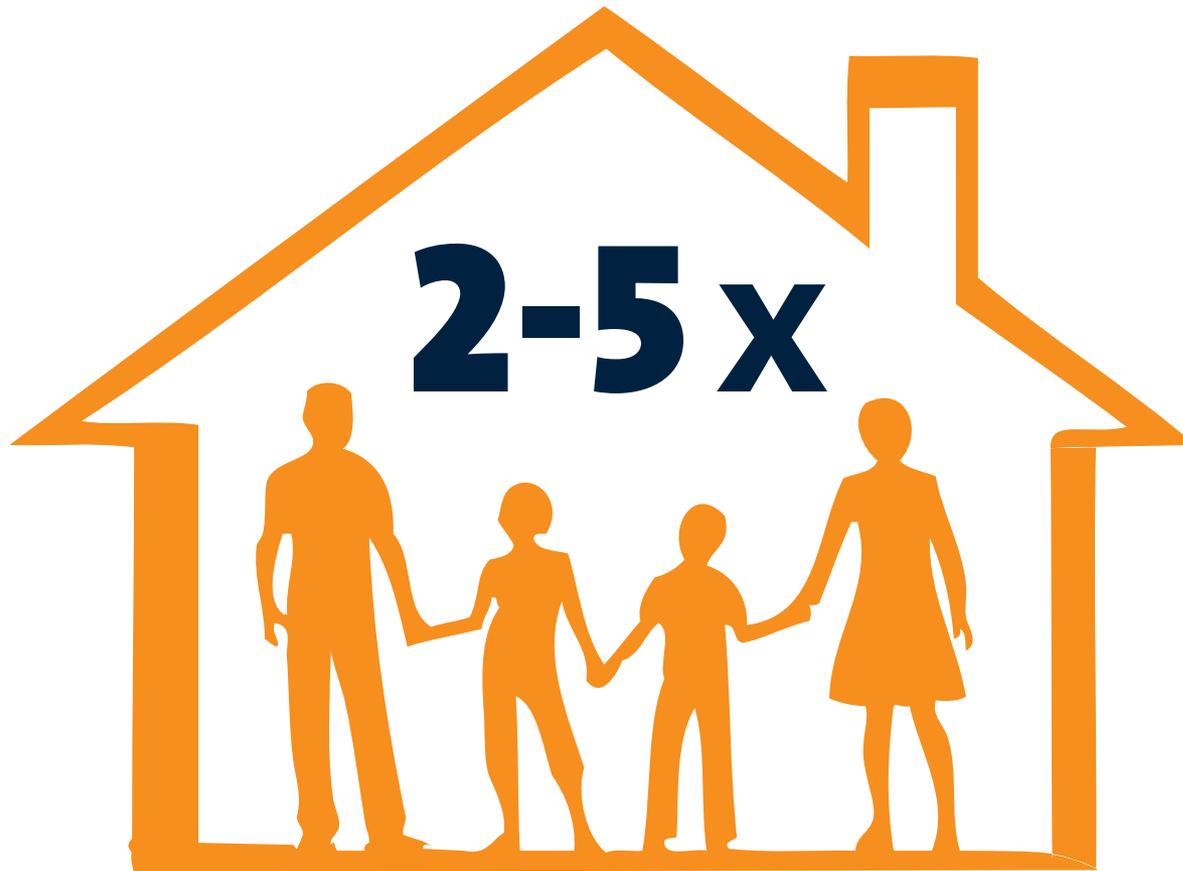


# NUMBERS TO KNOW

INDOOR AIR QUALITY: IMPACTING HEALTH  
AND ENVIRONMENT



# INDOOR AIR IS MORE POLLUTED



