

# 2014



---

## HOUZZ HEALTHY HOME TRENDS STUDY



# Big Ideas

- Over 60% of homeowners rate their homes as healthy, yet more than a quarter are uncertain of major health hazards indoors or outside
- Baby Boomers and Gen X'rs are more critical of their homes' health than Millennials
- Homes are perceived to be healthier if built more recently, have no allergens or mold, limited instances of insects and rodents, and more light
- Moisture, air quality and cleanliness top the list of indoor concerns while air quality, grounds safety and soil quality worry homeowners outside
- Prevalence of health-promoting and safety systems like carbon monoxide detectors are limited in all homes
- Preventing health problems remains a motivation for renovations for over 40% of homeowners

# Table of Contents

What is important to homeowners?	4
How do homeowners rate their homes?	5
What differentiates a “healthy” home?	9
Are homeowners aware of the risk factors?	15
What are homeowners’ concerns?	17
Are the right systems in place?	20
What actions are homeowners taking?	26

# Home Factors Important to Health



Over 70% of homeowners identified comfort and minimizing exposure to chemicals and germs as very important to supporting their overall health.

## VERY IMPORTANT TO SUPPORTING HEALTH

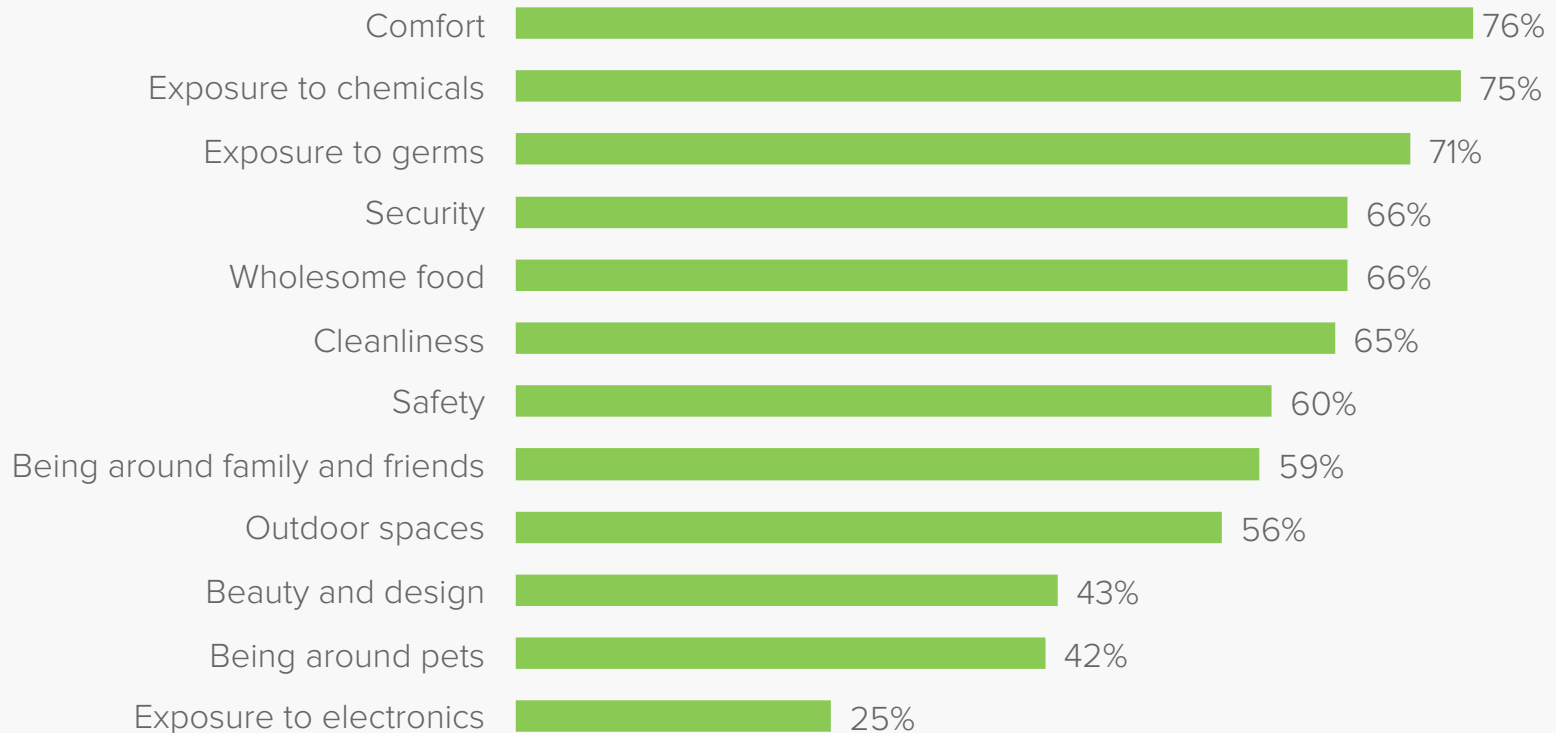


Chart shows the share of homeowners who reported certain aspects their home to be 'very important' to supporting their overall health and well-being. N=808.

# One in Five Homeowners Rates Their Home as Unhealthy



## HOME HEALTH RATINGS

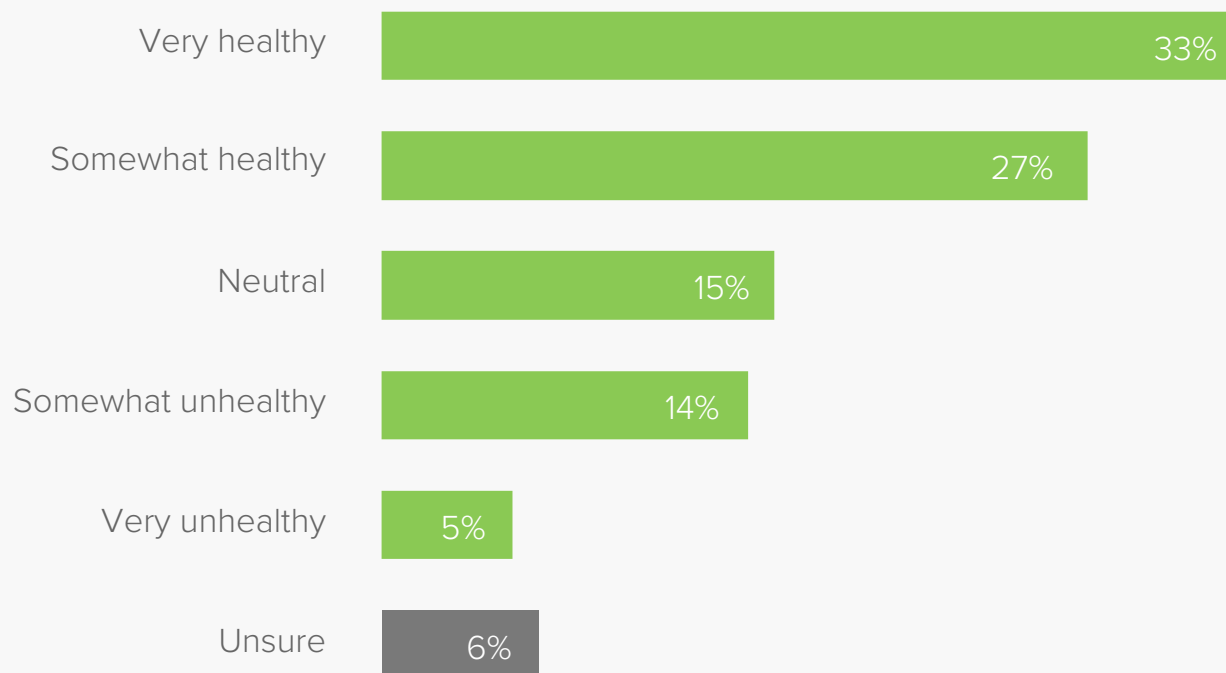
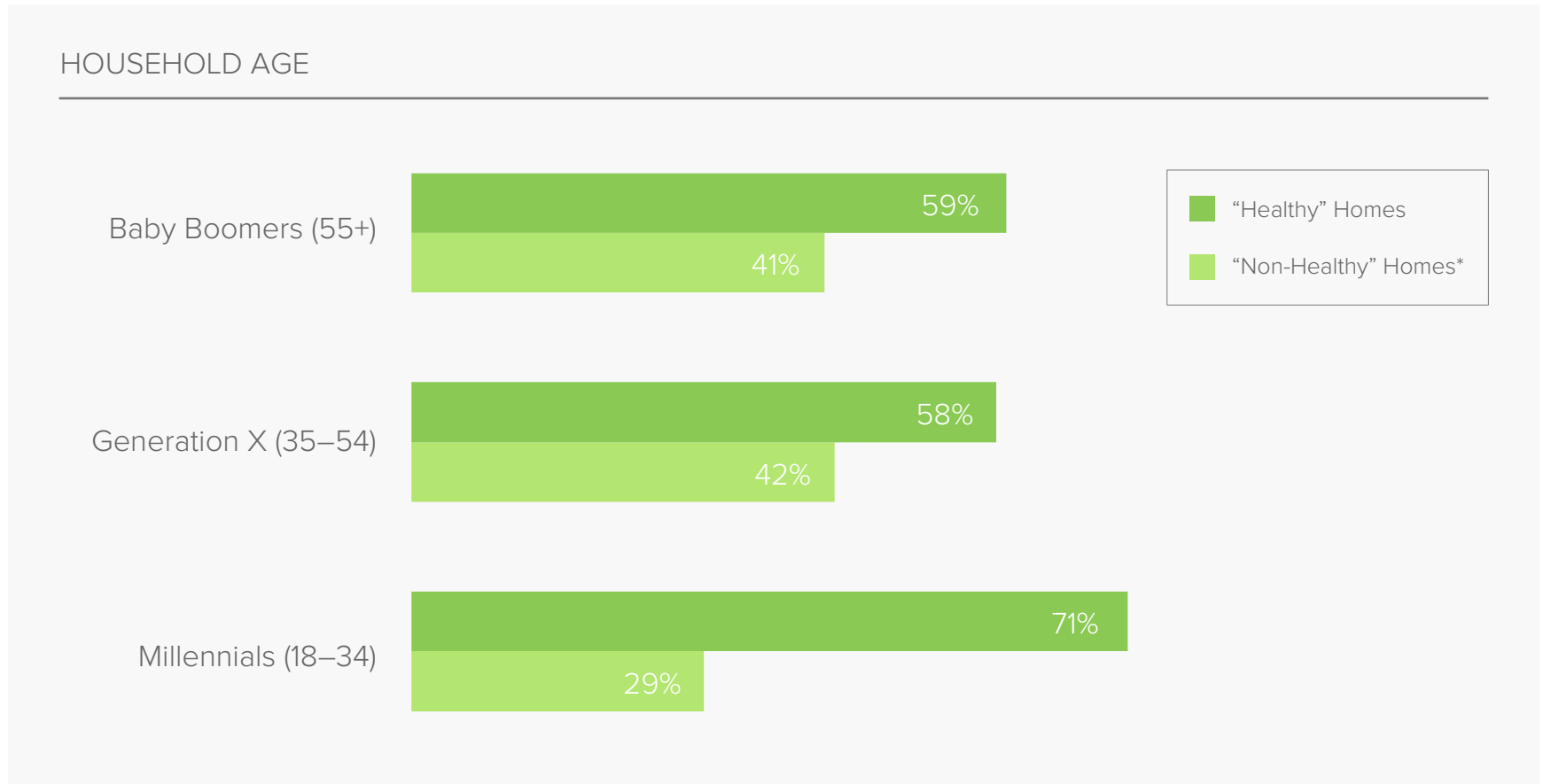


Chart shows the share of homeowners who rated how healthy they consider their current home environment to be for them and others in their home. N=808.

# Older Homeowners Are More Critical



Nearly three quarters of Millennials view their homes as healthy, compared to less than 60% of Baby Boomers and Generation X'rs.

