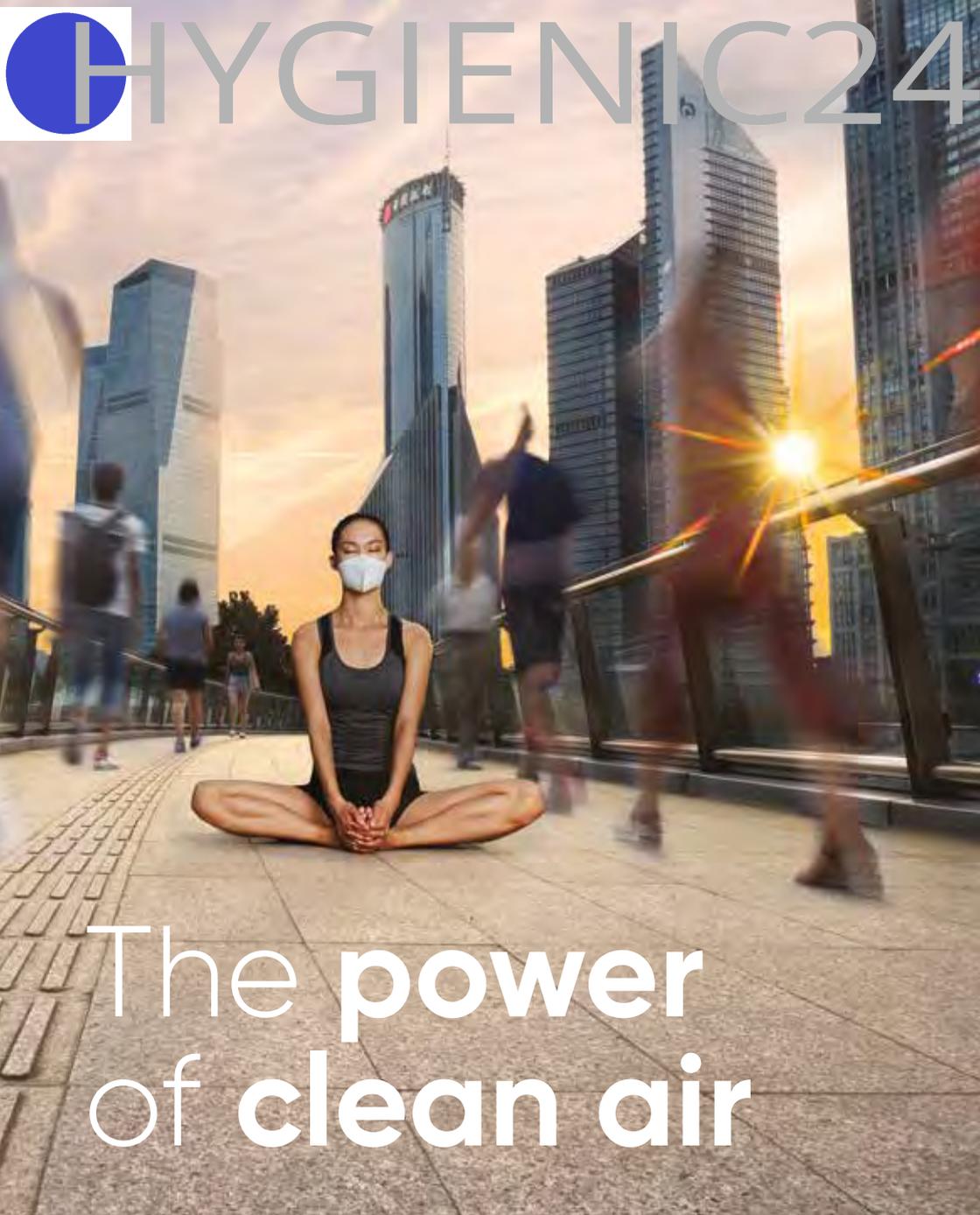


HYGIENIC24



The power of clean air

A global report of perceptions on air quality among
Gen Z, Millennials and Generation X

Clean air is fundamental to healthy human life. The air we breathe touches our lives in many ways. The way we think. How well we sleep. How long we live.

We can decide what we eat and drink. But we cannot control what we breathe. Clean air is the new luxury.

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Clean air trends shaping our future

It's rare to find common ground among Generation X, Millennials and Gen Z. But one thing they agree on is the power of clean air. They also worry about how clean air – or lack of it – impacts their future.

We posed questions about the air we breathe to more than 6,000 people across these three generations from five countries: China, India, South Korea, the UK and the US. We found differences and similarities in their perceptions about clean air. We see three emerging trends.

Increased concern for indoor air quality

All three generations worry that the air they breathe indoors affects their health and wellbeing and that of their families. There's a growing awareness of the risks of indoor air pollution and a greater concern about how it affects us – and our children.

More than seven in 10 people in all countries worry about the air they breathe in their homes, in their workplaces, in their children's schools and in public places indoors. Every day, access to clean air influences the lifestyle choices they make.

Children are the focus of concern

Generation X, Millennials and Gen Z worry about how air pollution affects the next generation. When asked about how air pollution affects their children's health, sleep quality and ability to learn, we found that all three generations think that the impact is significant.

There are some differences as well.

When asked whether they worry about whether polluted air will affect their

children's physical health, Millennials and Gen Z signaled that they worry more than Generation X. On the other hand, Generation X are more likely to think that access to clean air is very important when choosing a school or nursery for their children.

Access to clean air influences lifestyle choices

When asked about how important access to clean air is when making lifestyle choices, all three generations agree that clean air plays a big role in the decisions that impact their lives. These decisions include where to live and work, where to send their children to school, where to spend their holidays, which hotel to stay at or restaurant to eat at, and where to exercise when they do so indoors.

It is also interesting to note what women want most. What women want in China does not differ greatly from what those in India or South Korea want. Or, for that matter from what women in the UK or the US want. Women all seem to want the same thing: clean air for their children and in their homes.

More than seven in 10 people in all countries worry about the air they breathe in their homes, in their workplaces and in public places indoors.



Women worry more than men

We found that women, across geographies and across generations, are more likely to worry more than men do about indoor air quality, about how air pollution affects their health, and about bacteria and viruses.

The same is true of what women think

about how clean air impacts their children. Compared to their male counterparts, women are more likely to say that clean air is very important for a child's physical health and very important for a child's quality of sleep.

Not surprisingly, women of all generations also find it more important to have clean air in their homes than men do.

What we worry about when we worry about indoor air

If you think you're safe from pollution inside, think again – studies show that the air in our homes and offices is more polluted than on the streets.

Our research shows that more than seven in 10 of the people in China, India, South Korea, the UK and the US worry about the air they breathe – and with good cause. We spend about 90% of our time indoors where the air is up to five times more polluted than outside.

Why? Because enclosed areas trap air pollutants. Put simply, indoor air contains everything from dust, germs, smoke and cooking odors to chemicals from paint, furniture, air fresheners, and stain removers. Add to that the polluted outdoor air making its way into our homes through ventilation, and you've got a cocktail of toxins floating around between your four walls.

People in China, India, South Korea, the UK and the US worry to varying degrees about all types of contaminants floating around in the air they breathe at home and in their work places – from pollen, dust, smoke, PM2.5 and pet dander to nitrogen dioxide, formaldehyde and chemicals through to microplastics, bacteria and viruses.

The top three indoor air pollutants that people in all countries worry about most are dust, bacteria and viruses, and chemicals.

Indoor pollution is caused by every day activities such as cooking, cleaning, using perfume or hair spray, candles and smoking. Other pollutants in our homes are dust, mold, pet dander, bacteria and virus.