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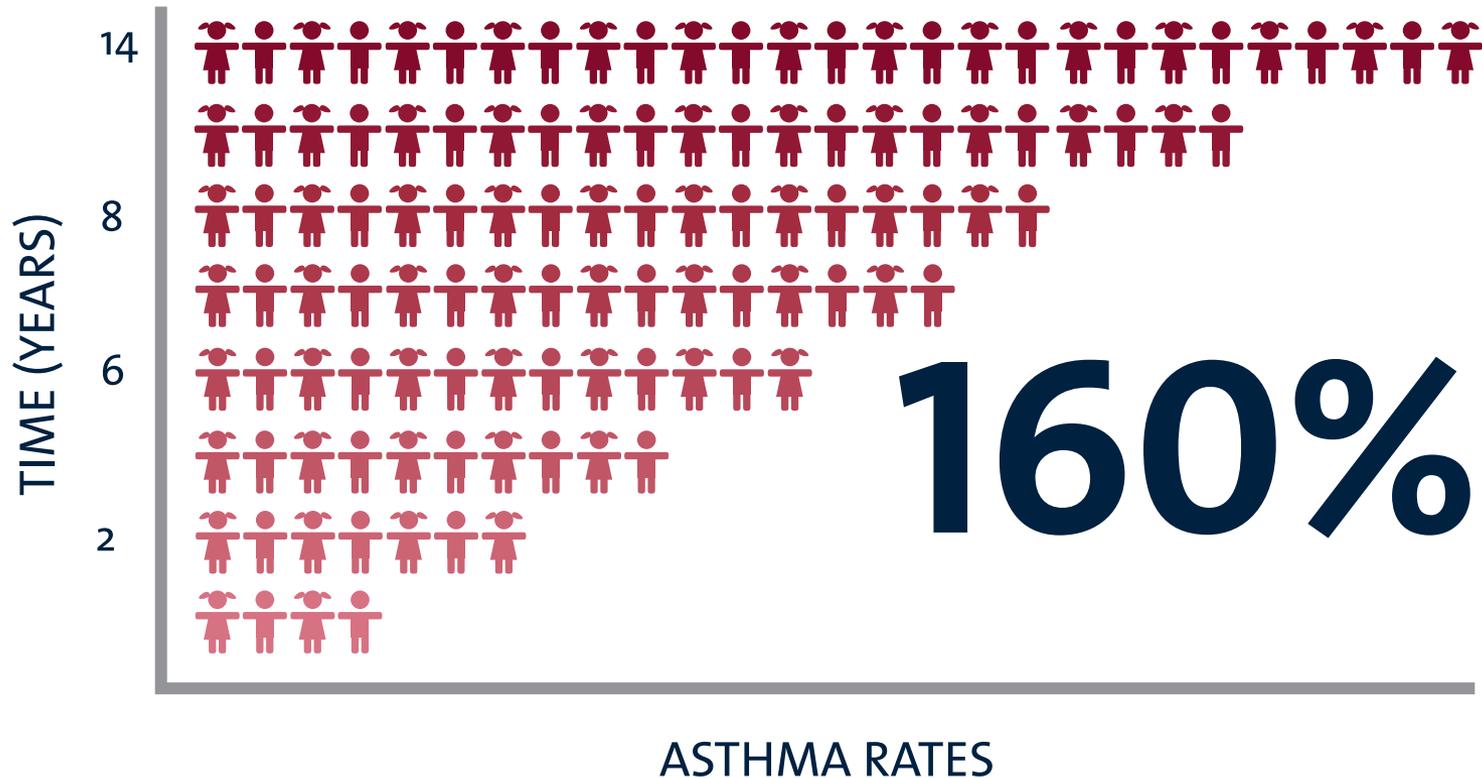
People spend more than 90% of their time indoors; air pollutants indoors are 2-5 times higher than outdoors.

