

# 48% of people are more concerned about indoor air quality than outdoor

**48% of people are more concerned about indoor air quality than outdoor air quality. This statistic highlights a growing awareness of the potential health risks associated with poor indoor air quality, which can be up to three to five times worse than outdoor pollution.**

## **Understanding Indoor vs. Outdoor Air Quality**

Indoor air quality (IAQ) has become a significant concern for many individuals, particularly in the UK. A report by Global Action Plan indicates that 48% of people express greater concern about the air they breathe indoors compared to outdoors. This shift in focus is primarily due to the realisation that indoor spaces can harbour pollutants that are often more concentrated than those found outside.

### **The Importance of Indoor Air Quality**

1. **Health Implications:** Poor indoor air quality can lead to various health issues, including respiratory problems, allergies, and even long-term diseases. Common pollutants such as dust, mould, and volatile organic compounds (VOCs) can exacerbate these conditions.
2. **Environmental Factors:** Factors contributing to indoor air pollution include inadequate ventilation, the use of certain household products, and the presence of moisture. These elements can create an environment where harmful substances thrive.
3. **Awareness and Education:** As awareness grows, more people are recognising the importance of monitoring and improving indoor air quality. This understanding is crucial for making informed decisions about home environments.

### **Key Statistics on Air Quality Concerns**

- **Pollution Levels:** Studies show that indoor air can be 3 to 5 times more polluted than outdoor air. This statistic underscores the need for effective ventilation and air purification systems in homes and offices.
- **Public Concern:** Surveys indicate that nearly half of the population prioritises indoor air quality over outdoor air quality, reflecting a significant shift in awareness and concern.

### **Factors Influencing Indoor Air Quality Concerns**

- **Lifestyle Changes:** With more time spent indoors, especially during the pandemic, individuals have become increasingly aware of their living environments.
- **Health Awareness:** The rise in respiratory diseases and allergies has prompted many to consider the quality of the air they breathe daily.
- **Regulatory Changes:** New regulations aimed at improving indoor air quality are also influencing public perceptions and concerns.

### **How to Improve Indoor Air Quality**

1. **Regular Ventilation:** Ensure proper ventilation in all rooms, particularly in kitchens and bathrooms where moisture levels are higher.
2. **Use Air Purifiers:** Implement air purification systems that can filter out pollutants and

allergens, improving the overall air quality.

3. **Monitor Humidity Levels:** Keep indoor humidity between 30-50% to prevent mould growth and reduce dust mites.
4. **Choose Low-VOC Products:** When purchasing paints, cleaners, and furnishings, opt for low-VOC or non-toxic options to minimise indoor pollution.

## **The Role of VENTI in Enhancing Indoor Air Quality**

At VENTI, we are dedicated to promoting healthier living by providing efficient mechanical ventilation systems. Our solutions ensure that indoor air remains clean and fresh, allowing individuals to breathe easily and comfortably.

- **Expert Guidance:** We offer tailored advice on the best ventilation solutions for your property, ensuring you have the right systems in place.
- **Continuous Improvement:** Our commitment to improving air quality aligns with regulatory changes and public health recommendations.

**Improving indoor air quality is essential for a healthier living environment; take proactive steps today to ensure your home is safe and breathable.**