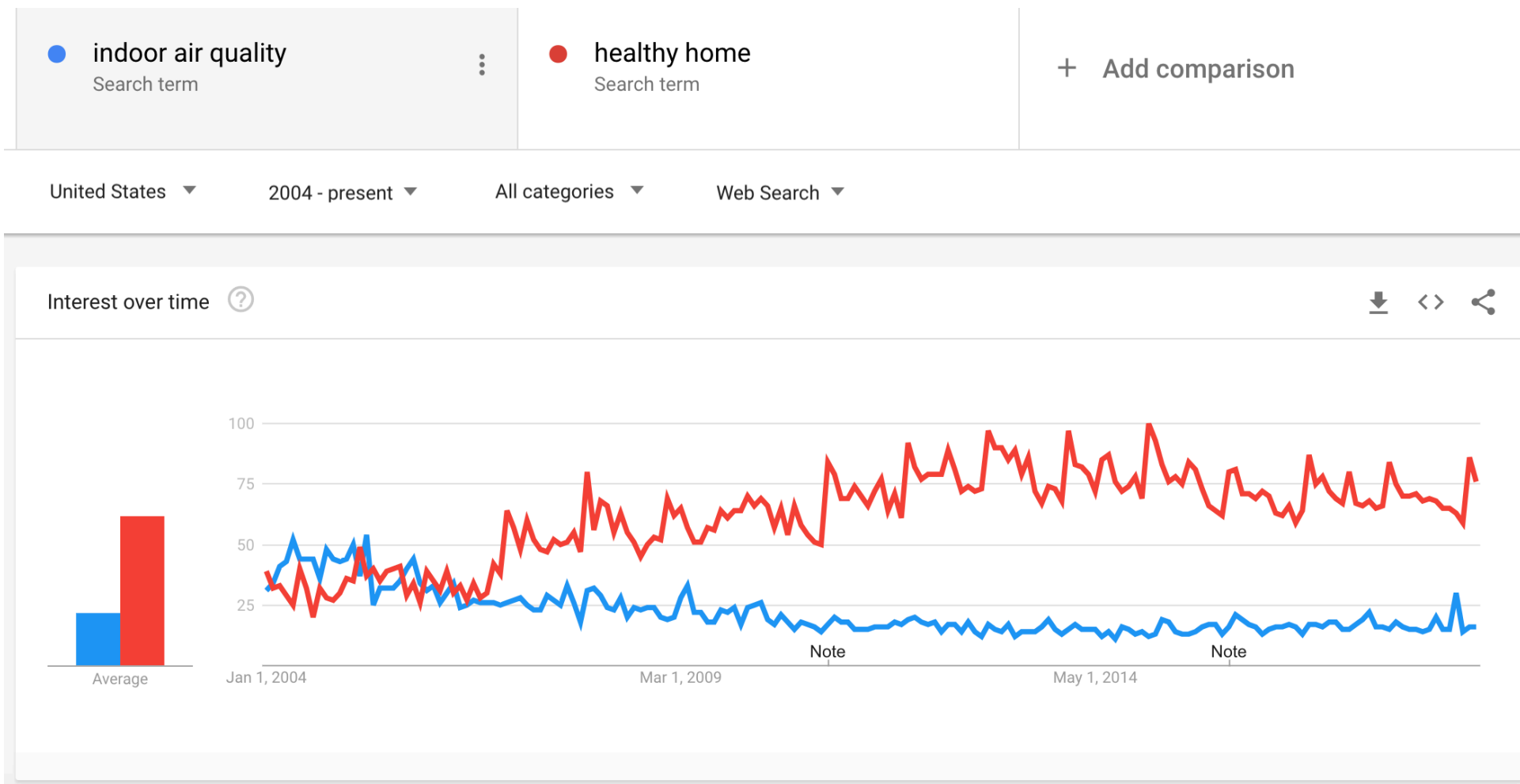
Web Search ▾

Interest over time ?