Source: US EPA and National Institutes of Health





# ASTHMA RATES ON THE RISE

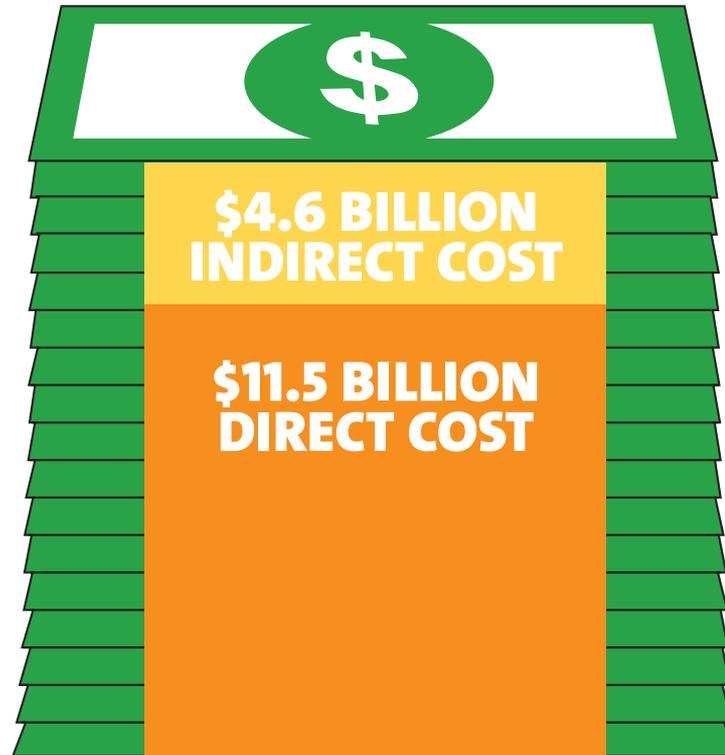


Asthma rates in children under the age of 5 have increased 160% over a 14 year period.

Source: National Institutes of Health



# ANNUAL HEALTHCARE COST OF ASTHMA



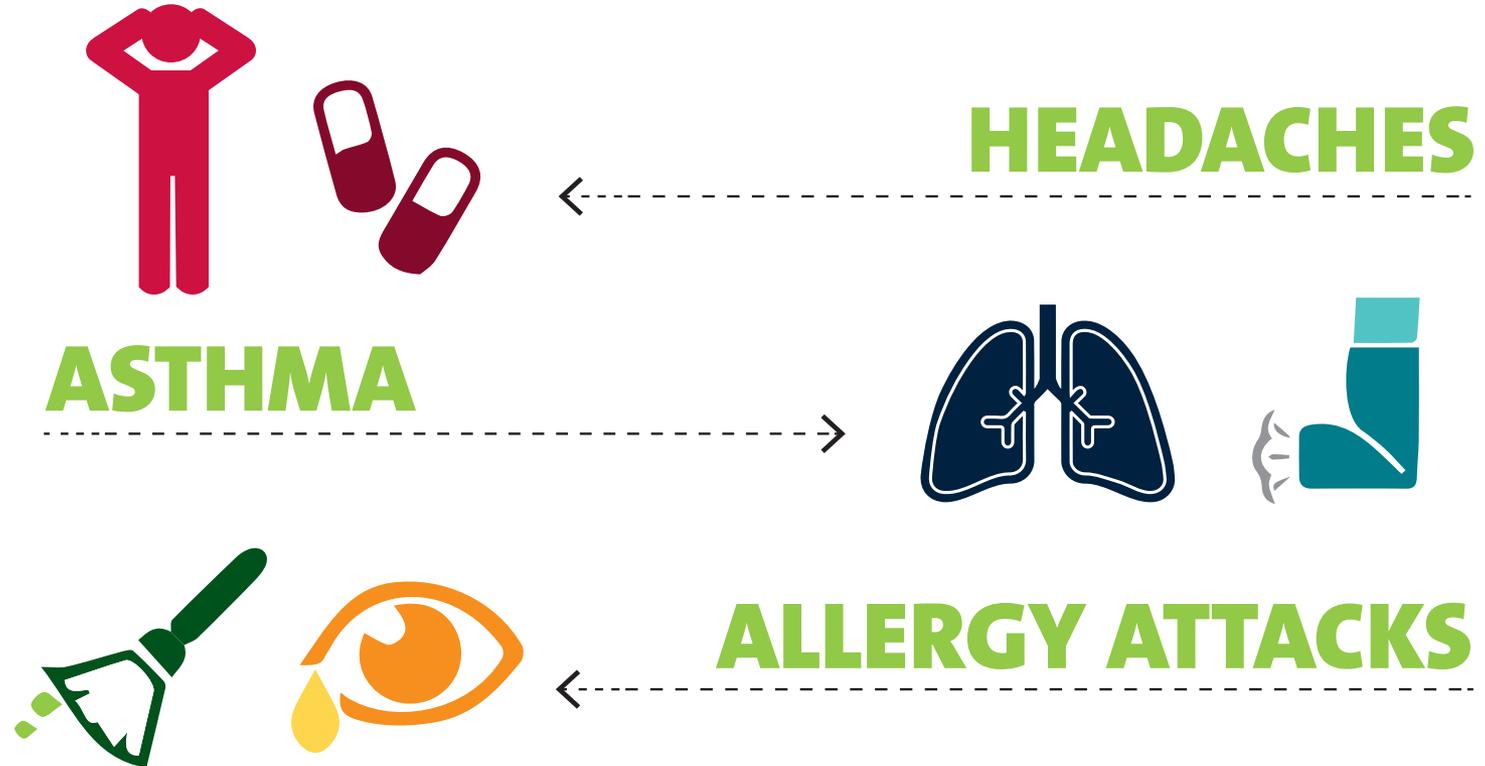
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The annual direct healthcare cost of asthma is approximately \$11.5B, with additional indirect costs (e.g. lost productivity) of another \$4.6B.