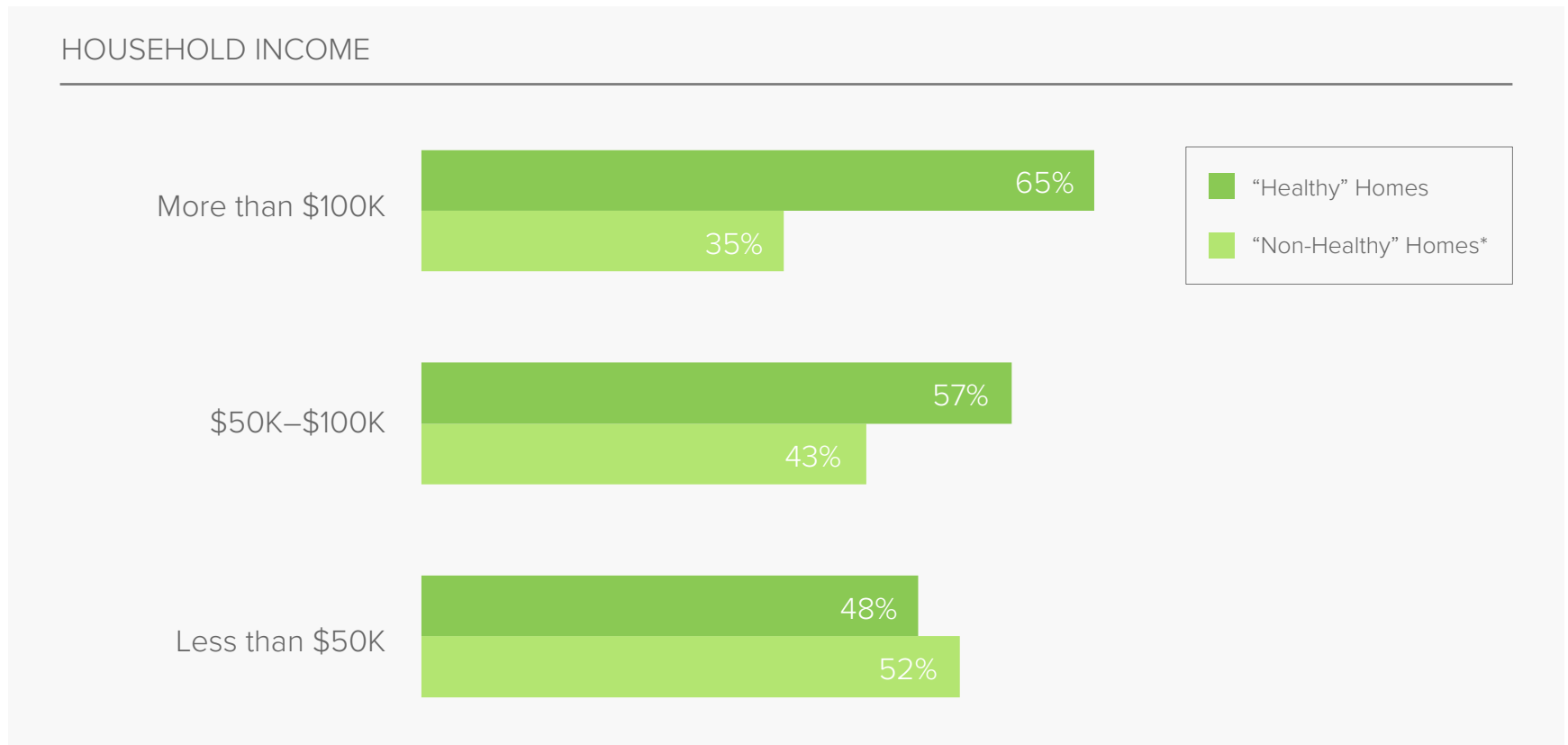


\*Chart shows the share of homeowners within a given age range who rated their homes as "Very Healthy" or "Somewhat Healthy" ("Healthy" Homes) or who rated their homes as "Neutral", "Somewhat Unhealthy", "Very Unhealthy", or "Unsure" ("Non-Healthy" Homes). N=808.

# Positive Views of Home's Health Correlate with Higher Income



Nearly two thirds of homeowners with annual household incomes about \$100K consider their home to be healthy; compared with less than half of homeowners with incomes above \$50K.

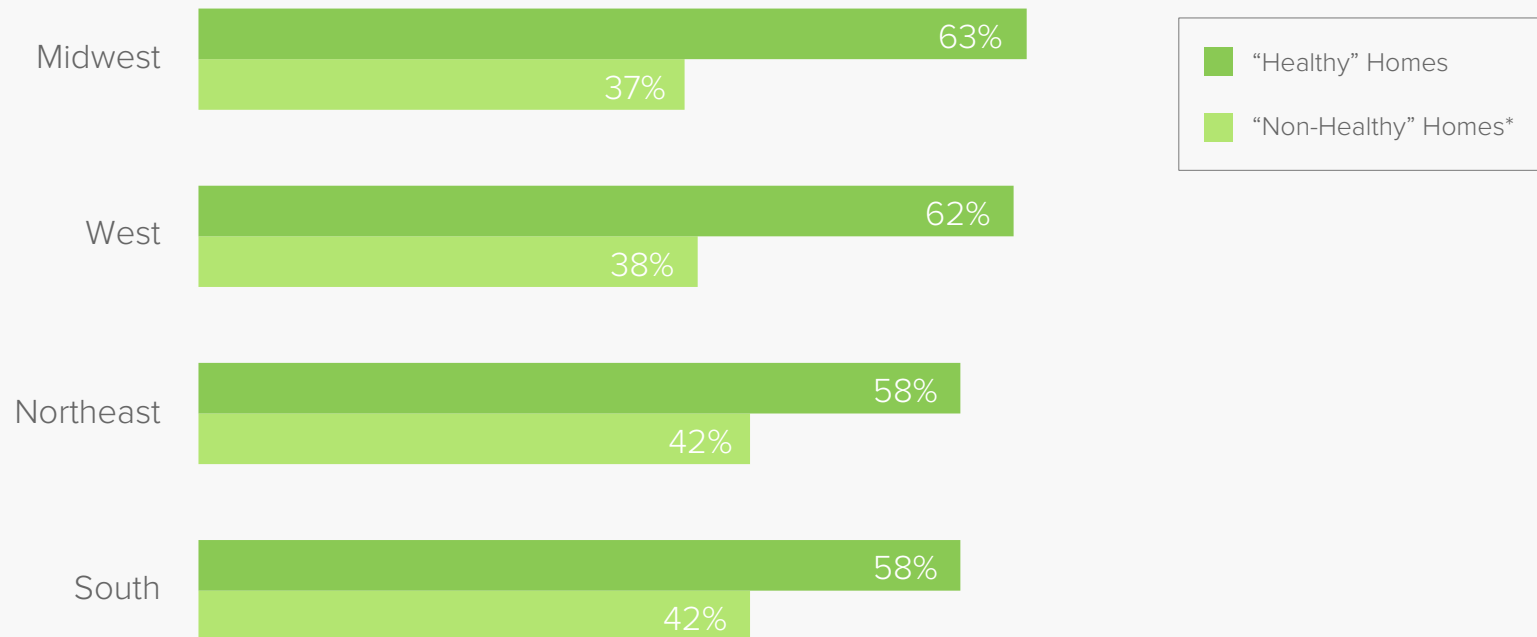


\*Chart shows the share of homeowners within a given age range who rated their homes as "Very Healthy" or "Somewhat Healthy" ("Healthy" Homes) or who rated their homes as "Neutral", "Somewhat Unhealthy", "Very Unhealthy", or "Unsure" ("Non-Healthy" Homes). N=808.

# Homes in the Midwest and West Are Rated Best



## US REGIONS



\*Chart shows the share of homeowners within a given age range who rated their homes as "Very Healthy" or "Somewhat Healthy" ("Healthy" Homes) or who rated their homes as "Neutral", "Somewhat Unhealthy", "Very Unhealthy", or "Unsure" ("Non-Healthy" Homes). N=808.

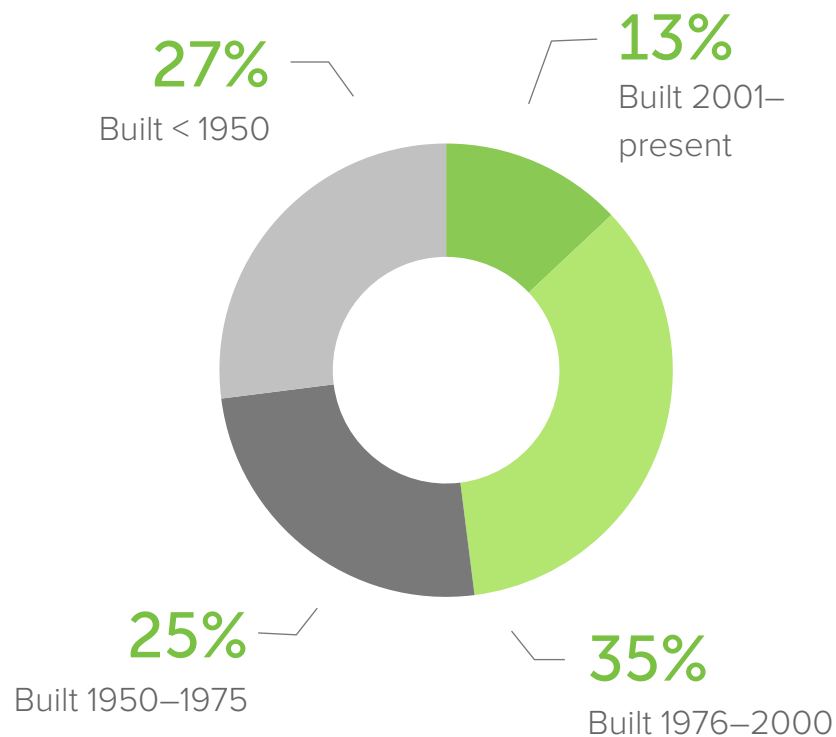
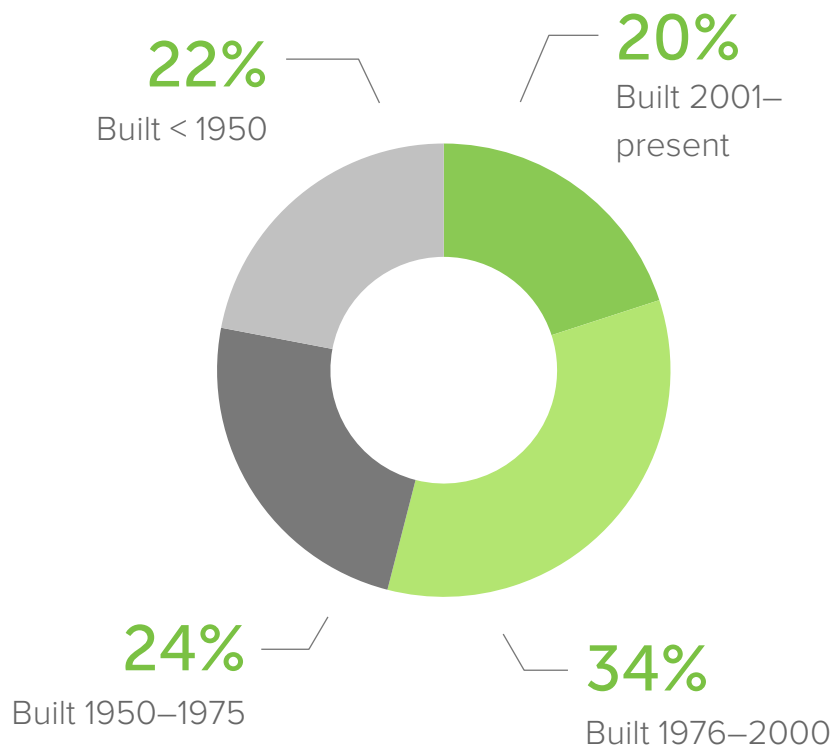


# “Healthy” Homes Tend to Be Newer



“HEALTHY” HOMES

“NON-HEALTHY” HOMES



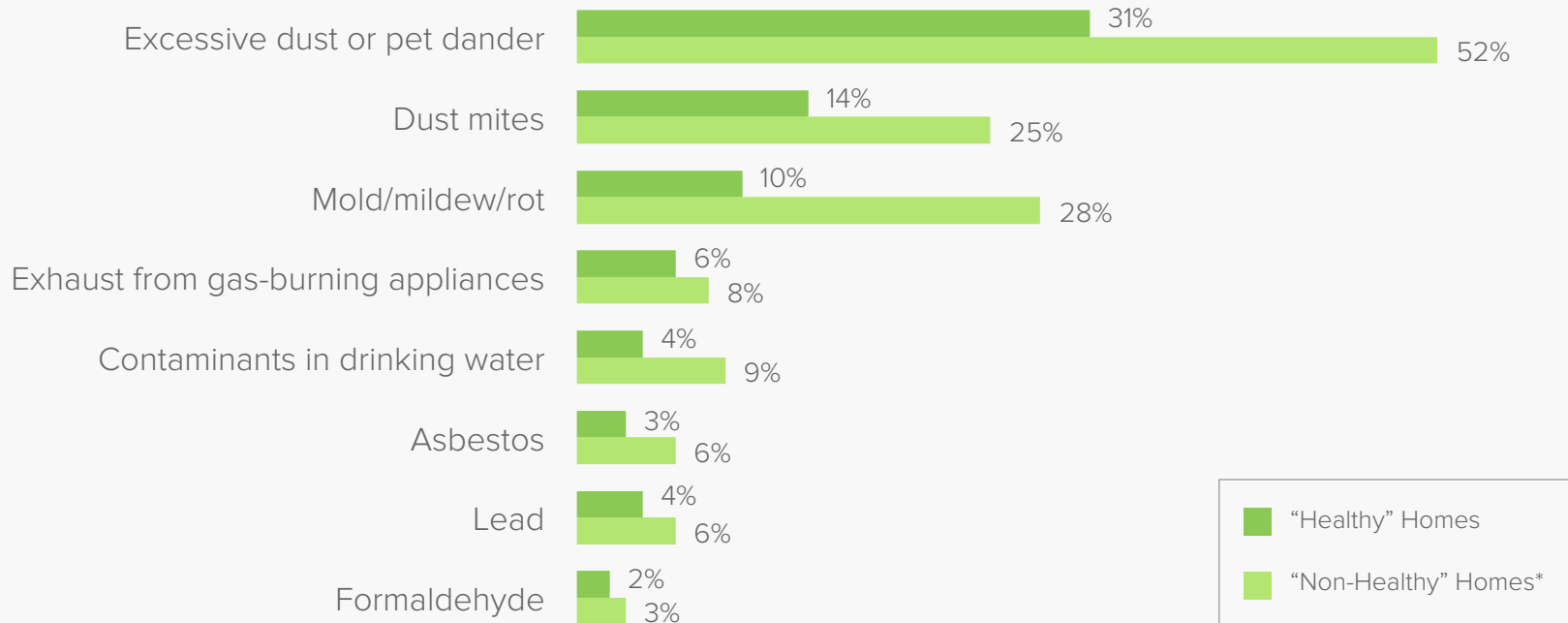
\*Chart shows the share of homeowners that reported their homes built within the given year ranges. “Healthy” Homes are homes with “Very Healthy” or “Somewhat Healthy” rating; “Non-Healthy” Homes are homes with a “Neutral”, “Somewhat Unhealthy”, “Very Unhealthy”, or “Unsure” rating. N=808.

# “Healthy” Homes Have Fewer Indoor Irritants



“Healthy” homes are 20% to 60% less likely to have some of the known indoor risk factors, such as excessive dust, mold or contaminants in drinking water. Still nearly a third of the homeowners in “healthy” homes report excessive dust or pet dander issues.