Google Trends, February 12, 2019

Healthy Home vs IAQ



Google Trends, February 12, 2019

RESEARCH BRIEF

IMPROVING
AMERICA'S HOUSING

Healthy Home Remodeling: Consumer Trends and Contractor Preparedness

JANUARY 2019 | ELIZABETH LA JEUNESSE

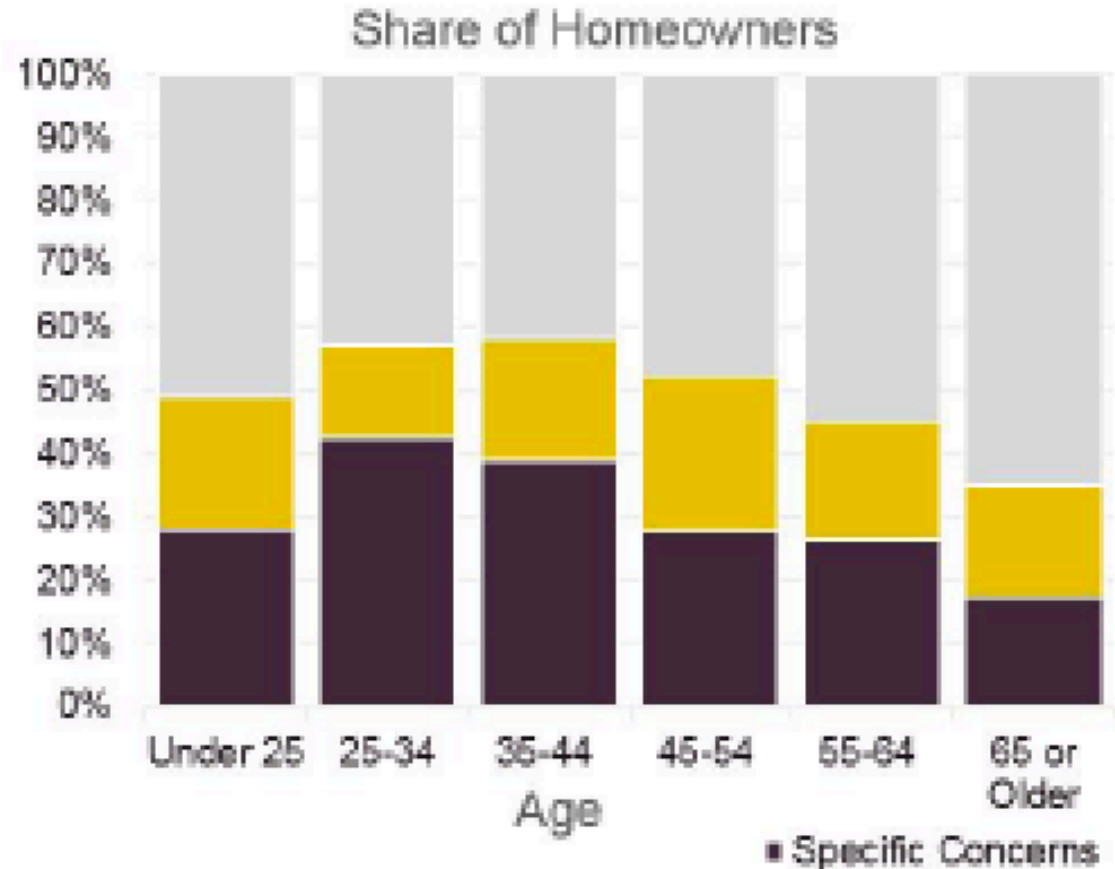


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n = 2469
Summer 2018

FIGURE 3: HEALTHY HOUSING CONCERNS ARE HIGHEST IN EARLY-MIDDLE AGES, ESPECIALLY AMONG OWNERS

IN THE PAST FEW YEARS, HOW CONCERNED HAVE YOU BEEN ABOUT YOUR CURRENT HOME NEGATIVELY AFFECTING YOUR OR ANOTHER OCCUPANT'S HEALTH?



Note: Out of a sample of 1,751 homeowners and 718 renters.

Source: Farnsworth Group and Joint Center Healthy Homes Surveys, August 2018.