We worry about dust

Dust. It's made up of millions of tiny particles of soil, plant and insect fragments, food crumbs, skin that we shed and other substances. And it's everywhere – in our homes, in our workplaces, in our children's schools and in the many indoor spaces that we frequent every day.

Nearly seven in 10 people in all five countries are concerned about dust as a major air pollutant in their homes. While two-thirds of those in South Korea worry most about dust, more than half of them are also concerned about PM2.5 in their homes. This fine dust can penetrate deep into the lungs and cause respiratory difficulties and other diseases. Some 50% of the people in China also worry about PM2.5 at their workplaces and in their child's school.

Dust in our homes

People in the UK (78%) and in the US (73%) worry most about dust in their homes, followed by India (67%), South Korea (66%) and then China (54%).

Dust in our workplaces

People in the UK (69%) and South Korea (68%) worry most about dust in their workplaces, followed by India (65%), the US (61%) and then China (54%).

Dust in our children's schools

People in South Korea (67%) and India (64%) worry most about dust in the indoor air at their children's schools, followed by China (57%), the UK (55%) and the US (51%).

Why worry about dust allergies?

Increasingly more people are becoming allergic to dust, which makes dust allergies a growing global concern. Breathing fine dust, or PM2.5, contributes to asthma, heart and lung problems, and a host of other diseases, studies show.



We worry about germs

The air we breathe is crawling with them. Most people are uneasy when standing on a crowded bus during flu season. They shy away from colleagues who are coughing or tell their child to stay away from a friend who has a runny nose. Wherever people go, they are spreading bacteria.

Among all indoor air pollutants, bacteria and viruses are the top concern for Gen X, Millennials and Gen Z in China. More than six out of 10 people in China (64%) and in India (63%) worry about bacteria and viruses in the air. About four in 10 in the US (44%) and in South Korea (39%) are concerned while more than three in 10 in the UK (32%) worry. With regard to gender differences, women worry more about bacteria and viruses than men do.

A closer look at germs specifically at home, at work and at school tells a slightly different story. Bacteria and viruses are a big concern in the UK and the US. About three-fourths in the UK worry about germs in their homes and workplaces while two-thirds of UK parents worry about germs in their children's schools. In the US, about two-thirds are concerned about bacteria and viruses in their workplaces and their children's schools while more than 50% of them worry about germs in their homes.

Bacteria and viruses in our homes

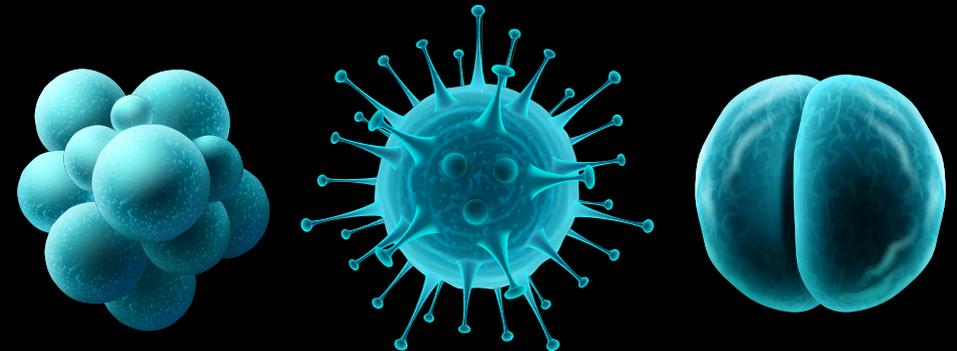
People in the UK (65%) and in India (54%) worry most about germs in their homes, followed by those in the US (52%) and China (42%), then South Korea (38%).

Bacteria and viruses in our workplaces

Those in the UK (73%) and the US (65%) worry most about bacteria and viruses at the workplace, followed by people in India (55%), China (50%) and South Korea (49%).

Bacteria and viruses in our children's schools

People in the US (66%) and the UK (61%) worry most about germs in the indoor air at children's schools, followed by those in India (59%), China (59%) and South Korea (56%).



Surprise! There are more bacteria and viruses in dust stirred up into the air from people walking across the floor than dust found suspended in indoor or outdoor air.



We worry about chemicals

Like dust, bacteria and viruses, chemicals are floating around in the air indoors. It comes as no surprise, then, that all generations are concerned about breathing in chemicals at the workplace. Parents are also worried about their children's exposure to chemicals at school and other places where they have little control over the air their children breathe.

Overall, people in all countries worry about chemicals but those in China are the most concerned. More than four in 10 worry about chemicals in general while six in 10 worry specifically about formaldehyde, the colorless organic compound used in chemical manufacturing processes as a preservative. Formaldehyde is a huge health risk factor in China's new housing boom (see box below).

Chemicals in our homes

People in China (65%) and South Korea (50%) worry most about chemicals in their homes, followed by those in the UK (49%), the US (41%) and India (40%).

Chemicals in our workplaces

Those in China (86%), South Korea (81%) and India (71%) worry most about chemicals at the workplace, followed by people in the US (66%) and the UK (61%).

Chemicals in our children's schools

People in China (88%) worry most about chemicals in their child's school, followed by those in South Korea (78%), India (60%), the US (54%) and the UK (47%).

Why people in China worry about formaldehyde

To keep pace with new housing demand, people in China have been able to move into new and renovated apartments before formaldehyde, a chemical used in paints, wood, laminate flooring and other material, has had time to dissipate to safe levels into the air. The result? Irritation of the eyes, nose, throat and skin, coughing, wheezing, nausea, leukemia, and nose and throat cancer.





Sleep deeper with the power of clean air

What helps us sleep better at night? Sleeping well is good for overall health while sleeping poorly increases the risk of heart, lung and other diseases. Silence, temperature and clean air are the top three factors that people believe improve the quality of their sleep.

Silence and clean air most important for sleeping better

Silence followed by clean air are perceived as the most important factors for a good night's sleep. Nearly eight out of 10 people in China and South Korea think that silence improves sleep quality. Nearly two-thirds of all respondents in India believe that silence and clean air are equally important for good sleep quality. More than half of all respondents in the

UK and four in 10 in the US think silence improves sleep quality.

Nearly seven out of 10 people in South Korea think that clean air helps them sleep better at night. In China and India, two-thirds say that clean air improves sleep quality. In the UK and the US, four in 10 people agree that clean air contributes to sound sleep.

Cool environments are known to help stimulate sleep. Temperatures between 15–19°C (60–67°F) promote the best sleep quality for adults and children. For babies and toddlers, 18–21°C (65–70°F) is ideal.

More than nine out of 10 people in China, India and South Korea also think that clean air is important for their children's quality of sleep. Nearly all parents in the UK and the US also believe that clean air is important to help their children sleep deeper.

Cool temperature promotes sleep quality, too

Cool temperature is also among the answers to the question: which do you think improves your sleep quality? Nearly two-thirds of Generation X, Millennials and Gen Z in South Korea, the UK and the US think that a cool temperature in

the bedroom is important to improve sleep quality. In the US, people rank cool temperature in the bedroom as the most important factor for sleep quality while it was the second most important factor in the UK after silence.

Clean air helps promote deep sleep. People who live in areas with high levels of air pollution are 60% more likely to sleep poorly than those living in areas with cleaner air.

Noise can actually help you sleep better, studies show. Music, nature sounds and white or pink noise, a mix of high and low frequency sound, may help improve sleep.



Clean air for children

Most of us recognize that children need clean air to lead happier, healthier lives, to sleep better and to learn more. We are also beginning to understand that children's lungs are ill-equipped to handle pollutants in the air, indoors and outside.