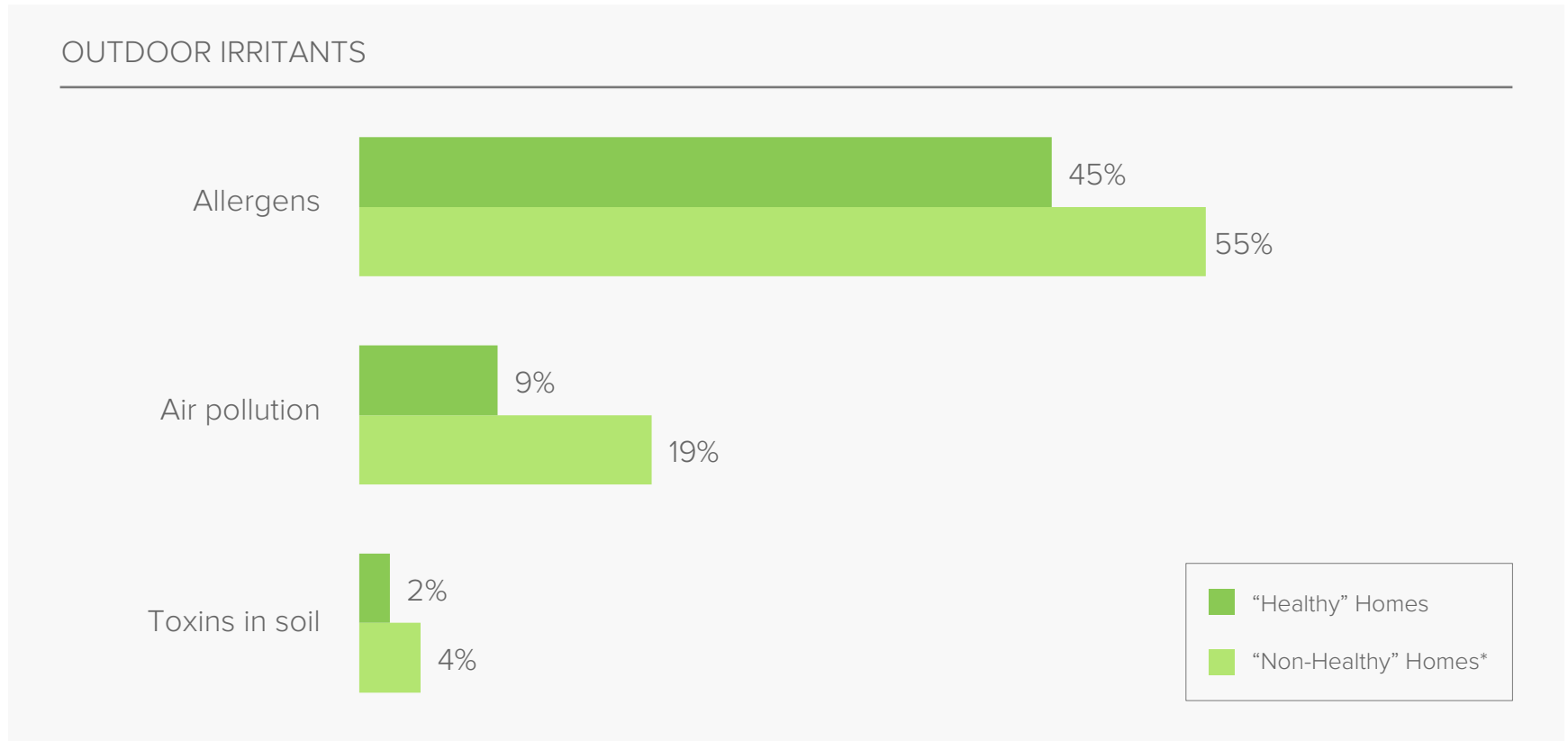
## INDOOR IRRITANTS



\*Chart shows the share of homeowners within each home type that reported having certain indoor issues currently present in the home. “Healthy” Homes are homes rated as “Very Healthy” or “Somewhat Healthy”; “Non-Healthy” Homes are homes rated as “Neutral”, “Somewhat Unhealthy”, “Very Unhealthy”, or “Unsure”. N=808.

# ... and Fewer Outdoor Irritants

Homeowners who rate their homes as healthy are 20% to 60% less likely to have some of the known outdoor risk factors, such as allergens, air pollution, and/or toxins in soil. Still 45% homeowners in “healthy” homes report allergens.



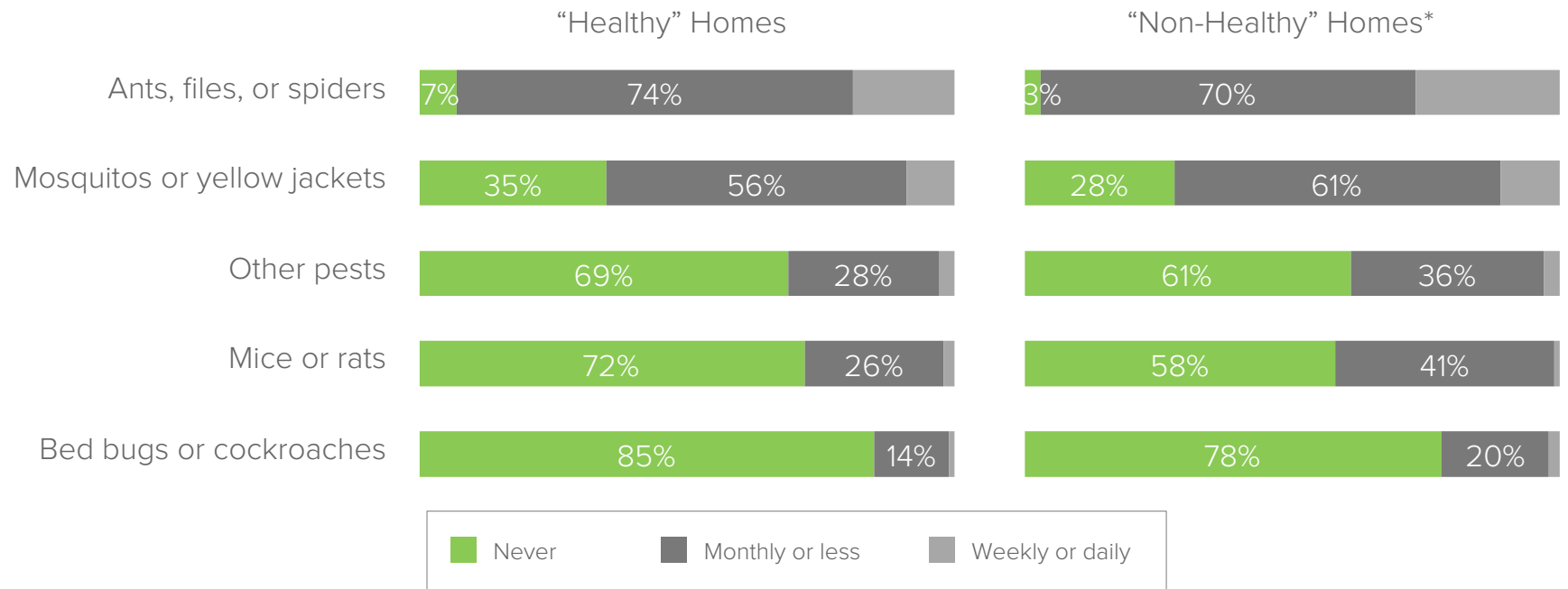
\*Chart shows the share of homeowners within each home type that reported having certain outdoor irritants currently in the home. “Healthy” Homes are homes rated as “Very Healthy” or “Somewhat Healthy”; “Non-Healthy” Homes are homes rated as “Neutral”, “Somewhat Unhealthy”, “Very Unhealthy”, or “Unsure”. N=808.

# “Healthy” Homes Have Fewer Offending Critters



Homeowners that gave their homes a less than healthy rating are on average 50% more likely to have bed bugs, roaches and/or rodents on occasion; still, over 14% of “healthy” homes report having these offenders once a month or less.

## INDOOR PESTS



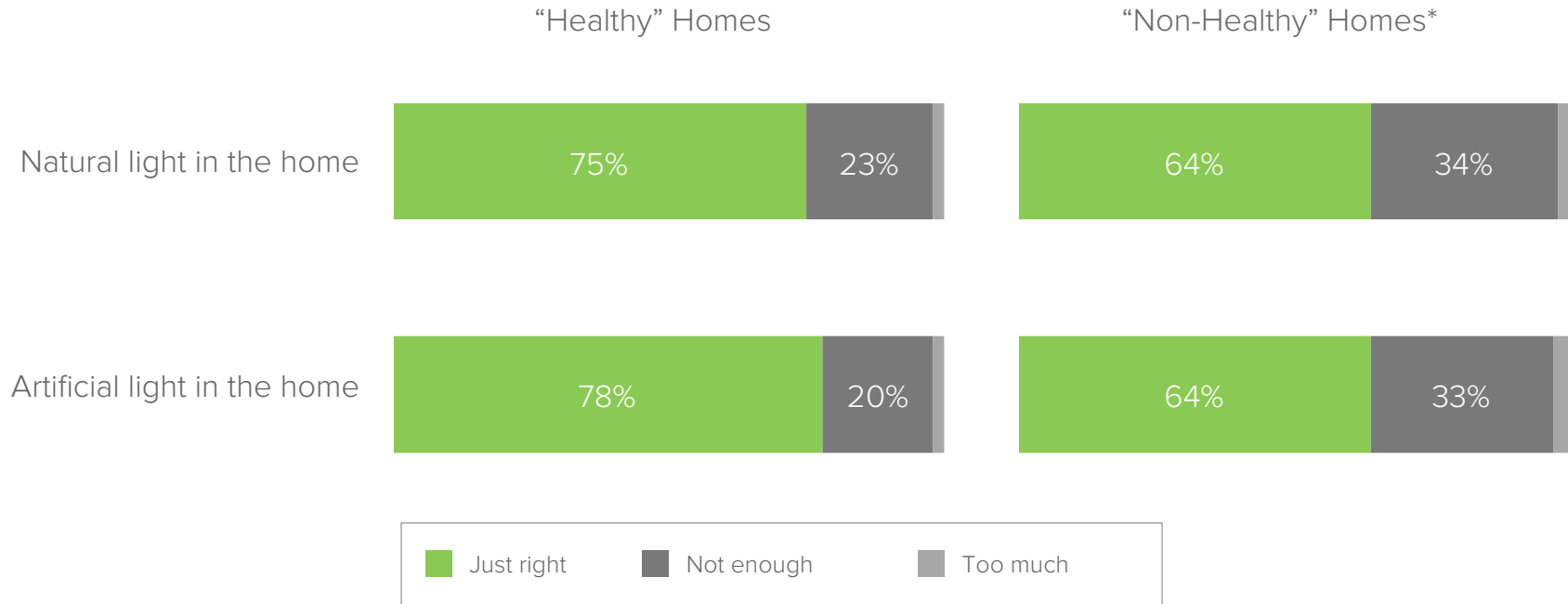
\*Chart shows the share of homeowners within each home type that reported having certain indoor pests in the past 12 months. “Healthy” Homes are homes rated as “Very Healthy” or “Somewhat Healthy”; “Non-Healthy” Homes are homes rated as “Neutral”, “Somewhat Unhealthy”, “Very Unhealthy”, or “Unsure”. N=808.

# “Healthy” Homes Are Well Lit



Homeowners who view their homes as healthy are 20% more likely to be satisfied with natural and artificial lighting in their homes. Still many report having not enough natural (23%) or artificial lighting (20%).

## RATING OF INDOOR LIGHTING



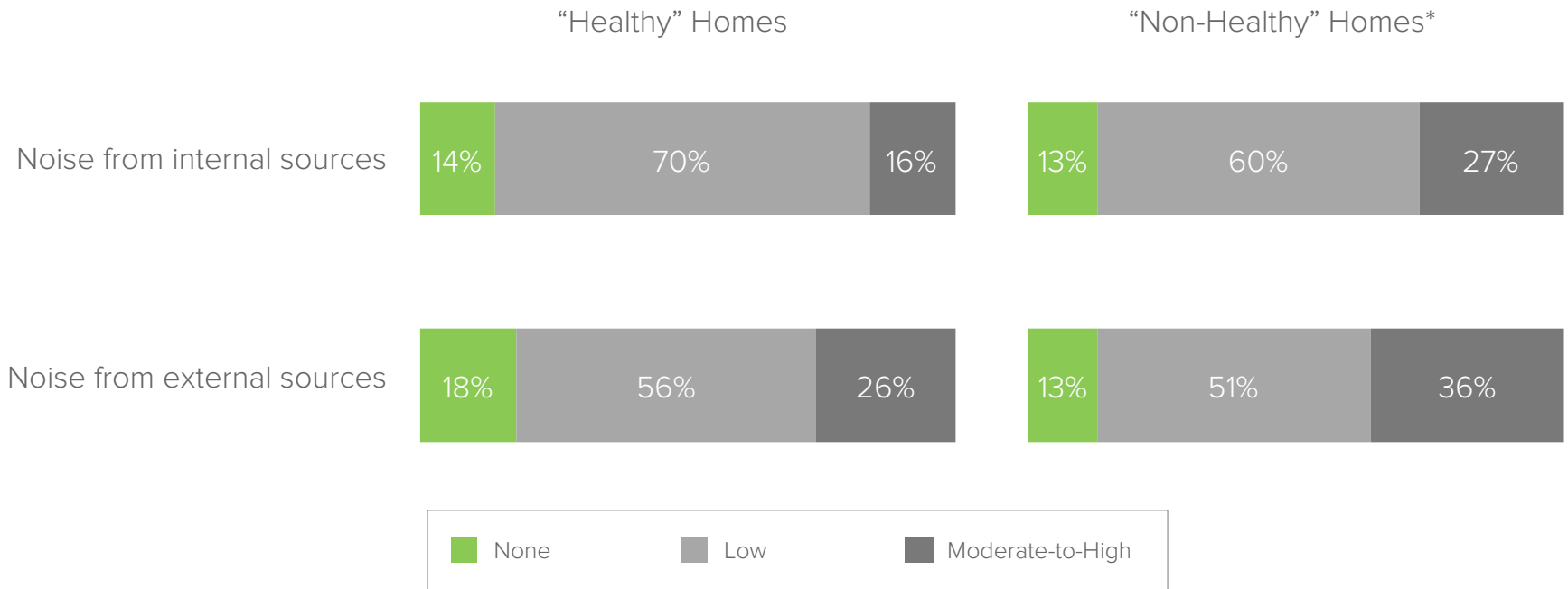
\*Chart shows the share of homeowners within each home type that rated the amount of natural light and artificial light inside their home. “Healthy” Homes are homes rated as “Very Healthy” or “Somewhat Healthy”; “Non-Healthy” Homes are homes rated as “Neutral”, “Somewhat Unhealthy”, “Very Unhealthy”, or “Unsure”. N=808.