Source: Greening America's Schools: Costs and Benefits, Gregory Kats



# VOCs CAN TRIGGER:



Chemical pollutants, known as volatile organic compounds (VOCs), can trigger headaches, asthma, and allergy attacks.





# SOURCE CONTROL

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# POLLUTANTS

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Source control is the best strategy to reduce indoor air pollution and limit chemical exposure.

Source: US EPA



**80%**  
**BUILDERS  
CHOOSE  
LOW VOC  
PRODUCTS**

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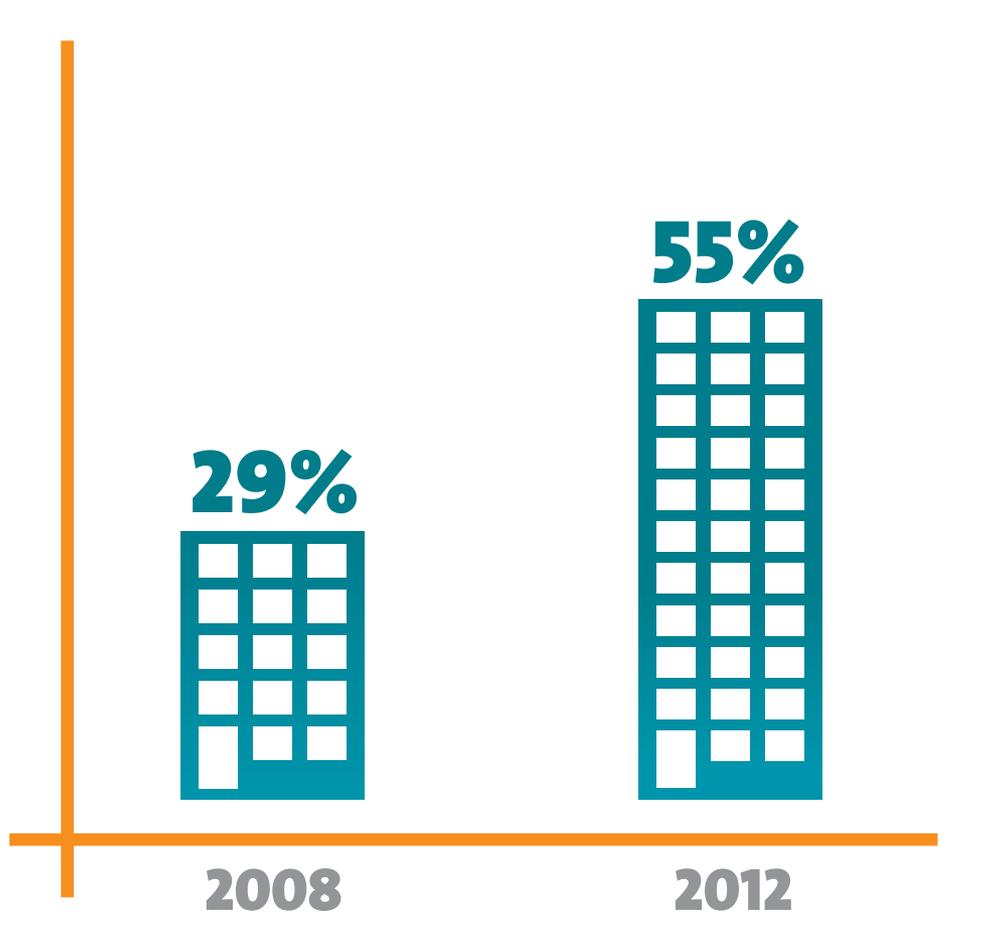
Over 80% of home builders and remodelers use products that improve indoor air quality.