Why air pollution is bad for children

Children are more vulnerable to the health effects of air pollution. Their brains and bodies are still developing. They breathe faster and are more physically active than adults, taking in more pollutants in relation to their size than adults do. Because of their size, children are also exposed to higher concentrations of some pollutants, like traffic exhaust when walking by the roadside, or dust when playing on the floor.

In 2016, Blueair launched CLEAN AIR FOR CHILDREN, a program which aims to improve access to clean air for children around the world. To date, Blueair has been able to improve the lives of hundreds of thousands of children across China, India, South Korea, the UK and the US through collaborative efforts with academia, business, civil society and local governments.

How air pollution affects children's health and ability to learn

Air pollution impacts our children's physical and mental development. It stunts their lungs, making them four times more likely to have reduced lung function later in life. It increases their health risks – from asthma and pneumonia, the most common childhood respiratory diseases, to diabetes, obesity, cancer, and heart and lung disease. Air pollution also slows children's ability to process information, think logically and reason.

The first 1000 days in a child's life

The first one thousand days from conception to age two are critical to every child. In this span of time, the immune system develops and a child's brain connects about 1,000 neurons a second, building intricate pathways for messages to travel onward through the body. A look at a two-year-old's brain shows that it is twice as active as an adult's brain building bridges to connect the nerve cells in the brain for future use.

Little lungs need clean air to grow

Because little lungs are not fully developed, it is important that children are able to breathe clean air. More than nine in 10 parents in China (95%), India (97%), South Korea (94%), the UK (93%) and the US (92%) think that clean air plays an important role in ensuring the physical health of their children. Women are more likely to say that clean air is very important for a child's physical health in comparison to men.

Most people worry that polluted air has an impact on their children's health – more so than they do about the impact it has on their own health. More than nine in 10 people in China (96%), India (95%) and South Korea (96%) are concerned about their children's physical health as are more than eight in 10 in the US (87%) and the UK (81%). What people worry most about is that their children will develop a cold, the flu, allergies or respiratory illnesses as a result of breathing polluted air.

Getting sick from bacteria and viruses

Contact with germs contributes to making children sick. More than two-thirds of those in China (67%) worry most about the impact that bacteria and viruses have on their child's health while six in 10 in India (60%) worry. In South Korea (56%) and in the US (53%), more than half of all parents worry about germs while more than four in 10 in the UK (41%) are concerned.

Developing respiratory illnesses

Nearly three-fourths of those in South Korea (73%) and about two-thirds in China (66%) and the UK (61%) worry about childhood respiratory diseases as a direct result of their children breathing polluted air. Nearly six in 10 in the US (57%) and nearly five in 10 in India (49%) are concerned about their children's respiratory health.

Developing allergies

The effect of air pollution on childhood allergies is also a big concern. More than five in 10 people in South Korea (56%) and India (53%) worry about air pollution causing allergy onset as do nearly five in 10 in China (48%) and the US (47%). Nearly four in 10 people in the UK (38%) are concerned about their children developing allergies as a result of breathing polluted air.

Air purifiers important for raising healthy children

More than two-thirds of people in China, India, South Korea and the US think that an air purifier is beneficial for raising a healthy child.



"Protecting children from air pollution is not only in their best interests; it is also in the best interests of society." Anthony Lake, Executive Director, Unicef

Little brains need clean air to learn

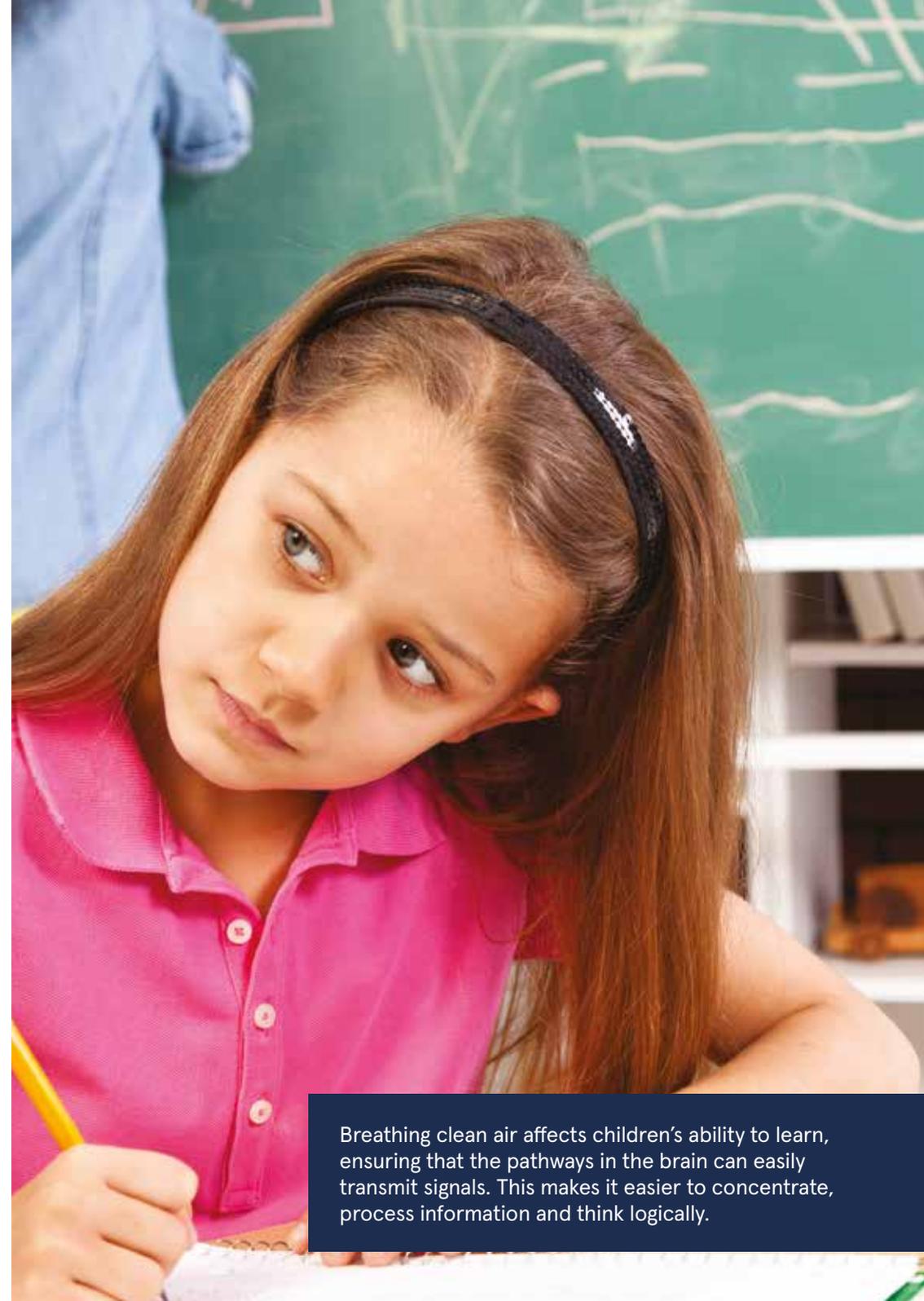
Little brains need clean air to learn more and study better. Generation X, Millennials and Gen Z all believe that clean air has a positive impact on children's ability to learn. In Asia, more than nine in 10 people, in China (96%), India (96%), South Korea (92%), think that clean air is an important factor for a child's development and learning abilities. People in the UK (89%) and the US (90%) also weigh in heavily in favor of clean air.

Air pollution impacts a child's ability to learn

In all five countries, people expressed concern that polluted air in schools has a direct effect on their children's ability to learn. More than nine out of 10 people in China (93%), India (92%) and South Korea (91%) are concerned about the impact that air pollution has on their children's brain power. Nearly eight in 10 in the US (78%) worry and nearly seven in 10 in the UK (67%) worry about the impact of polluted air on their children's cognitive functions.