# “Healthy” Homes Are Quieter



One in three of “non-healthy” homes suffers from moderate-to-high outdoor noise levels, compared to one in four of “healthy” homes.

## RATING OF INDOOR NOISE LEVELS

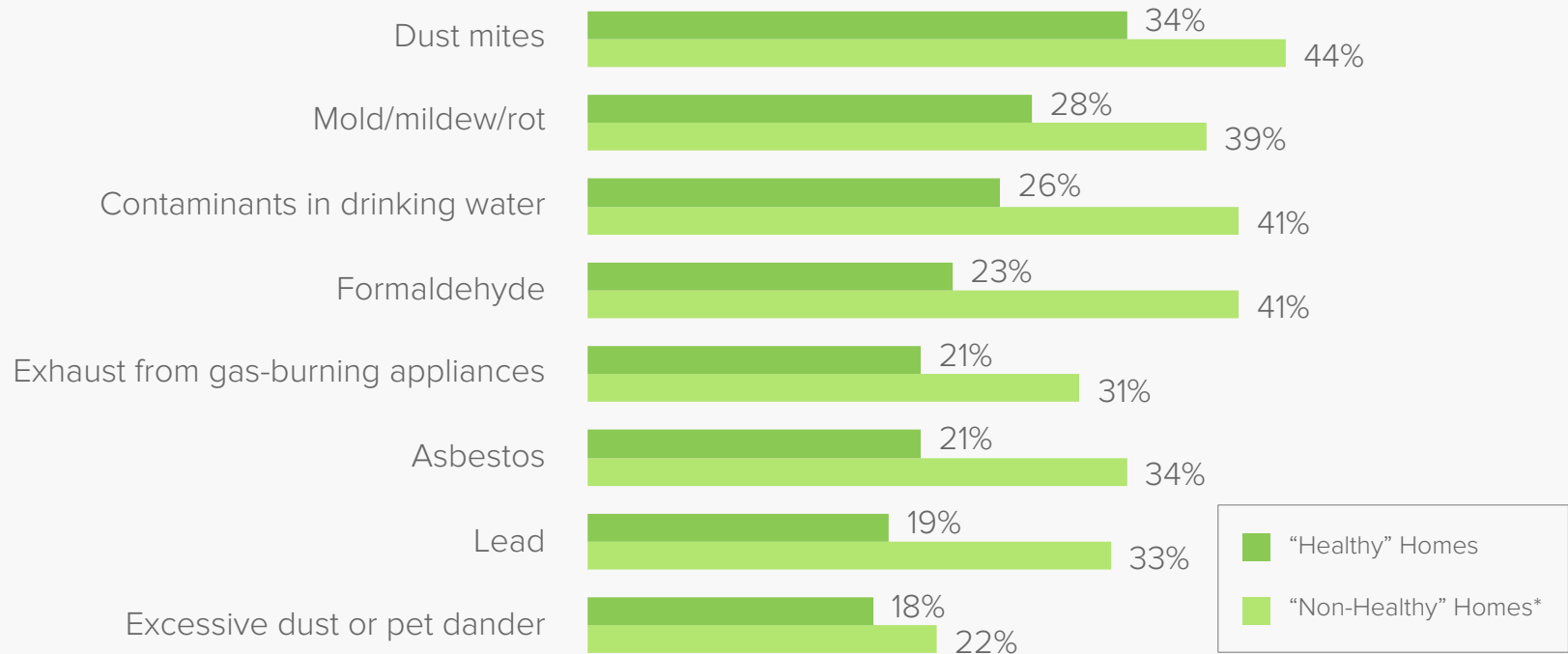


\*Chart shows the share of homeowners within each home type that rated the average levels of noise from external sources (road, air, rail traffic) and internal sources (appliances, people, pets) inside the home. “Healthy” Homes are homes rated as “Very Healthy” or “Somewhat Healthy”; “Non-Healthy” Homes are homes rated as “Neutral”, “Somewhat Unhealthy”, “Very Unhealthy”, or “Unsure”. N=808.

# Homeowners Uncertain of Indoor Irritants

On average, one in five owners of “healthy” homes and one in three of “non-healthy” homes are uncertain about many risk factors inside their home.

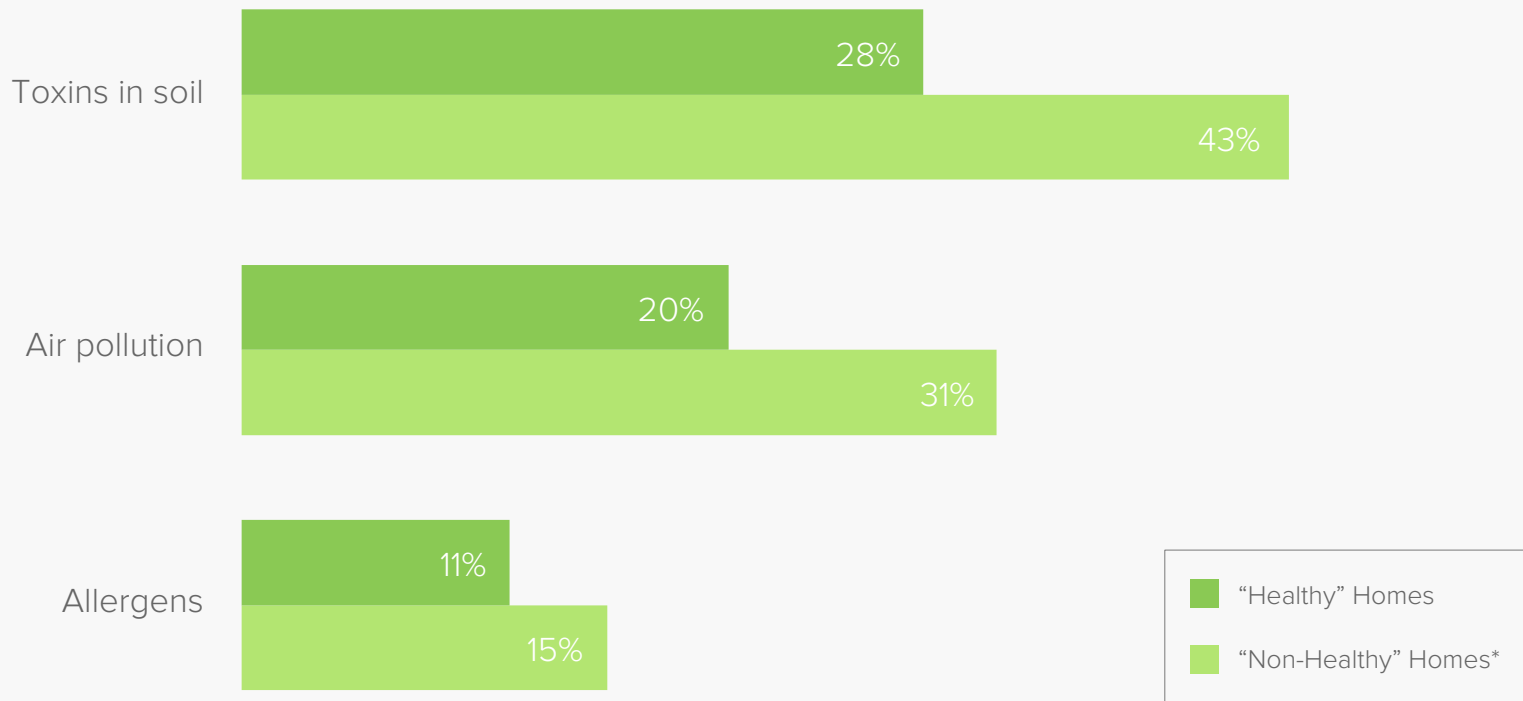
## UNSURE OF INDOOR IRRITANTS



\*Chart shows the share of homeowners within each home type that reported being not sure about having certain indoor issues currently present in the home. “Healthy” Homes are homes rated as “Very Healthy” or “Somewhat Healthy”; “Non-Healthy” Homes are homes rated as “Neutral”, “Somewhat Unhealthy”, “Very Unhealthy”, or “Unsure”. N=808.

# ... and Outdoor Irritants

## UNSURE OF OUTDOOR IRRITANTS



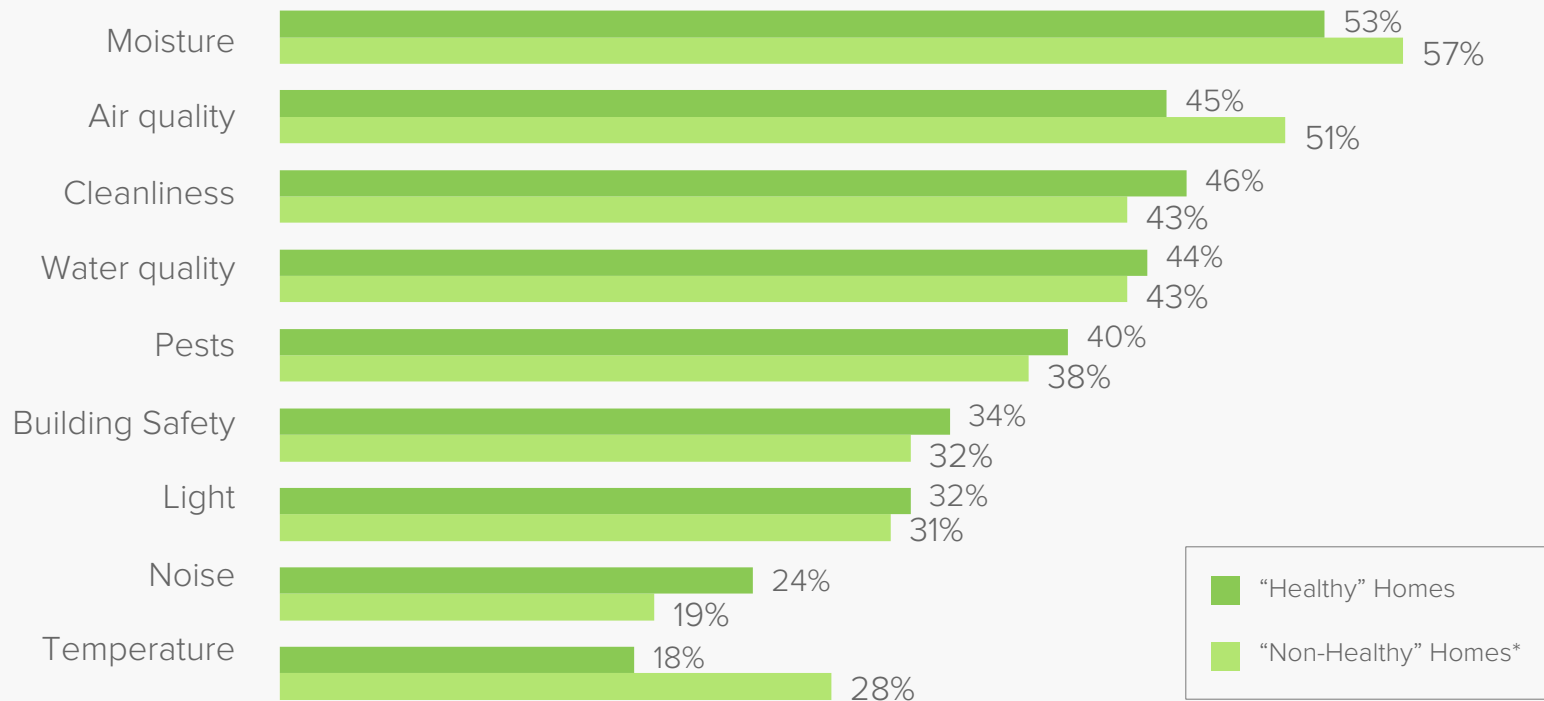
\*Chart shows the share of homeowners within each home type that reported being not sure about having certain outdoor issues currently present in the home. "Healthy" Homes are homes rated as "Very Healthy" or "Somewhat Healthy"; "Non-Healthy" Homes are homes rated as "Neutral", "Somewhat Unhealthy", "Very Unhealthy", or "Unsure". N=808.



