



FOR IMMEDIATE RELEASE

## **SURVEY SHOWS HOMEOWNERS ARE MORE CONCERNED WITH DIRTY DISHES THAN INDOOR AIR QUALITY**

**ST. PAUL, Minn.** – April 24, 2009 – Studies conducted by the United States Environmental Protection Agency (EPA) indicate that indoor levels of many air pollutants are often two to five times higher than outdoor levels, making indoor air quality (IAQ) one of the top five most urgent environmental risks to public health. However, a survey commissioned in December 2008<sup>1</sup> by 3M Company, makers of Filtrete filters, reveals that homeowners' knowledge of indoor air quality issues is lacking.

### **Is Your Home Really Clean?**

*Homeowners are more concerned with cleaning what they can see, versus what they cannot see – indoor air. In fact, survey results revealed the following facts:*

- Homeowners are more concerned with mildew in their bathtubs (73 percent), mice and bugs in their homes (69 percent), stacks of dirty dishes (66 percent), piles of laundry (58 percent) and dust balls on their carpet (57 percent) than they are about the quality of the air in their homes (40 percent).
- Almost two out of three homeowners (64 percent) say it's more important to remove the dirt and dust in their homes than it is to improve the air quality in their homes.
- When doing household chores, 63 percent of homeowners would wash the dirty dishes in the sink before changing the air filter in their homes (11 percent).

### **Looking Good...**

*Homeowners are more concerned with their wardrobes and maintaining a healthy lifestyle than the quality of the indoor air in their homes.*

- Fifty-five percent of women would spend \$200 on improving their wardrobes rather than improving their homes' indoor air quality (47 percent). In fact, 53 percent of homeowners don't spend more than \$10 on an air filter.
- Eighty-seven percent of homeowners change their air filters in their homes to increase energy efficiency.

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<sup>1</sup> The survey was conducted by an independent market research firm, Global Strategy Group, among a sample of respondents who have forced heat and/or central air conditioning in their home. The study was conducted in December 2008. A total of 600 qualified surveys were received. The margin of error for total responses is +/- 4 percent.

## **IAQ IQ**

*Americans spend about 90 percent of their time indoors (EPA), but are unaware that indoor air is often more polluted than outdoor air.*

- Three out of four homeowners believe the air outside their home is more polluted than the air inside their home.
- More than 50 percent of homeowners are not concerned about indoor air pollution; however, nearly two-thirds (65 percent) are concerned about outdoor air pollution.
- Sixty-five percent of homeowners say they worry more about the outdoor air they breathe day-to-day than the indoor air they breathe day-to-day.
- When it is hot and humid outside, homeowners are more likely to think about staying inside where it's cool (47 percent) or sweating a lot (37 percent) while just nine percent are likely to think about the outside air being unhealthy.
- Only 12 percent of Americans link "code orange" and "code red" alerts to the outdoor air quality index. *(The United States EPA issues the air quality index).*

Filtrete High Performance 1" filters from 3M capture at least 85 percent of large airborne particles from the air passing through the filter and are also effective at capturing micro-particles such as smoke, bacteria and household dust. It is recommended that you change your furnace or air filter at the start of each new season or every three months. Changing your filter will help improve indoor air quality, and can also help your heating and cooling systems run more efficiently and therefore last longer.

Filtrete products meet the American Lung Association of the Upper Midwest Health House Program's indoor air quality guidelines. For more information on 3M Home Filtration Products, visit [www.Filtrete.com](http://www.Filtrete.com).

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### **About 3M**

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$24 billion in sales, 3M employs 79,000 people worldwide and has operations in more than 60 countries. For more information, visit [www.3M.com](http://www.3M.com).

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