Indoor air pollutants parents worry about in their children's school

Dust, bacteria and viruses are indoor air pollutants in children's schools that parents worry most about, followed by pollen and chemicals.



Breathing clean air affects children's ability to learn, ensuring that the pathways in the brain can easily transmit signals. This makes it easier to concentrate, process information and think logically.

Little minds need clean air to sleep

Over 90% of people in China, India, South Korea and the US consider the children's bedrooms the most important room in the house for clean air.

Sleep resets our bodies and our minds, preparing us for another day. This resetting process is especially important for growing bodies and developing brains. People in all countries believe that children need a good night's sleep and that clean air contributes to helping children sleep better.

More than nine out of 10 people in China (96%), India (96%) and South Korea (92%) think that clean air is important for their children's quality of sleep. Those in the UK (88%) and the US (89%) also believe that clean air is important to help their children sleep deeper.

Women are more likely to say that clean air is very important for a child's quality of sleep in comparison to men. This may be due to the fact that women generally comfort the little ones who wake up at night.

Silence helps children sleep better

Some seven in 10 people in China (72%), India (67%) and South Korea (70%) think that silence improves their children's sleep quality. Roughly four in 10 in the UK (41%) and the US (38%) agree that silence contributes to better sleep.

Clean air helps children sleep better

Nearly seven in 10 people in South Korea (67%) and nearly six in 10 of those in China (57%) and India (57%) believe that clean air improves their children's sleep quality. About four in 10 of those in the UK (37%) and US (36%) think that clean air plays a role in improving their children's sleep.

Cool temperature helps children sleep better, too

Nearly six in 10 people in South Korea (59%) and four in 10 of those in India (40%), the UK (41%) and the US (40%) believe that cool temperature improves their children's sleep quality.

Most people believe that poor air quality prevents children from getting a good night's sleep. More than three-fourths of the people in China (76%), India (79%) and South Korea (76%) believe that polluted indoor air has a negative impact on a child's sleep quality. Nearly two-thirds in the US (63%) think this is true, while more than five in 10 in the UK (54%) agree.



What we do to protect little lungs

Parents across all generations take action to limit their children's exposure to polluted indoor air. Avoiding the use of chemicals in their homes tops the list. More than six out of 10 people in China and India and more than four in 10 in South Korea and the US avoid the use of chemicals indoors. Nearly three in 10 in the UK do the same.

What we do to limit our children's exposure to indoor air pollutants varies from country to country. Awareness of outdoor air pollution is high among people in China, India and South Korea. More than half of the parents in China therefore make sure that their child wears a face mask before heading outdoors as do people in South Korea for their children. More 50% of those in India avoid highly trafficked roads when traveling with children, and parents in the UK and US do the same. Moreover, parents in China, South Korea, the UK and the US put air purifiers in their children's bedrooms to ensure that their children breathe safe and healthy air when sleeping.

Good bedroom air quality promotes children's growth and helps fight disease

Sleep promotes children's growth, helping to fight the common cold, infection and obesity, diabetes and heart disease. Sleep also recharges children's brains, increasing their attention spans and helping them succeed in school.

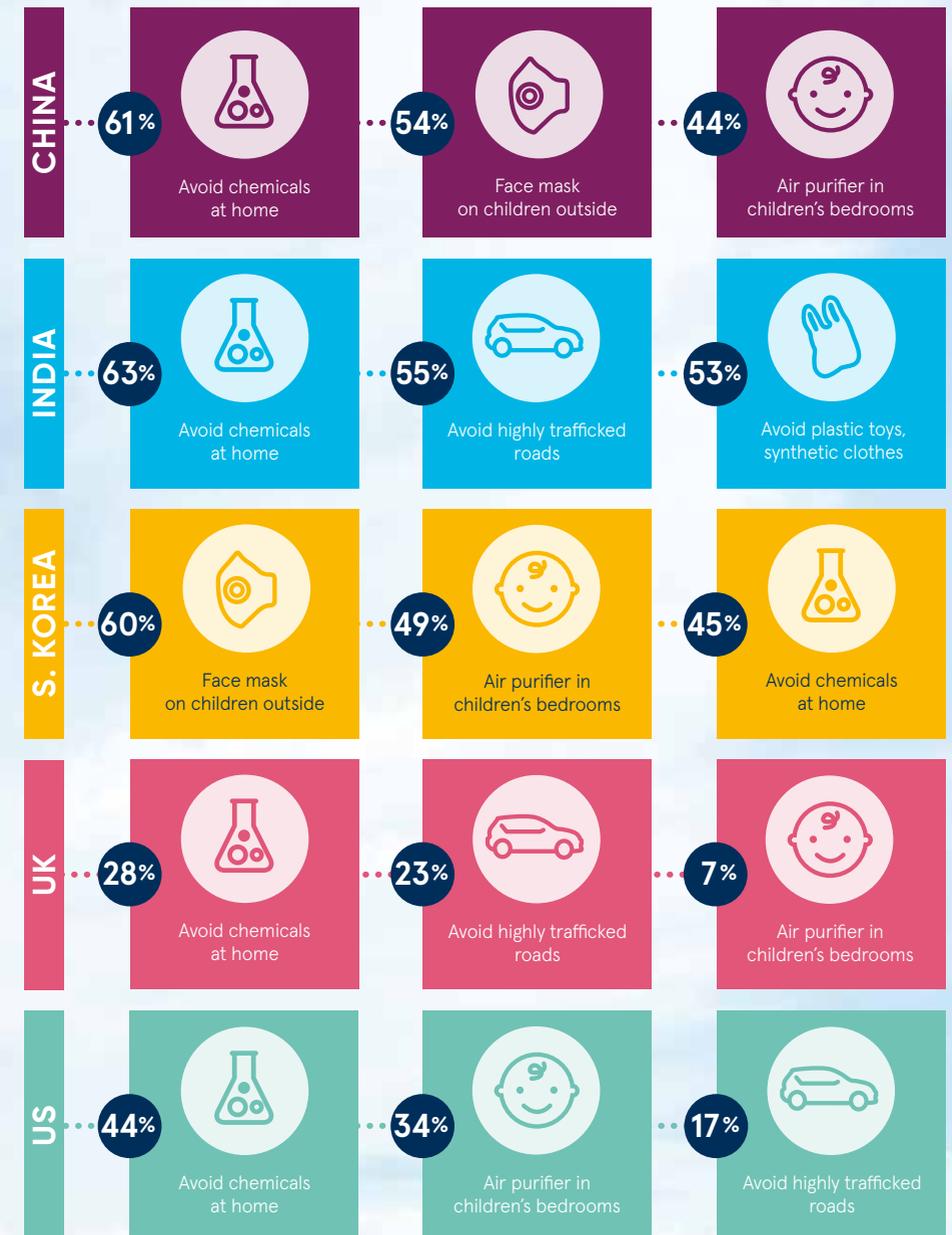
Sleeping with clean air

Putting air purifiers in the children's bedrooms is among the top three actions that people in China, South Korea, the UK and the US take to safeguard their children from the negative health effects of breathing polluted indoor air.

More than five in 10 people in India say that they avoid the use of plastic toys and/or synthetic clothing to avoid exposing their children to microplastics in the air. If inhaled, these tiny plastic particles remain in the human body and can cause heart and lung disease.

Keeping little lungs safe

Top three actions among parents around the world





The home of the future: a clean air sanctuary

Across all generations, there is a clear wish for the home to be the feel-good place, where we relax and let the stress of the day slip away. Yet Generation X, Millennials and Gen Z all worry about the air quality in their homes. Fortunately, the air we breathe at home is something we can easily do something about.