# Concerns Abound, Irrespective of Health Perceptions



## VERY CONCERNED ABOUT HEALTH IMPACT OF INDOOR FACTORS

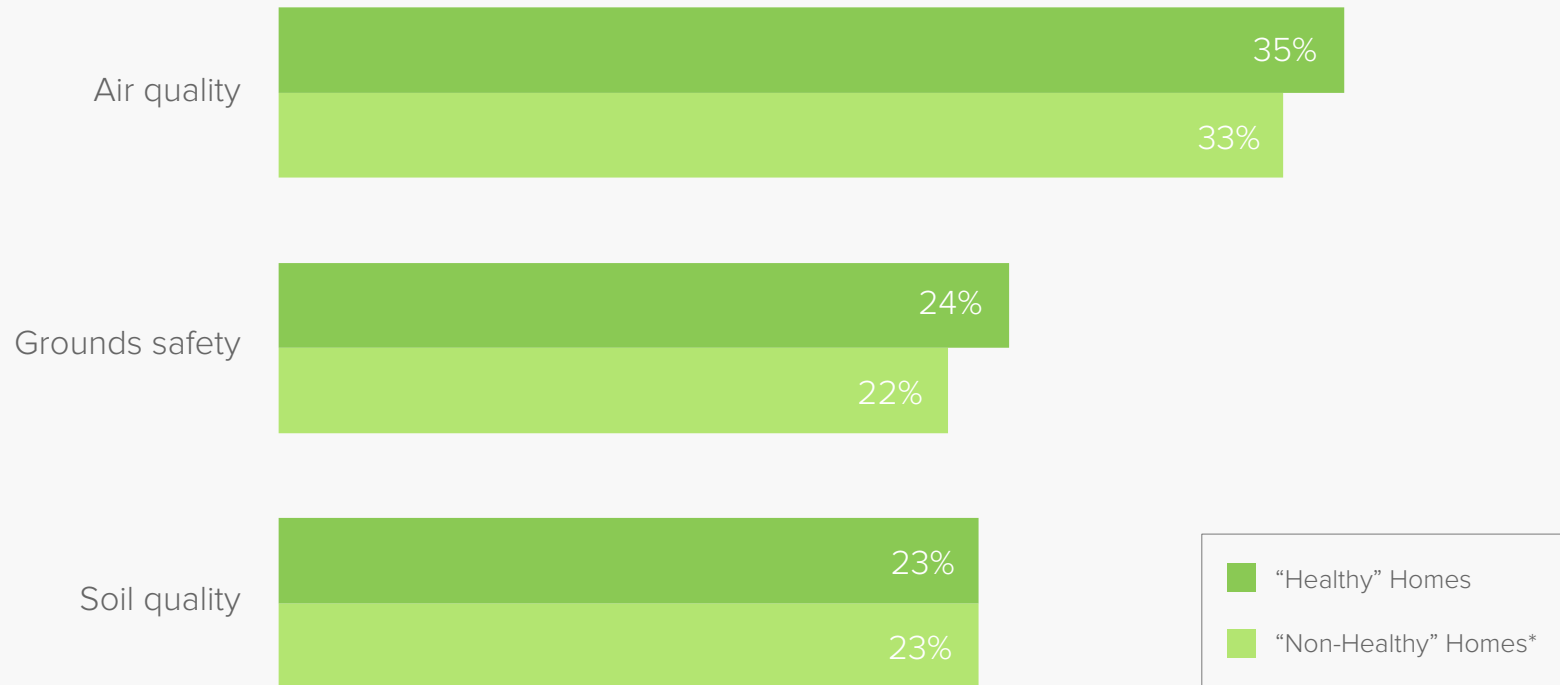


\*Chart shows the share of homeowners within each home type that reported being "very concerned" about the impact of certain indoor factors on the health of the respondent and the health of others in the home. "Healthy" Homes are homes rated as "Very Healthy" or "Somewhat Healthy"; "Non-Healthy" Homes are homes rated as "Neutral", "Somewhat Unhealthy", "Very Unhealthy", or "Unsure". N=808.

# One-Third Concerned about Outdoor Air Quality



## VERY CONCERNED ABOUT HEALTH IMPACT OF OUTDOOR FACTORS

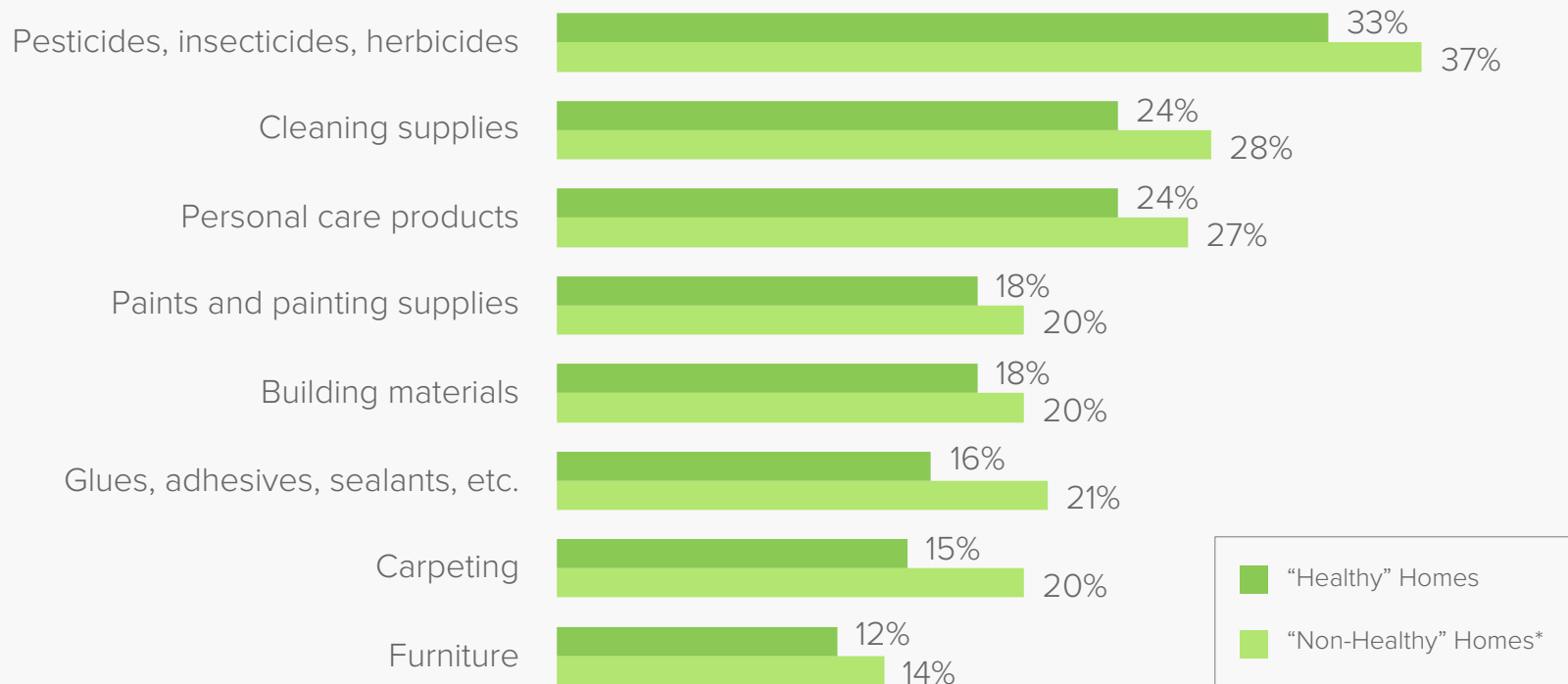


\*Chart shows the share of homeowners within each home type that reported being "very concerned" about the impact of certain outdoor factors on the health of the respondent and the health of others in the home. "Healthy" Homes are homes rated as "Very Healthy" or "Somewhat Healthy"; "Non-Healthy" Homes are homes rated as "Neutral", "Somewhat Unhealthy", "Very Unhealthy", or "Unsure". N=808.

# Concerns with Exposure to Chemicals



## VERY CONCERNED WITH PRESENCE OF CHEMICALS

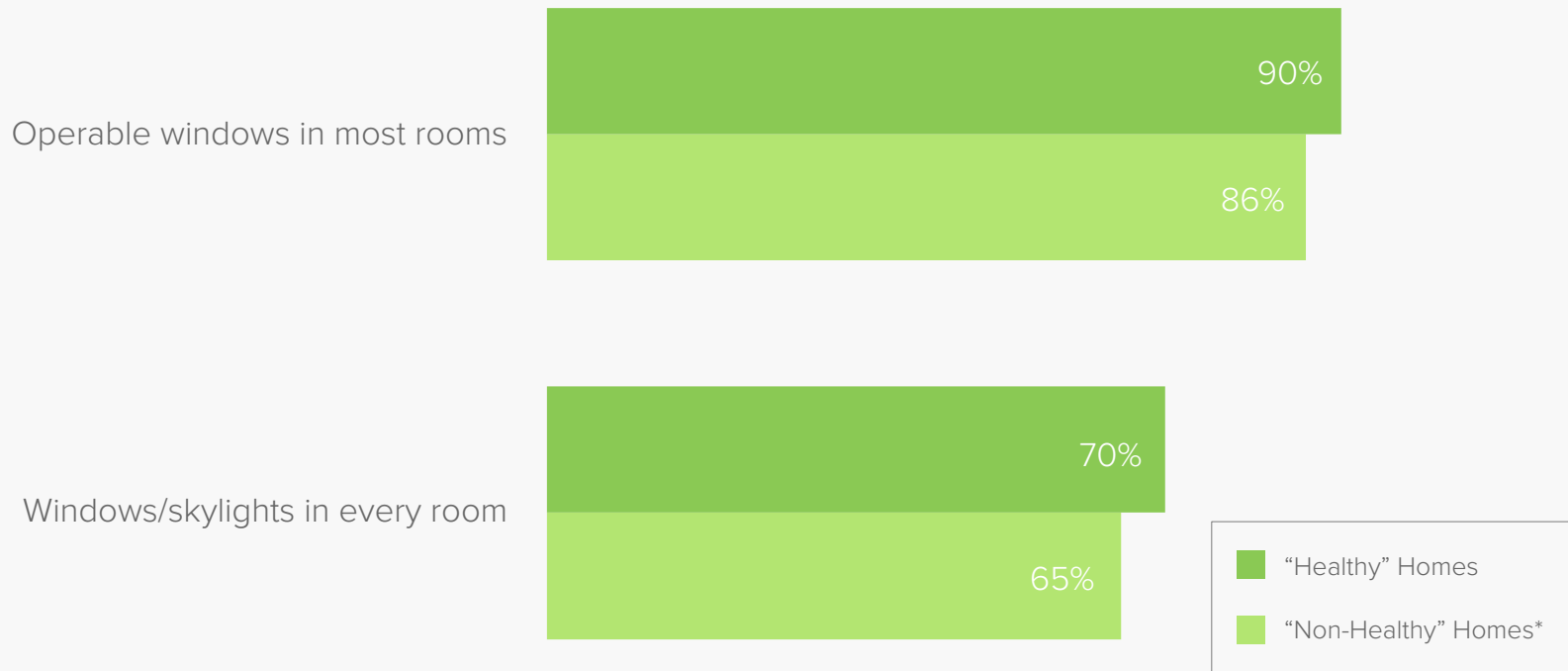


\*Chart shows the share of homeowners within each home type that reported being "very concerned" with chemicals in materials of certain household products. "Healthy" Homes are homes rated as "Very Healthy" or "Somewhat Healthy"; "Non-Healthy" Homes are homes rated as "Neutral", "Somewhat Unhealthy", "Very Unhealthy", or "Unsure". N=808.

# Nearly a Third of Homes Do Not Have Windows/Skylights in Every Room



## WINDOWS IN THE HOME

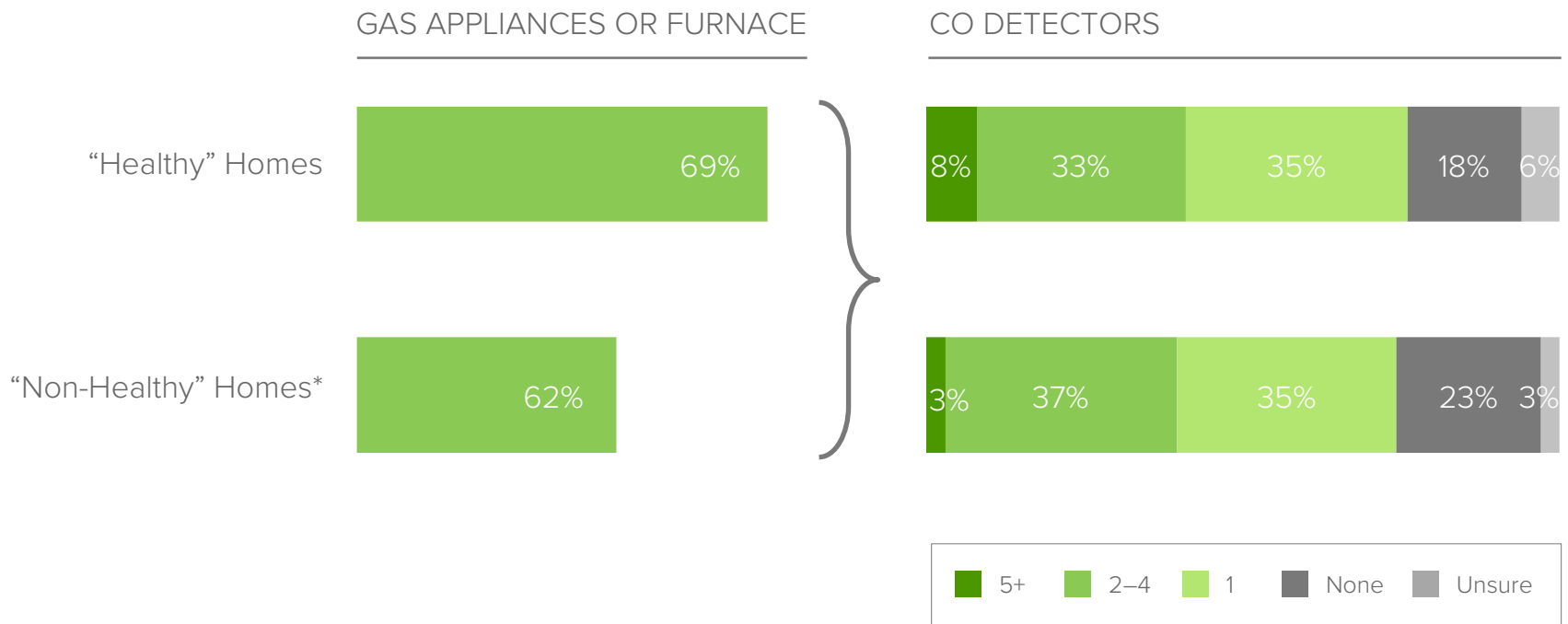


\*Chart shows the share of homeowners within each home type that reported having certain features in their homes. "Healthy" Homes are homes rated as "Very Healthy" or "Somewhat Healthy"; "Non-Healthy" Homes are homes rated as "Neutral", "Somewhat Unhealthy", "Very Unhealthy", or "Unsure". N=808.

