

ProAir

HEAT RECOVERY VENTILATION SYSTEMS

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Europeans on Health: Ventilation More Important Than Exercise

Fresh air and plenty of daylight in the home are two surprising top scorers when Europeans are asked about what is important for their health. This is the conclusion of a new study, the Healthy Homes Barometer by the VELUX Group. The study was conducted among 12,000 Europeans in 12 countries. It is the biggest study to highlight Europeans' views and behaviour in relation to the healthy home.

Years of public debate have made Europeans keenly aware of important guidelines for a healthy lifestyle such as avoid tobacco and exercise regularly. However, even though the topic is much newer in the public debate, Europeans have nevertheless understood the importance of living in a healthy home.

A healthy home, or more accurately a home that supports a healthy human life, has been surveyed as part of a list of nine aspects of our everyday life that can make us more or less healthy. Of these nine, **ventilating the home for fresh air comes out second**. This is a vital component in any home as poor ventilation leads to an increased risk of bacteria, viruses, smoke, mould, mildew, fungus and gases, all of which are injurious to health and depress personal performance.

Michael K. Rasmussen, Chief Marketing Officer of the VELUX Group, is surprised by the result *“This is a very positive result. It is backed by scientific facts. It is a huge boost to the public debate about the healthy home that has been somewhat overshadowed by all the other health discussions.”*

For more information on this study, please visit: <http://bit.ly/1bh6d43>