In countries where awareness of air pollution is high, people tend to do more to safeguard their lungs against polluted air. People in China, for instance, are more likely to put a face mask on their child before leaving their homes. The same is true in India where clean air sanctuaries are hard to find. In the UK and in the US, however, people are more preoccupied with their indoor air quality, relying on clean air legislation to control ambient air pollution.

Outdoor air pollution however does find its way indoors. Through doors, windows and ventilation systems, outdoor pollutants such as soot, car exhausts and pollen seep into our homes where they mix with dust, chemicals from paint, textiles and cleaning products as well as cooking odors, bacteria and virus. The result is an unhealthy cocktail of pollutants trapped between our walls.

People spend, on average, about 90% of their time indoors where the air is up to five times more polluted than outdoors. US Environmental Protection Agency

Clean air for healthy living

Generation X, Millennials and Gen Z across all countries feel that it is important to have clean air in their homes. They worry most about dust, bacteria and viruses, and chemicals polluting the air indoors. In China, India and South Korea, people are more likely to use air purifiers in their homes to ensure good air quality. Not surprisingly, women are more likely than men to find it important to have clean air in their homes.

Dust in our homes

Seven in 10 people in the UK (78%) and the US (73%) worry most about dust in their homes, followed by two-thirds in India (67%) and South Korea (66%), then by more than five in 10 in China (54%).

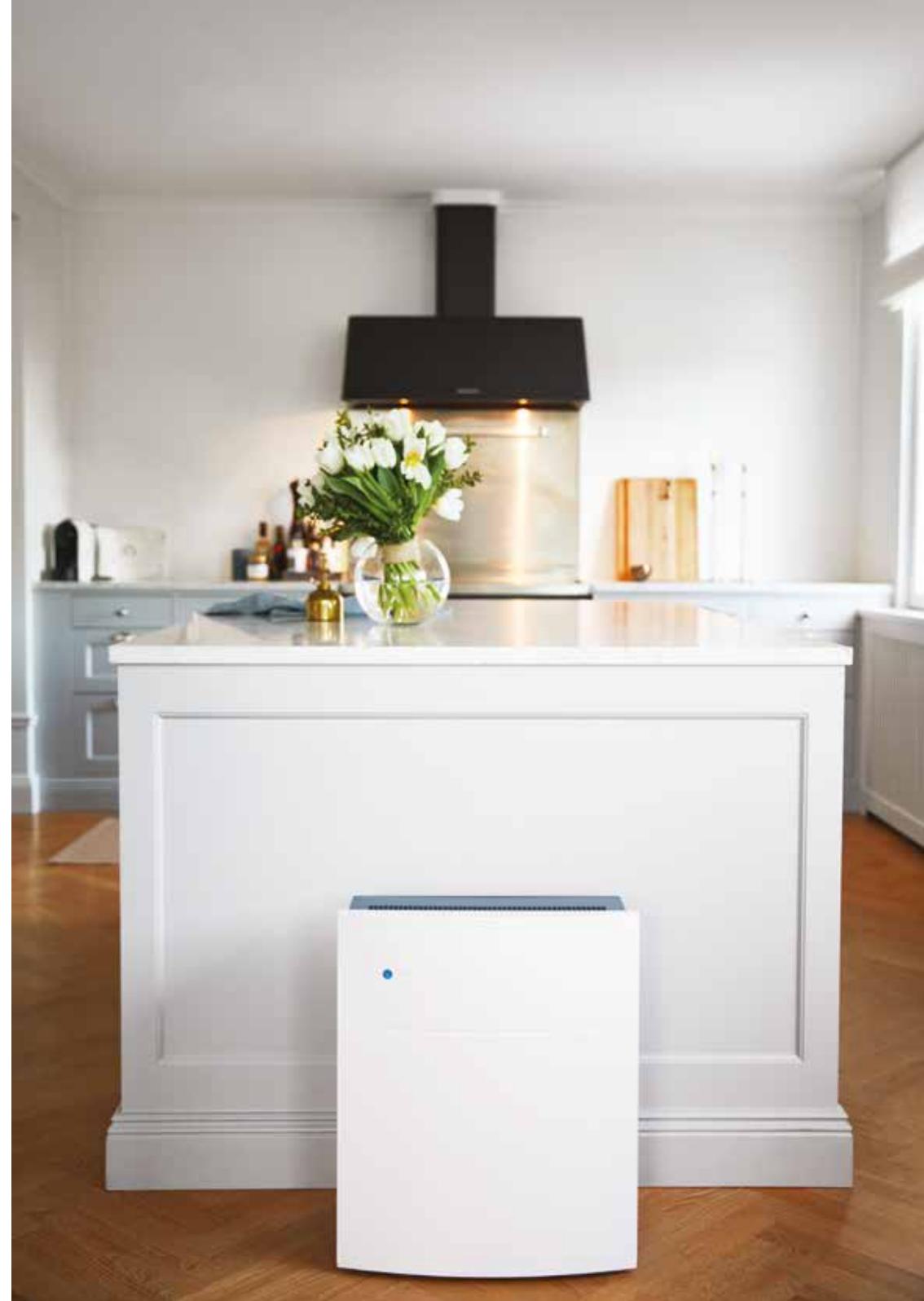
Bacteria and viruses in our homes

People in the UK (65%) worry most about germs in their homes, followed by more than five in 10 in India (54%) and the US (52%) and by some four in 10 in China (42%) and South Korea (38%).

Chemicals in our homes

Two-thirds of the people in the China (65%) worry most about chemicals in their homes, followed by five in 10 in South Korea (50%) and the UK (49%), and then by four in 10 in the US (41%) and India (40%).

Using air purifiers can help reduce exposure to common household pollutants like cooking odors, dust, scented candles and chemicals from cleaning agents. A high-performing air purifier will also remove bacteria and virus from the air reducing the risk for coughs and colds.



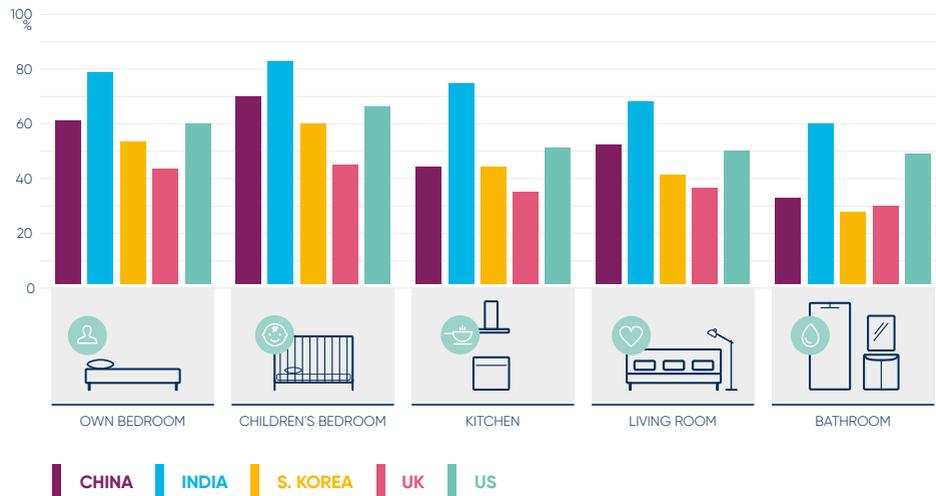
Rooms where we want clean air

Generation X, Millennials and Gen Z all think it is important to breathe clean air at home. More than nine out of 10 people in all countries say that clean air is important in the kitchen, the living room, their own bedroom, their children's bedrooms and the bathroom.