# Gas Appliances Are in Most Homes, but CO Detectors Are Limited



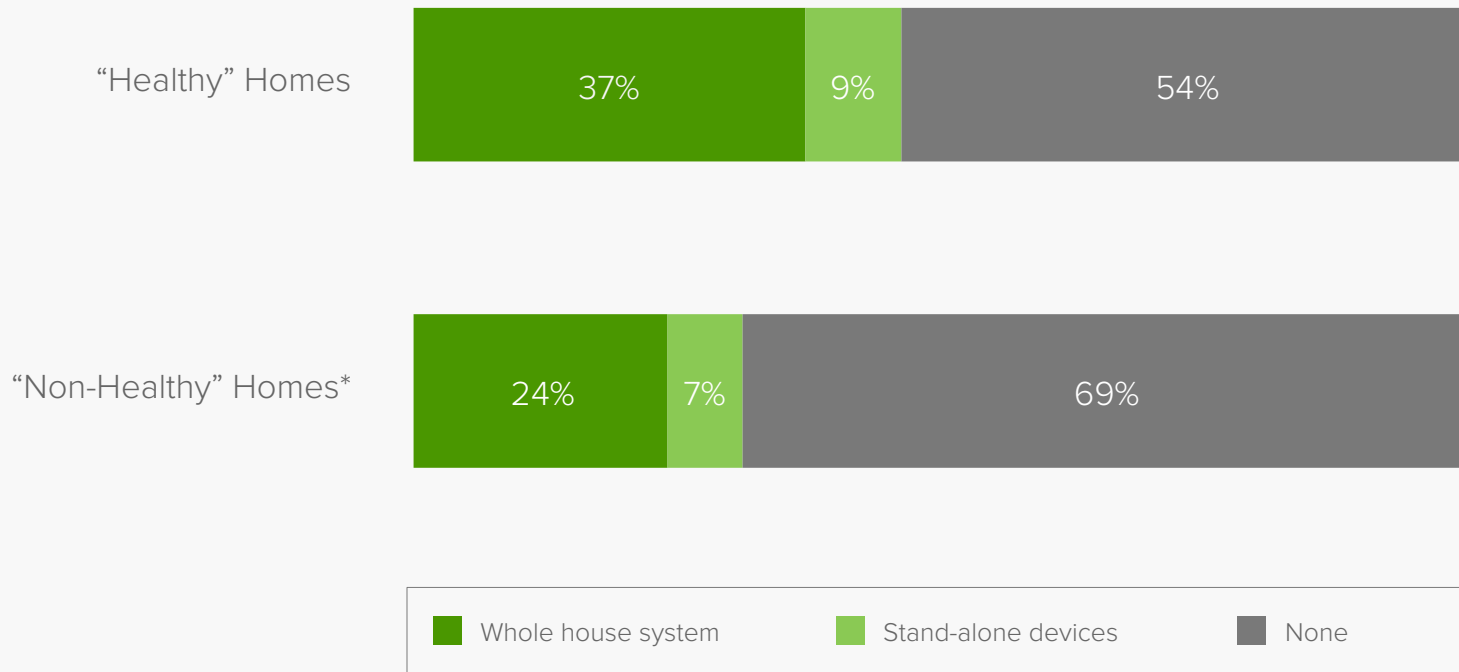
Most homes have gas appliances and furnaces, yet a fifth of these homes do not have carbon monoxide detectors and more than a third have only one.



\*Chart shows the share of homeowners within each home type that reported having certain features in their homes. "Healthy" Homes are homes rated as "Very Healthy" or "Somewhat Healthy"; "Non-Healthy" Homes are homes rated as "Neutral", "Somewhat Unhealthy", "Very Unhealthy", or "Unsure". N=808.

# Mechanical Ventilation Systems Are Lacking in Most Homes

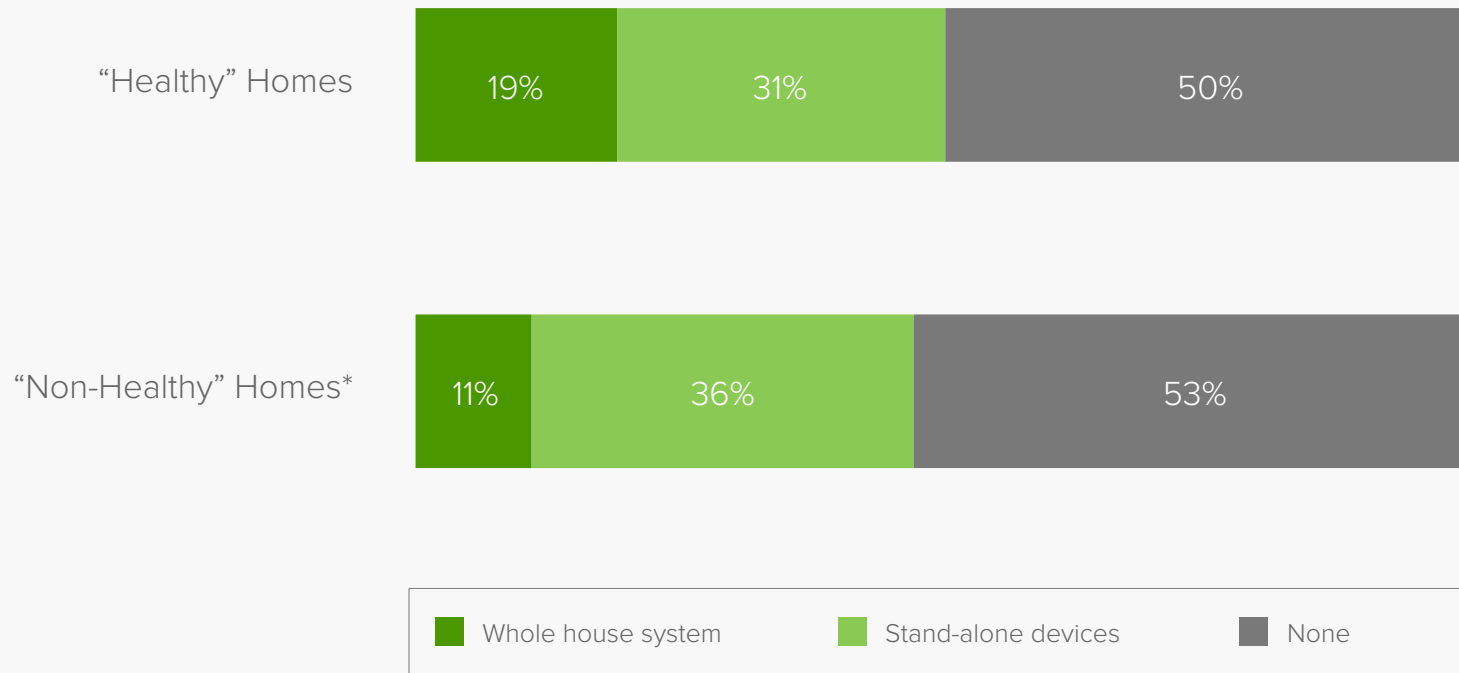
## MECHANICAL VENTILATION SYSTEMS IN HOMES



\*Chart shows the share of homeowners within each home type that reported having certain features in their homes. "Healthy" Homes are homes rated as "Very Healthy" or "Somewhat Healthy"; "Non-Healthy" Homes are homes rated as "Neutral", "Somewhat Unhealthy", "Very Unhealthy", or "Unsure". N=808.

# (De)Humidification Systems Are Only in Half of Homes

## (DE)HUMIDIFICATION SYSTEMS IN HOMES

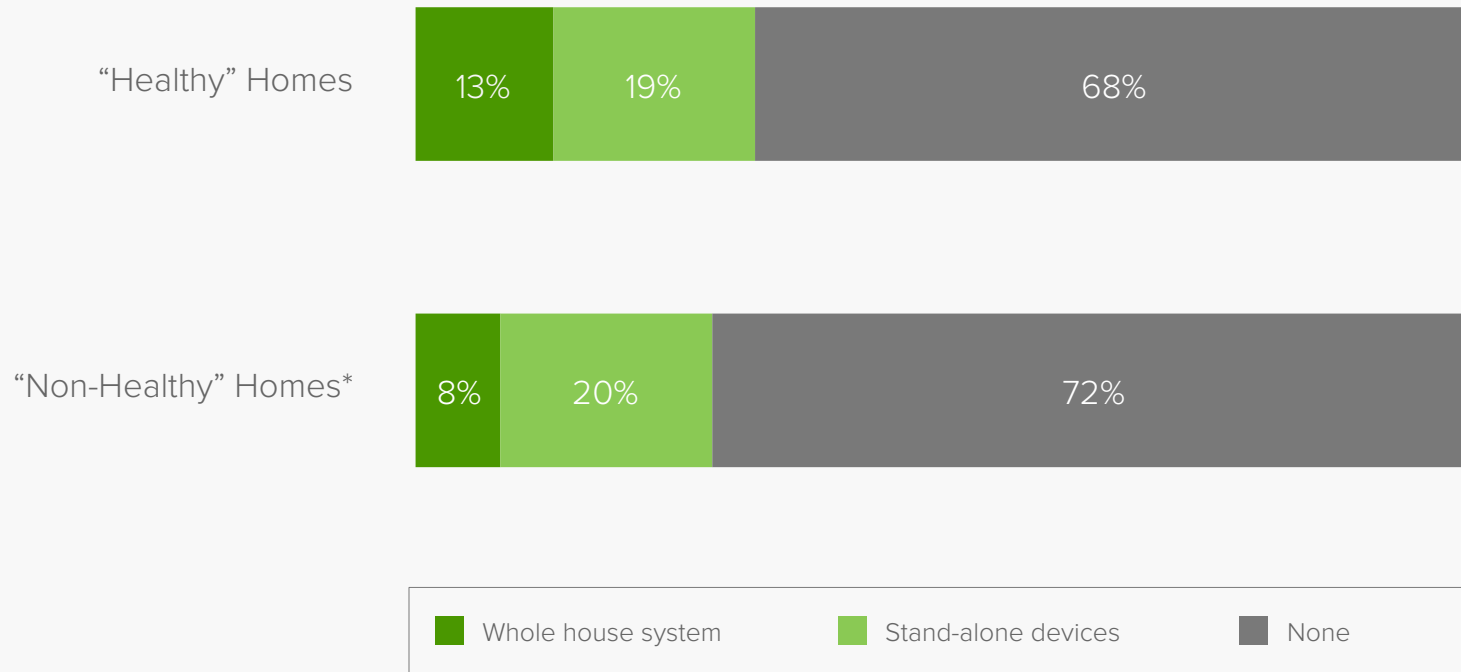


\*Chart shows the share of homeowners within each home type that reported having certain features in their homes. "Healthy" Homes are homes rated as "Very Healthy" or "Somewhat Healthy"; "Non-Healthy" Homes are homes rated as "Neutral", "Somewhat Unhealthy", "Very Unhealthy", or "Unsure". N=808.

# Air Purification Systems Are Uncommon



## AIR PURIFICATION SYSTEMS IN HOMES

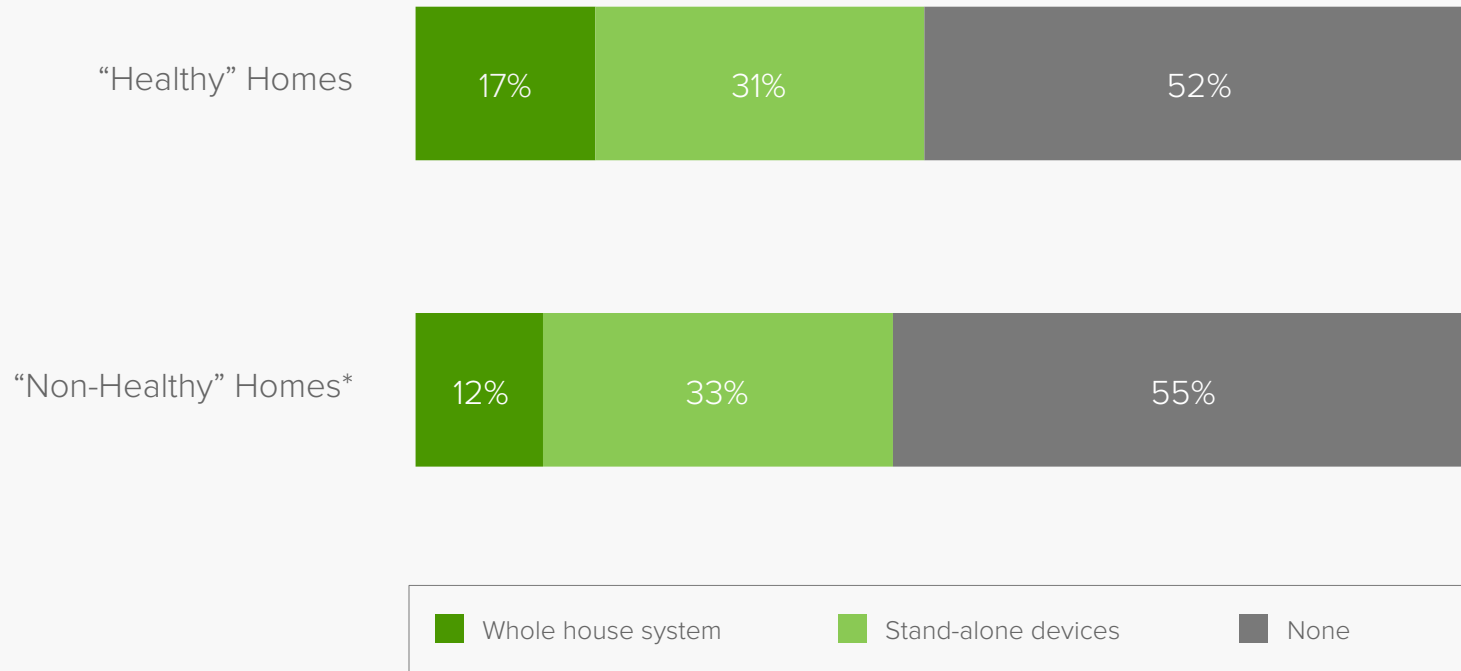


\*Chart shows the share of homeowners within each home type that reported having certain features in their homes. "Healthy" Homes are homes rated as "Very Healthy" or "Somewhat Healthy"; "Non-Healthy" Homes are homes rated as "Neutral", "Somewhat Unhealthy", "Very Unhealthy", or "Unsure". N=808.