FIGURE 4: INDOOR AIR QUALITY, PESTS, AND WATER QUALITY ISSUES TOP LIST OF CONCERNS ABOUT THE IMPACT OF HOME ON HEALTH

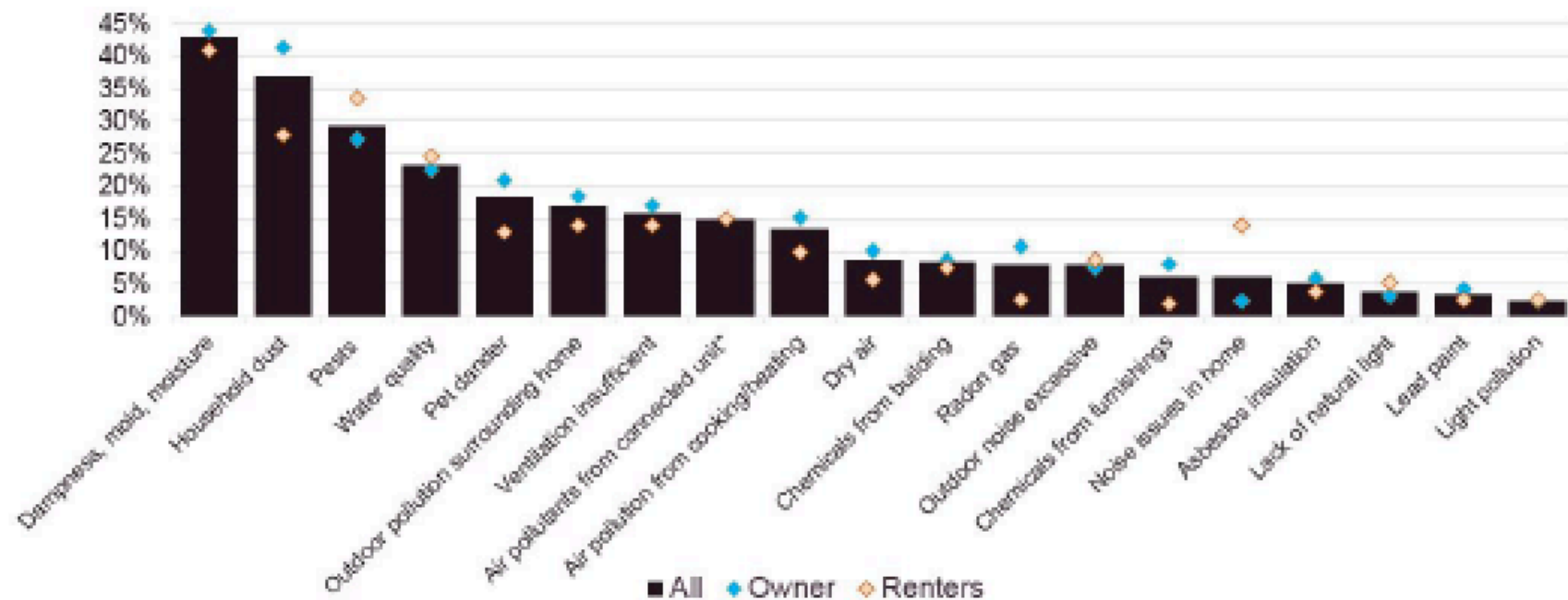
WHICH CATEGORY OR CATEGORIES BEST DESCRIBE YOUR CONCERN ABOUT THE IMPACT OF YOUR HOME ON YOUR HOUSEHOLD'S HEALTH?



Note: Out of a sample of 501 homeowners and 250 renters concerned about specific healthy housing issues.
 Source: Farnsworth Group and Joint Center Healthy Homes Surveys, August 2018.

FIGURE 5: DAMPNES/MOLD, HOUSEHOLD DUST, PESTS TOP LIST OF CONCERNS ABOUT INDOOR ENVIRONMENTAL QUALITY ISSUES

INDOOR ENVIRONMENTAL QUALITY ISSUES THAT GENERATED THE MOST CONCERN



Notes: Out of a sample of 493 homeowners and 266 renters concerned about indoor environmental quality issues (i.e., issues other than accessibility and basic physical safety). Households were asked, "Among the healthy home issues that concerned your household, please select up to three of them that generated the most concern." [*] denotes that the question was not asked of homeowners.

Sources: Farnsworth Group and Joint Center Healthy Homes Surveys, August 2018.