However, when asked specifically which room at home is most important for clean air, people across generations say their own bedroom is most important. For parents, clean air in the children's bedroom is more important than having clean air in their own bedroom. This is not unexpected as most parents think that clean air will improve their children's sleep quality.

There are slight regional differences when looking at rooms, other than the bedrooms, where clean air is considered most important. People in China and the UK rank the living room as the third most important room in which to have clean air, after their own and their child's bedrooms, while people in India, South Korea and the US put the kitchen as the Number 3 on their lists of rooms in the house where clean air is important.

Rooms in our homes where clean air is important



What we do to improve air quality at home

Simple everyday actions can help to reduce air pollution and keep the air cleaner at home. Opening a window to ventilate the room, vacuuming and dusting, and using air purifiers or air conditioners to filter pollutants are the actions that most people take to keep the air at home clean.

Opening a window

Opening a window tops the list as the action that two-thirds or more of all people in China (64%), India (64%), South Korea (73%), the UK (77%), and the US (61%) take to improve the air quality in the home.

Vacuuming and dusting

This is the number one action that people in the US take to improve air quality at home. Seven in 10 people in the US vacuum and dust to rid their homes of air pollutants. After opening a window, vacuuming and dusting is the second action that people take in India, South Korea and the UK.

Other things we do to improve air quality

After opening a window to improve air quality, houseplants (55%) and avoiding smoking indoors (53%) are the next two actions that those in China take to reduce air pollution. In India, people avoid smoking indoors (53%) to improve air quality. Four in 10 people in the UK also rely on houseplants to improve air quality. In South Korea, however, the use of air purifiers (49%) takes third place after opening a window and vacuuming and dusting as a way to reduce air pollutants from indoor air. In the US, people rely on filters in air conditioning (52%) to remove indoor air pollutants during the summer months.

A high-performing air purifier which removes bacteria, virus, dust, pollen and toxic chemicals from the air is helpful to people with asthma or allergies. It's also important to people who want to breathe clean air at home. Look for the AHAM label to ensure that the air purifier has been tested by a third-party according to international standards.





Air purifiers the new luxury good

Access to clean air is becoming a status symbol that not everyone can afford. Hotels, restaurants and gyms offer clean air as a value-added service to attract guests and improve their experience while on site. To address their concerns about indoor air pollution at home, Generation X, Millennials and Gen Z in all countries believe that using air purifiers helps improve indoor air quality. In all countries except for the UK, more than two-thirds of people also feel that an air purifier is beneficial for raising a healthy child.

China

More than six out of 10 people rank removal of smell (66%), dust (63%) and pollution (63%) as important factors for buying an air purifier.

India

Nearly seven out of 10 people rank removal of pollution (69%), dust (68%) and smells and allergens (59%) as important factors for buying an air purifier.

South Korea

More than six to seven out of 10 people rank removal of dust (72%) and pollution (64%) as the top reasons to buy an air purifier for their homes. Smells, allergens, energy efficiency, and silence (48%) are tied for third place.

UK

About six out of 10 people rank removal of pollution (60%), silence (57%) and

energy-efficiency (57%) as the top reasons to buy an air purifier for their homes.

US

More than six out of 10 people rank removal of allergens (68%), dust (65%) and pollution (63%) as the top reasons to buy an air purifier for their homes.

10 tips to improve the air at home

1. Open the window – your indoor air is up to five times more polluted than the air outside.
2. Avoid scented candles and incense – toxins from paraffin candles are the same as those in diesel fumes.
3. Vacuum frequently and regularly wash beddings and other textiles.
4. Reduce or remove carpets, which trap unhealthy particles such as dirt, fungi and dust mites.
5. Avoid unnecessary chemicals – use natural cleaning products instead.
6. Cut down on the use of perfume and hair spray.
7. Wash new clothes before use to reduce the amount of chemicals that are released into the air.
8. Don't smoke indoors.
9. Invest in plants such as English ivy and peace lilies, which are best for eliminating household pollutants according to NASA.
10. Put an air purifier in the rooms where you spend most of your time.

Work smarter with the power of clean air

Most people worry about polluted air at work. In fact, Generation X, Millennials and Gen Z all worry more about indoor air pollution where they work than they do about polluted air at home. This is probably because they feel that they have less control over the air quality in the work place.

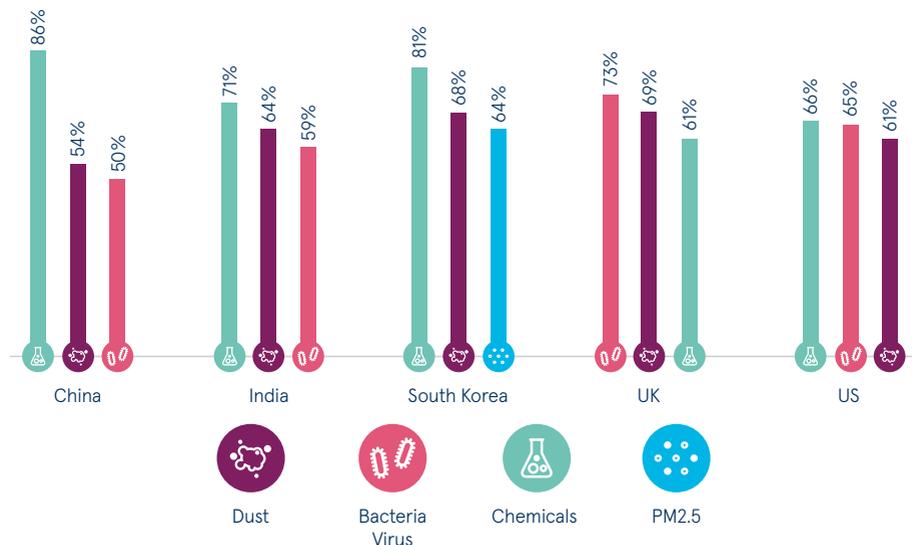
People in Asia worry about air quality at work

More than nine in 10 people in China (97%), India (94%) and South Korea (96%) express concern over the air quality at work as do more than eight in 10 in the UK (81%) and the US (83%). People think that dust, bacteria and viruses are the most worrisome indoor air pollutants at work.

Chemicals #1 in Asia and US Germs #1 in the UK

Chemicals, including formaldehyde, are the number one concern when it comes to workplace indoor air pollutants in China, India and South Korea. Bacteria and viruses are the number one concern in the UK and in the US followed by dust and airborne chemicals.

Indoor air pollutants we worry about at work



Clean air at work increases decision-making. People process information better, think more logically, and handle crisis situations more effectively. Harvard University

How to improve the office air

1. Ensure good ventilation.
2. Don't allow smoking indoors. Encourage smokers to step outside or use designated smoking rooms.
3. Reduce or remove carpets, which trap unhealthy particles.
4. Ensure that the office is vacuumed frequently and encourage the use of natural cleaning products.
5. Put indoor air purifiers that remove bacteria and viruses in all meeting and conference rooms.
6. Invest in green plants to lower levels of carbon dioxide and airborne toxins. NASA recommends the use of English ivy and peace lily to eliminate indoor air pollutants.

Air pollution restricts our freedom

Access to clean air influences the decisions Generation X, Millennials and Gen Z make about the way they live. Two trends emerge when they are asked how important access to clean air is when deciding where to live, work and send their children to school as well as where to go on vacation, which hotels to stay at or restaurants to eat at, and even where they exercise.

Air pollution limits the freedom of movement

Mobility is an integral part of our lives. Our daily activities depend on our ability to move about freely. However, air pollution is limiting our freedom of movement. Increasingly access to clean air is changing everyday life.

Clean air guides decision-making more in Asia

Clean air is top of mind for people living in China, India and South Korea, countries where air pollution is often visible to the naked eye. Roughly nine out of 10 people in these countries consider access to clean air as important when making lifestyle choices.