Source: Dodge Construction Green Outlook, 2013.





**% OF BUILDING  
INDUSTRY FIRMS**

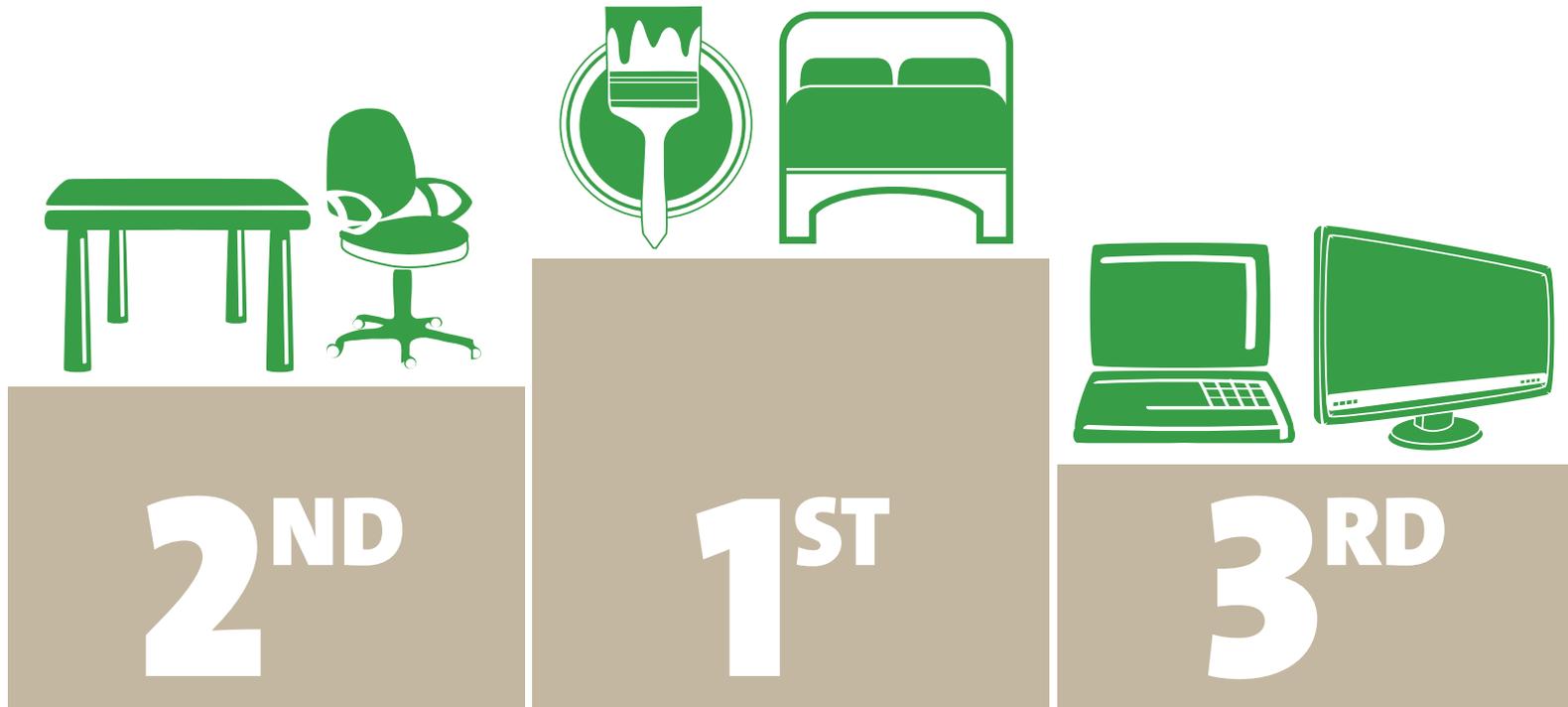


**IAQ IS  
GROWING  
PRIORITY FOR  
GLOBAL FIRMS**

Health-related factors such as IAQ were among the benefits of green building cited as most important with 55% of global architecture, engineering, and construction firms naming occupant health as a top factor – an increase from 29% in 2008. Source: McGraw Hill 2012 World Green Building Trends