# Water Filtration Systems Are in Less than Half of Homes

## WATER FILTRATION SYSTEMS IN HOMES



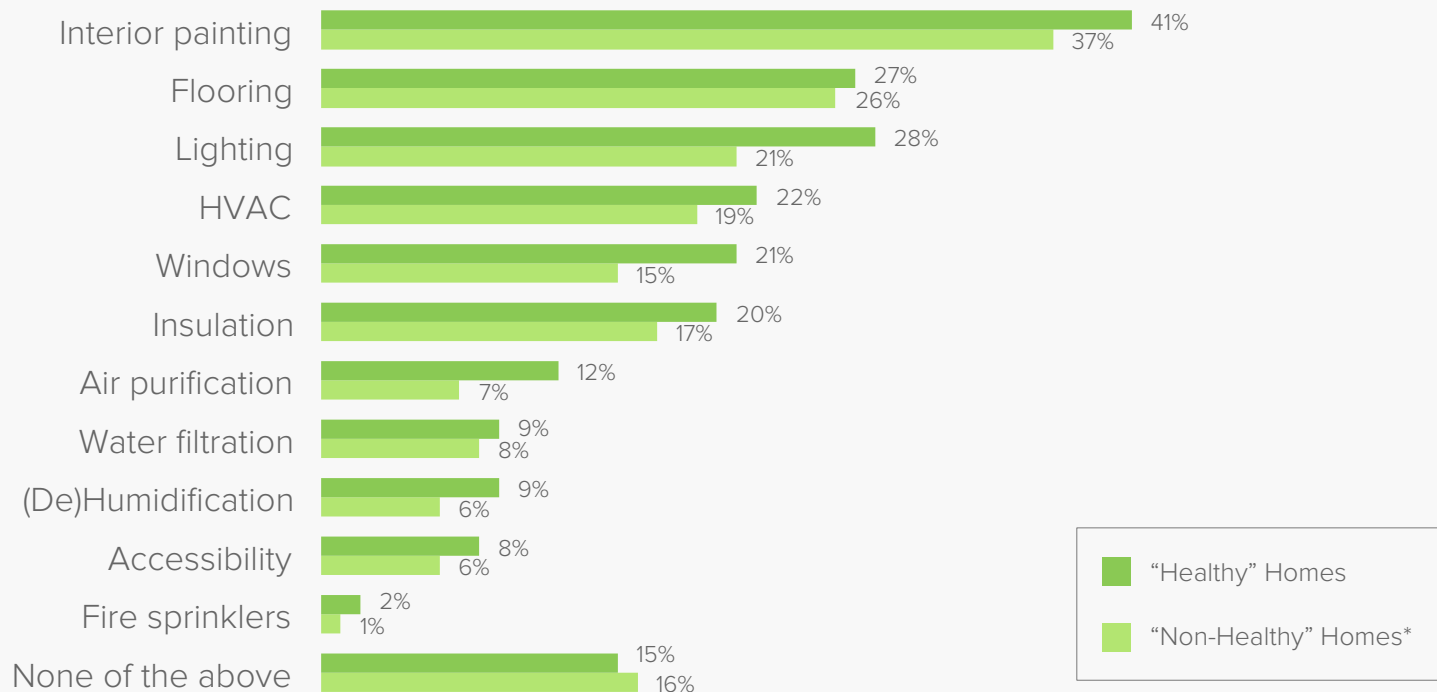
\*Chart shows the share of homeowners within each home type that reported having certain features in their homes. "Healthy" Homes are homes rated as "Very Healthy" or "Somewhat Healthy"; "Non-Healthy" Homes are homes rated as "Neutral", "Somewhat Unhealthy", "Very Unhealthy", or "Unsure". N=808.

# “Healthy” Homes Are More Likely to Have Been Upgraded Recently



A fifth or more of homeowners have done major painting, flooring, lighting, HVAC, windows, and insulation upgrades in the past 12 months; the rates of remodeling are higher in “healthy” homes.

## MAJOR UPGRADES IN THE PAST 12 MONTHS



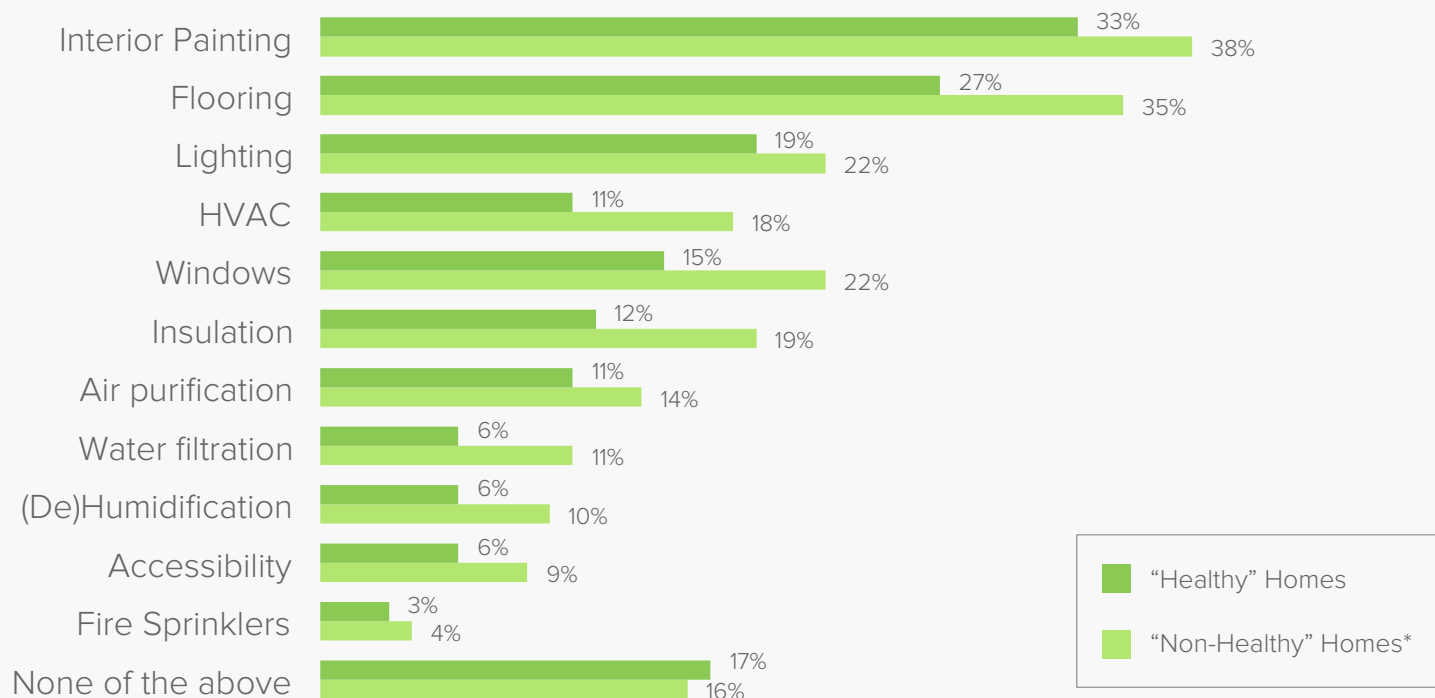
\*Chart shows the share of homeowners within each home type that reported to have performed certain major upgrades in the last 12 months. “Healthy” Homes are homes rated as “Very Healthy” or “Somewhat Healthy”; “Non-Healthy” Homes are homes rated as “Neutral”, “Somewhat Unhealthy”, “Very Unhealthy”, or “Unsure”. N=808.

# “Non-Healthy” Homes Are More Likely to Be Upgraded Soon



A fifth or more of homeowners plan to do major painting, flooring, and lighting upgrades in the next 12 months; the rates of remodeling are significantly higher in “non-healthy” homes.

## MAJOR UPGRADES IN THE NEXT 12 MONTHS



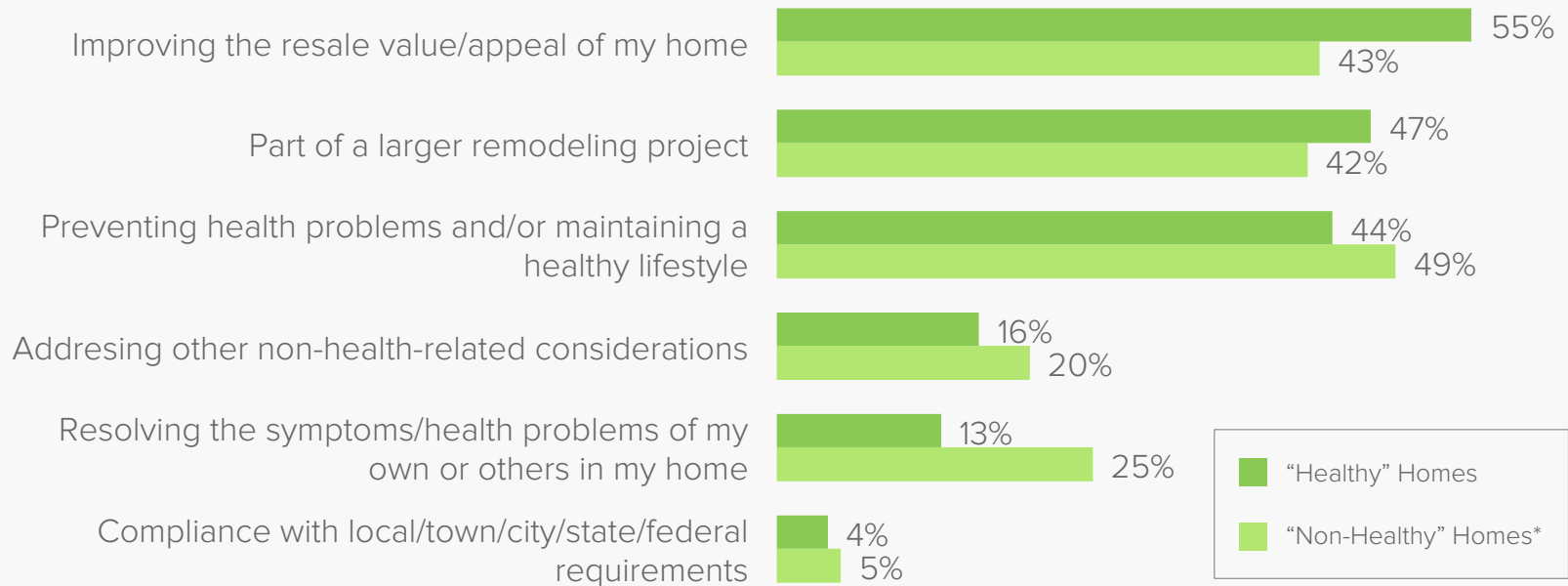
\*Chart shows the share of homeowners within each home type that reported planning to perform certain major upgrades in the next 12 months. “Healthy” Homes are homes rated as “Very Healthy” or “Somewhat Healthy”; “Non-Healthy” Homes are homes rated as “Neutral”, “Somewhat Unhealthy”, “Very Unhealthy”, or “Unsure”. N=808.

# Preventing Health Problems Is a Major Remodeling Motivation



Homeowners who deem their home as less healthy are more likely to remodel to address health problems of the household, among other motivations. Still, over 40% of homeowners remodel to prevent potential health problems, irrespective of their perceptions of current home's health.