Checking air quality apps before deciding which route to take to work or whether to let children play outdoors is how people cope with living with air pollution in cities.

Clean air is becoming a luxury good

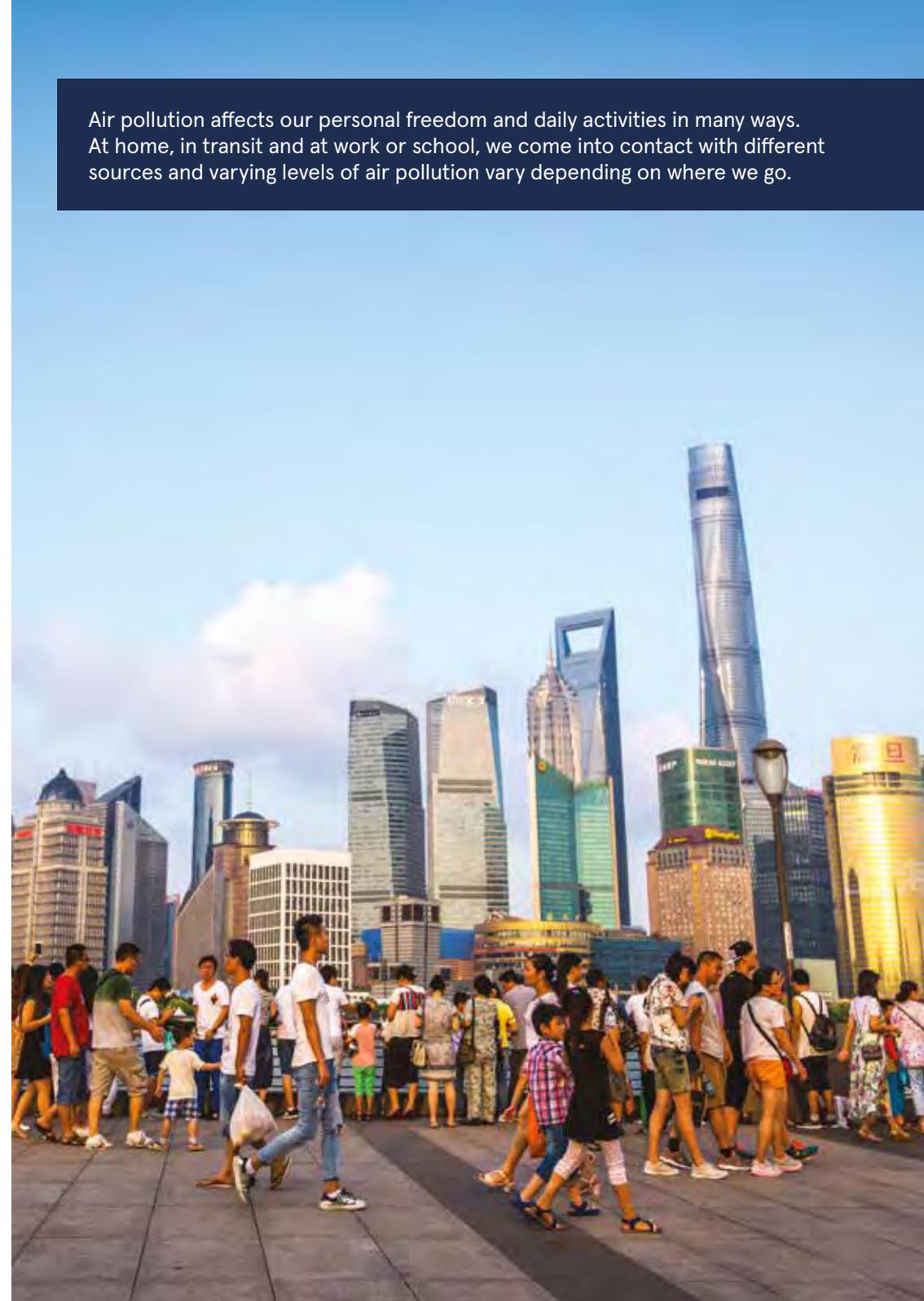
Access to clean air is becoming a status symbol that not everyone can afford. Hotels, restaurants, gyms and even schools offer clean air as a value-added service to attract guests and students and improve their experience while on site.

People in the UK and the US also consider access to clean air an important decision-making factor but to a lesser degree than those in Asia. Here seasonal allergies play a more prominent role, and people check pollen counts on apps and other media before heading outdoors.

Air pollution affects our daily activities as we consciously make decisions about our comings and goings. Air pollution is everywhere, both indoors and out.

More than nine out of 10 people worldwide live in areas where air pollution exceeds levels deemed to be safe. World Health Organization

Air pollution affects our personal freedom and daily activities in many ways. At home, in transit and at work or school, we come into contact with different sources and varying levels of air pollution vary depending on where we go.



Clean air holidays

Access to clean air is an important factor for Generation X, Millennials and Gen Z when deciding on where to take their holidays. Roughly nine out of 10 people in China, India and South Korea choose vacation destinations based on the availability of clean air. Some 60% of people in the UK and 72% in the US do the same.

Indoor air quality influences where we stay during our holidays, too. More than nine out of 10 people in China and India choose their hotels based on access to clean air. South Korea (86%) is not far behind China and India, followed by the US (74%) and the UK (54%). Many hotels are introducing air purifiers as a value-added service in guest rooms, fitness centers and dining areas to enhance the guest experience. This is important for Generation X, Millennials and Gen Z who believe that clean air helps them relax and sleep better.

Access to clean air is also important when Generation X, Millennials and Gen Z choose where to live. Nine out of 10 people in China (92%), India (92%) and South Korea (90%) choose neighborhoods where the air is cleaner. Roughly seven in 10 in the UK (64%) and the US (77%) also consider access to clean air important when deciding where to live. This is not surprising. Being able to breathe clean air can make a big difference to our physical health, our wellbeing and our quality of life.