# CONSUMER PICKS FOR IAQ CERTIFIED PRODUCTS



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In a Harris Interactive Survey, consumers' preference for types of products to be IAQ certified:  
First choice: Paint, carpet/flooring & bedding/mattresses, Second choice: Textiles, furniture & appliances, Third choice: Consumer electronics (computers, TVs, printers)





# #1 THIRD-PARTY CERTIFICATION



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GREENGUARD Certification was the most frequently named third-party certification for green products, with 20% of US firms that use third-party certifications naming it as their top of mind response.

Source: McGraw-Hill Construction, SmartMarket Report, 2013

# Citations

People spend more than 90% of their time indoors and air pollutants indoors are 2-5 times higher than outdoors.

“Indoor air,” U.S. Environmental Protection Agency website. Web. 1 May 2014. <http://cfpub.epa.gov/eroe/index.cfm?fuseaction=list.listBySubTopic&ch=46&s=343>

Asthma rates in children under the age of 5 have increased 160% over a 14 year period.

“Asthma and the Environment: A Strategy to Protect Children,” p.8.

President’s Task Force on Environmental Health Risks and Safety Risks to Children. 1997. Web. <http://www.health.gov/environment/TaskForce/fin.pdf>

Chemical pollutants, known as volatile organic compounds (VOCs), can trigger headaches, asthma, and allergy attacks.

“An Introduction to Indoor Air Quality,” U.S. Environmental Protection Agency website. Web. 1 May 2014. <http://www.epa.gov/iaq/voc.html>

The annual direct health care cost of asthma is approximately \$11.5B, with additional indirect costs (e.g. lost productivity) of another \$4.6B.”

“Greening America’s Schools: Costs and Benefits,” p.13 Gregory Kats. October 2006. Web. 1 May 2014. <http://www.usgbc.org/Docs/Archive/General/Docs2908.pdf>

Source control is the best strategy to reduce indoor air pollution and limit chemical exposure.

“An Introduction to Indoor Air Quality,” U.S. Environmental Protection Agency website. 1 May 2014. <http://www.epa.gov/iaq/voc.html>

Over 80% of home builders and remodelers use products that improve indoor air quality.

“2013 Dodge Construction Green Outlook,” p.41. Dodge Construction, 2013.

Health-related factors such as IAQ were among the benefits of green building cited as most important with 55% of global architecture, engineering, and construction firms naming occupant health as a top factor – an increase from 29% in 2008.

“World Green Building Trends: Key Findings from a New McGraw-Hill Construction SmartMarket Research Study,” p.2. McGraw-Hill Construction, 2012.

In an online survey conducted by Harris Interactive, consumers’ preferences for types of products to be IAQ certified were as follows: First choice: Paint, carpet/flooring & bedding/mattresses, Second choice: Textiles, furniture & appliances, Third choice: Consumer electronics (computers, TVs, printers)

In an online survey conducted by Harris Interactive, 47% of respondents surveyed said it was extremely/very important to have furniture IAQ certified. Harris Interactive Consumer Study, December 2008.

GREENGUARD Certification was the most frequently named third-party certification for green products, with 20% of US firms that use third-party certifications naming it as their top of mind response.

“World Green Building Trends: Business Benefits Driving New and Retrofit Market Opportunities in Over 60 Countries,” p.56. McGraw-Hill Construction SmartMarket Report, 2013. Web. [http://www.worldgbc.org/files/8613/6295/6420/World\\_Green\\_Building\\_Trends\\_SmartMarket\\_Report\\_2013.pdf](http://www.worldgbc.org/files/8613/6295/6420/World_Green_Building_Trends_SmartMarket_Report_2013.pdf)

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