## MOTIVATIONS FOR MAJOR UPGRADES



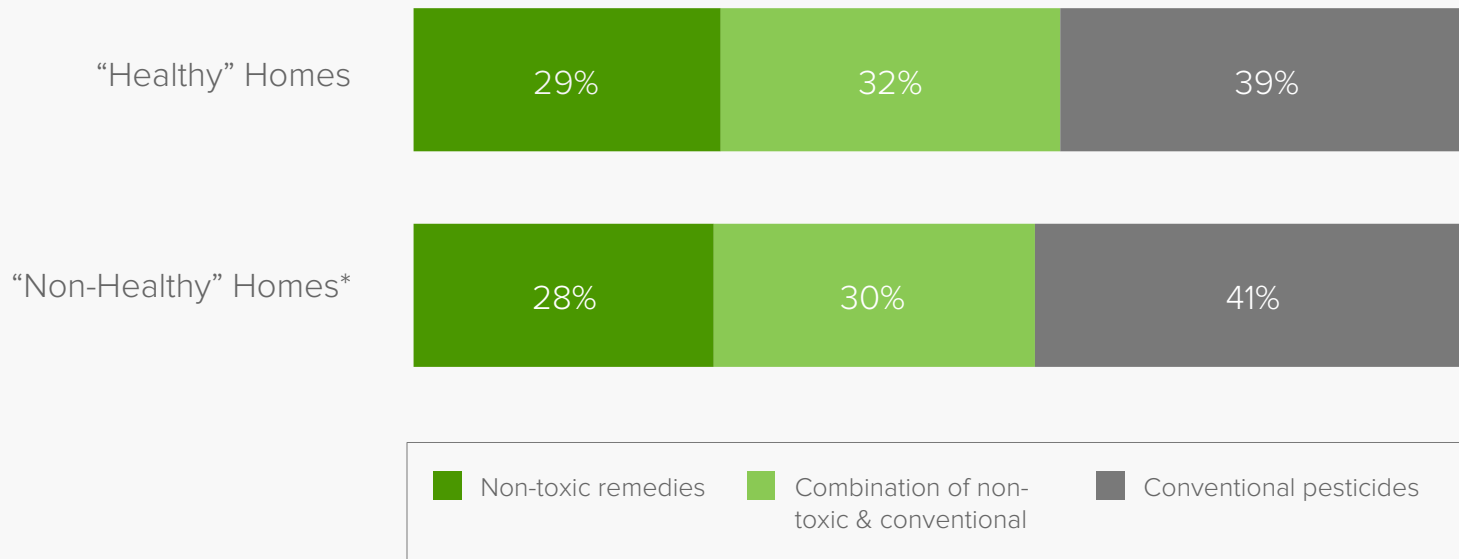
\*Chart shows the share of homeowners within each home type that reported certain motivations for making major upgrades to their homes. "Healthy" Homes are homes rated as "Very Healthy" or "Somewhat Healthy"; "Non-Healthy" Homes are homes rated as "Neutral", "Somewhat Unhealthy", "Very Unhealthy", or "Unsure". N=563

# Conventional Pesticides Dominate Non-Toxic Alternatives



Of the homeowners who have had pests in the past 12 months and used pest control remedies, over a quarter used only non-toxic methods. Other homeowners used conventional pesticides (40%) or a combination of conventional pesticides and non-toxic alternatives (31%).

## MECHANICAL VENTILATION SYSTEMS IN HOMES



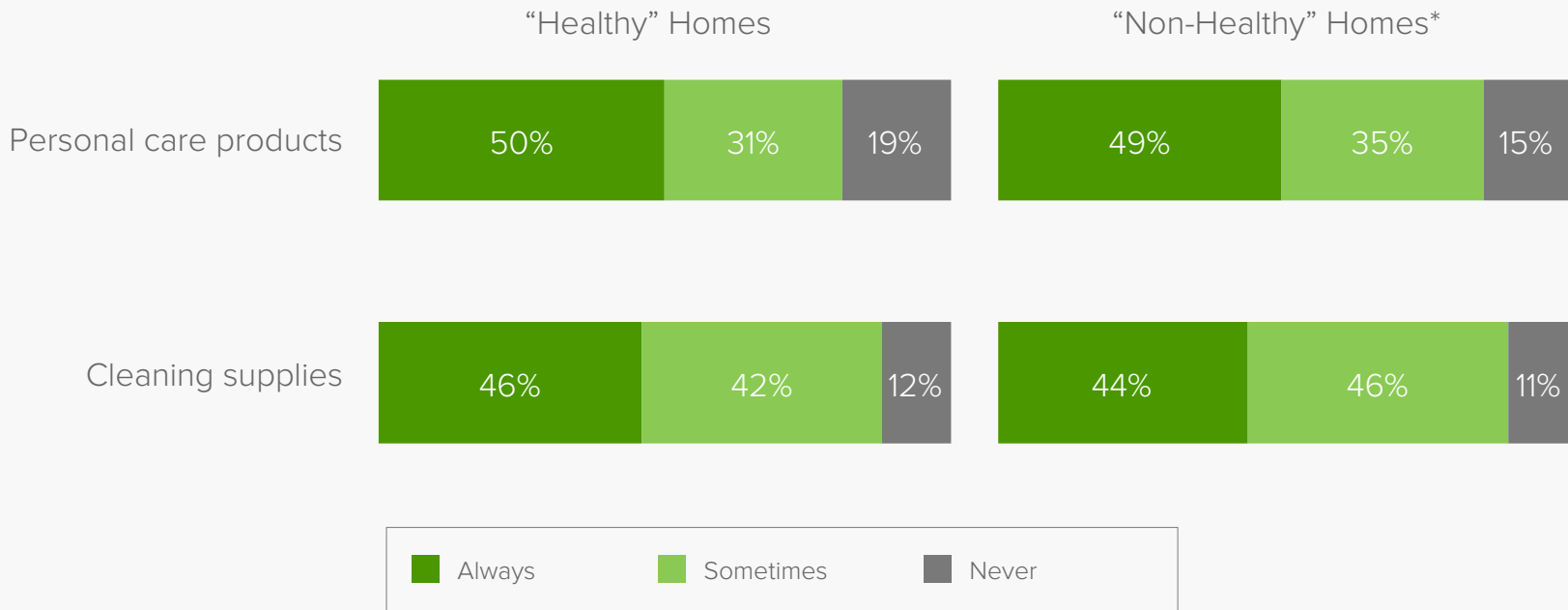
\*Chart shows the share of homeowners within each home type that reported using different types of pest control remedies to address the pest issues in their homes. “Healthy” Homes are homes rated as “Very Healthy” or “Somewhat Healthy”; “Non-Healthy” Homes are homes rated as “Neutral”, “Somewhat Unhealthy”, “Very Unhealthy”, or “Unsure”. N=549.

# Non-Toxic Personal Care and Cleaning Products in Nearly Half of Homes



Yet, 10% to 20% of homeowners report to have shopped for these common household products without any regard for their chemical content in the past 12 months.

## FREQUENCY OF SHOPPING ON THE BASIS OF CHEMICAL CONTENT



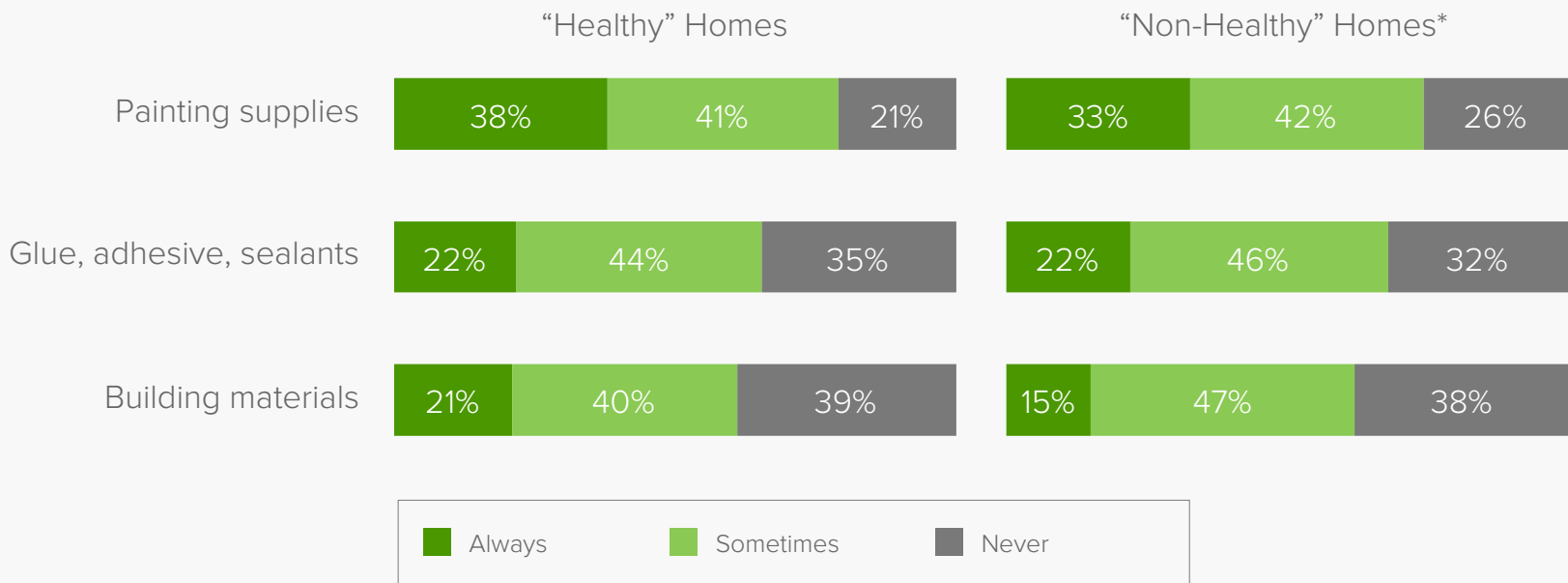
\*Chart shows the share of homeowners within each home type that reported how often they made choices on the basis of limited chemical content in products, conditional on having shopped for them in the past 12 months. “Healthy” Homes are homes rated as “Very Healthy” or “Somewhat Healthy”; “Non-Healthy” Homes are homes rated as “Neutral”, “Somewhat Unhealthy”, “Very Unhealthy”, or “Unsure”. N=varies.

# Low-Toxic Paint More Popular than Other Low-Toxic Materials



Over a third of homeowners (36%) report having always purchased paint based on limited chemical content in the past 12 months, compared to a fifth of homeowners who always purchase non-toxic glues or other building materials. The purchase frequency is relatively similar between “healthy” and “non-healthy” homes.

## FREQUENCY OF SHOPPING ON THE BASIS OF CHEMICAL CONTENT



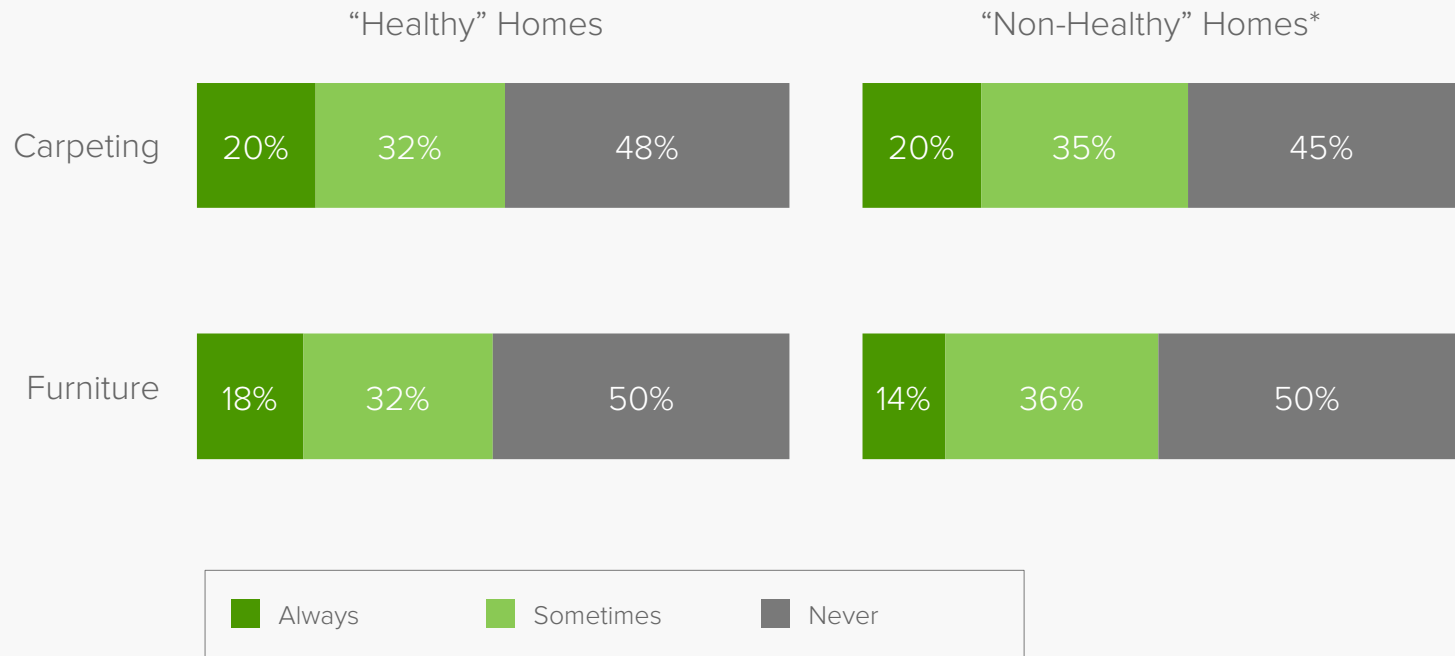
\*Chart shows the share of homeowners within each home type that reported how often they made choices on the basis of limited chemical content in products, conditional on having shopped for them in the past 12 months. “Healthy” Homes are homes rated as “Very Healthy” or “Somewhat Healthy”; “Non-Healthy” Homes are homes rated as “Neutral”, “Somewhat Unhealthy”, “Very Unhealthy”, or “Unsure”. N=varies.

# Chemical Content Ignored in Carpeting and Furniture



Nearly one in two homeowners have never purchased carpeting or furniture based on chemical content.

## FREQUENCY OF SHOPPING ON THE BASIS OF CHEMICAL CONTENT



\*Chart shows the share of homeowners within each home type that reported how often they made choices on the basis of limited chemical content in products, conditional on having shopped for them in the past 12 months. "Healthy" Homes are homes rated as "Very Healthy" or "Somewhat Healthy"; "Non-Healthy" Homes are homes rated as "Neutral", "Somewhat Unhealthy", "Very Unhealthy", or "Unsure". N=varies.



# Roadblocks to Healthy Shopping



## CHALLENGES WITH SHOPPING ON THE BASIS OF CHEMICAL CONTENT



\*Chart shows the share of homeowners that reported the challenges with shopping for household products on the basis of limited chemical content, conditional on having shopped for them in the past 12 months. "Healthy" Homes are homes rated as "Very Healthy" or "Somewhat Healthy"; "Non-Healthy" Homes are homes rated as "Neutral", "Somewhat Unhealthy", "Very Unhealthy", or "Unsure". N=666.

## Methodology

808 homeowners in the U.S. Shared their view on the health of their homes in our online survey sent to registered Houzz users in October 2014.