Capitals with the world's cleanest air

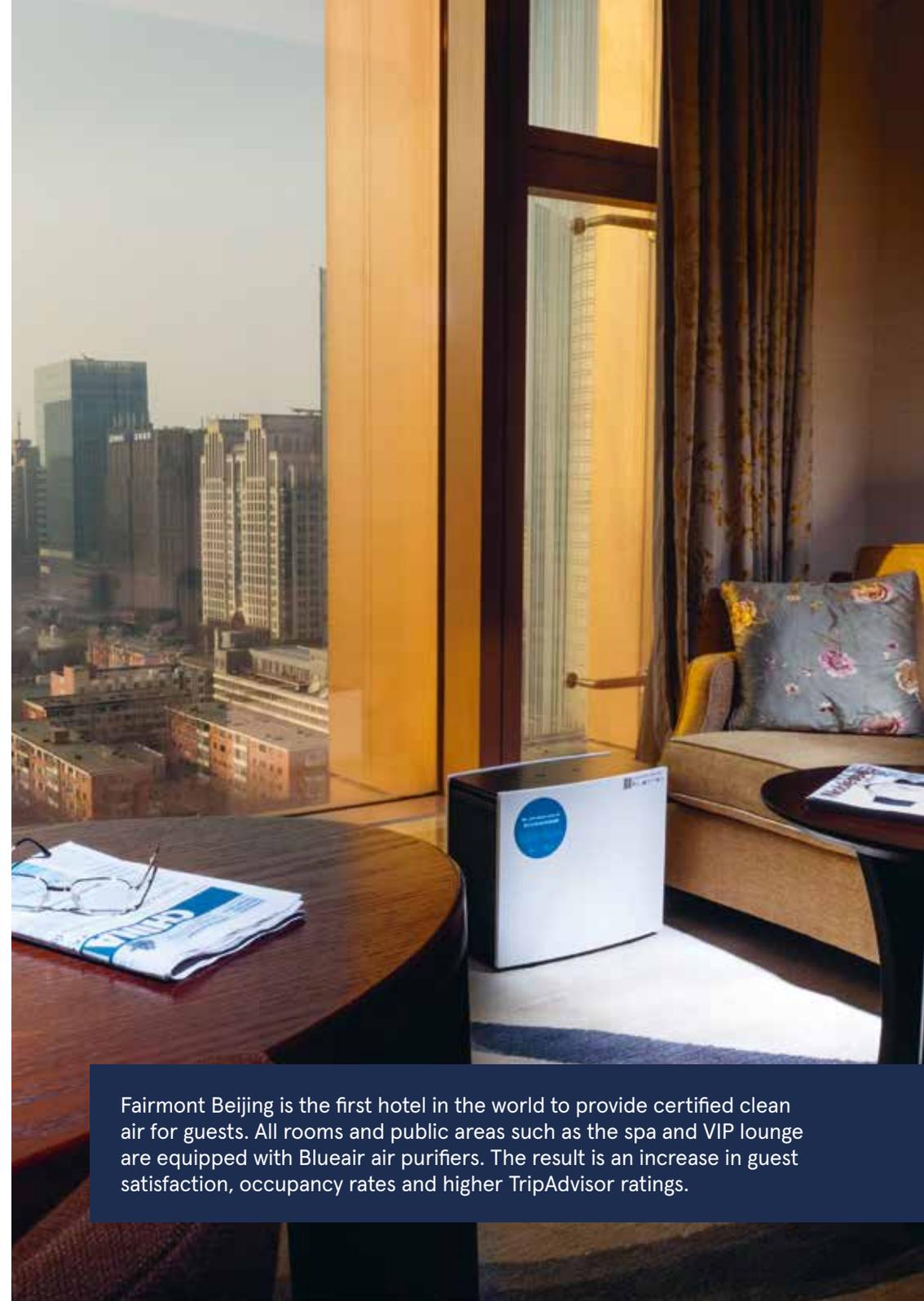
1. Stockholm, Sweden
2. Wellington, New Zealand
3. Canberra, Australia
4. Ottawa, Canada
5. Edinburgh, Scotland
6. Montevideo, Uruguay
7. Tallinn, Estonia
8. Helsinki, Finland
9. Monte Carlo, Monaco
10. Madrid, Spain

Source: The Telegraph, Revealed: The 10 cleanest capital cities on Earth, April 22, 2018.

Capitals with the world's dirtiest air

1. New Delhi, India
2. Greater Cairo, Egypt
3. Kampala, Uganda
4. Doha, Qatar
5. Ulaanbaatar, Mongolia
6. Kabul, Afghanistan
7. Al-Shuwaikh, Kuwait
8. Baghdad, Iraq
9. Riyadh, Saudi Arabia
10. Beijing, China

Source: Newsweek, The Capital Cities with the Deadliest Air Pollution, July 31, 2018.



Fairmont Beijing is the first hotel in the world to provide certified clean air for guests. All rooms and public areas such as the spa and VIP lounge are equipped with Blueair air purifiers. The result is an increase in guest satisfaction, occupancy rates and higher TripAdvisor ratings.



Dine out with more gusto

Some like a glass of wine and starched white napkins. Others prefer beer and burgers. Whatever your craving, food tastes better with clean air.

Most people want to eat in restaurants without worrying about breathing a cocktail of dust, bacteria, viruses and toxic chemicals. Ninety percent of the people in China and India say that clean air is a big factor when choosing where

to eat out. About three-fourths in South Korea (75%) and the US (71%) also say that access to clean air impacts their choice of restaurant while more than half of those in the UK (53%) say that access to clean air influences their dining decisions.

Nine out of 10 of Gen Z, Millennials and Generation X in China and India say that clean air is an important factor when choosing a restaurant.

In China, air quality-conscious parents look for restaurants on timeoutbeijing.com, which lists family-friendly restaurants with air purifiers.



How healthy is your gym? Probably not so healthy. A recent study found high levels of pollutants in gyms across the US and Europe.

Clean air gyms

Some of us work hard to stay fit and healthy. Because our lungs take in more air (and therefore more pollutants) while we exercise, clean air at the gym is essential. Studies show that our physical performance is enhanced when air quality is improved.

When Gen Z, Millennials, and Generation X choose a fitness facility, access to clean air influences their decisions. More than eight in 10 people in China (81%) and India (84%) and nearly three-fourths in South Korea (73%) think that clean air at the gym is important. Sixty percent of the people in the US and a third of the people in the UK

also consider clean air an important factor when choosing their gyms.

Recognizing that clean air is a luxury in some cities, hotels are introducing air purifiers to their fitness centers to enhance the guest experience by providing clean air as a service.



Clean air schools

Nowhere is it perhaps more important for children to have access to clean air than at school. With afterschool activities, they may spend more time at school than they do at home sleeping. But classroom air quality at schools puts our children at risk where they breathe pollutants that are up to five times higher than air pollution levels outdoors.

Safeguarding children from the health effects of air pollution is a major concern for all generations. Most people rank access to clean air as very important when deciding where to send their children to school. Mothers are especially concerned about their children and air quality – but perhaps that’s not so surprising.

More than nine in 10 people in China (92%), India (95%), South Korean (90%) and the US (92%) agree that children’s access to clean air guides their decisions about school selection. Nearly six out of 10 in the UK think clean air at school is an important factor when making a decision about schools for their children.

Why improving school indoor air quality is important

Better air quality raises test scores by up to 15%

Students in classrooms with higher outdoor air ventilation rates scored up to 15% higher on standardized test scores than children in classrooms with lower outdoor air ventilation rates.

Better air quality reduces absenteeism by between 3.4% and 20%

Improving indoor air quality in classrooms can reduce school absences by between 3.4% and 20%. Respiratory infections and asthma are common causes of school absenteeism.

Better air quality can increase school funding and reduce lost workdays

The Lawrence Berkeley National Laboratory suggests that better air quality at schools help school districts secure attendance-linked funding and can reduce lost workdays due to the care of a sick child.

Clean air **recruits** and **retains talent**

Deciding where to work is a decision that affects our health. Day in and day out, our workplace is our home away from home. Generation X, Millennials and Gen Z in Asia rank access to clean air among the most important factors when choosing where to work. About nine in 10 people in China (90%) and India (88%) believe clean air at work is important as do more than eight in 10 in South Korea (82%). Those in the US (68%) and the UK (47%) think clean air is important too.

How to recruit and retain Millennials is today one of the major challenges for Human Resource departments around the world. It's clear from our research that access to clean air is an important factor to consider.

Can your workplace make you healthier?

The WELL Building Standard is based on medical research on how built environments affect human health. By considering air, water, light, comfort and mind, WELL buildings are designed to promote people's health and wellbeing.

A Harvard University study from 2017 found that people working in "green" buildings with better ventilation had higher cognitive function, fewer symptoms of sickness and better sleep quality.





This report is based on a survey of a statistically representative sample of people in China, India, South Korea, the UK and the US and has been conducted by the independent research firm YouGov on behalf of Blueair. Online Interviews were carried out during January and February 2019.

We believe in clean air

Over two decades ago, our Swedish founder set out to make the world's best air purifier. By bringing together a team of talented designers and filtration specialists who shared his passion for sustainability, quality and design, the Blueair air purifier was born. Today our award-winning air purifiers which combine superior performance and low noise with timeless Scandinavian design, improve the lives of people in over 60 countries around the world.

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