



Wellness  
Within  
Your Walls®

# 2024 HEALTHY HOME CHECK UP™ REPORT



COPYRIGHT  
2024

All Rights Reserved

WELLNESS WITHIN YOUR WALLS® [INFO@wellnesswithinyourwalls.com](mailto:INFO@wellnesswithinyourwalls.com)



Wellness Within Your Walls® conducted a survey and compiled data on the health status of American homes through the WWYW Healthy Home Check Up™ in 2023. WWYW is dedicated to connecting the global family through education and certification on healthy, eco-sensitive strategies and products that result in sustainable, non-toxic living environments.

From the survey results, it is evident that, after the impact of COVID, health and wellness has become more important to consumers. The results of this North American household sampling support the recognition by consumers of the impact of their home on their health. The survey revealed that consumers are interested in learning about healthier pathways for their living environments.

The consumer is looking for a greater understanding on how building science, including mechanical systems, materials, home furnishings and product selections, contribute to healthier living environments. Evidence shows that applied behavioral strategies are a key indicator that the reduction of toxins helps the occupant achieve healthier outcomes.

## Results

In Relation to the Wellness Within Your Walls® Healthy Living System™

 clean air

 spiritual wellness

 clean water

 mental wellness

 natural light

 conscious consumption

 chemical control

 food science

 physical wellness

 behavioral strategies

**CLEAN AIR.** Forty-nine percent of consumers are unaware of the type of filtration in their ventilation system. MERV ratings (Minimum Efficiency Reporting Value) for filters designate the type and size of particles trapped by a filter. MERV ratings bring awareness to increased air quality through filtration. With a MERV rating of 11 or higher, smaller particulate matter,

such as pollen, mold, most bacteria and pet dander, is removed from the air. An increased rating of 13 includes all airborne bacteria and viruses.

**CLEAN AIR.** A clear majority of consumers – 72% – do not have a smart-home indoor air quality monitoring device. In the absence of an integrated, smart-home monitoring device, portable air purifiers provide an easy and affective way to reduce toxins in the air. Best practices for healthier outcomes require using portable devices or air scrubbers that have a MERV rating of at least 11 and/or HEPA filtration.

**CLEAN WATER.** Consumers care about the quality of the water they drink. Of those surveyed, 71% use a filtration device. Adding a whole-home filtration device results in positive health impacts, purifying not only drinking and cooking water but also bathing and laundry water. Skin is the largest organ of the human body and absorbs toxins, which penetrate the skin and enter the bloodstream.

**CLEAN WATER.** A large majority – 73% – of the surveyed consumers apply some form of water conservation strategy in their home. Consumers are demanding more sustainable water-use products.

**CLEAN WATER.** Spa showers, soaking tubs, integrated music systems and other stress-reducing bathroom amenities help facilitate relaxation and peace of mind, resulting in positive health outcomes. Consumers agree, and 68% have one or more of these amenities in their home.

**CLEAN AIR.** Over 60% of consumers understand the health benefits and ease of maintenance that comes with solid flooring, such as hardwood, ceramic tile, stone, cork, bamboo and linoleum. Instead of wall-to-wall carpeting, consumers prefer easy-to-clean, solid surfaces that do not trap dust mites, pet dander and other allergens.

**CHEMICAL CONTROL.** Thirty-one percent of consumers do not know what type of cabinetry is built into their home, nor its finish. Understanding the benefits of solid wood construction



with low- to no-VOC paints and stains leads to healthier air quality and lessens toxins that off-gas from composite materials, like formaldehyde, and VOC-laden finishes. For weeks after installation, the release of gases related to formaldehyde and VOCs can adversely affect lung health.

**CLEAN AIR + FOOD SCIENCE.** Just over 48% of consumers surveyed have all-electric appliances. Yet, more than 40 million homes in the U.S. cook with gas, which exposes those household members to combustion gases, including toxins like formaldehyde, carbon monoxide and nitric oxides. Studies have shown that only 25-40% of consumers use their range hoods while cooking, even though it has been proven to help mitigate nitrogen oxide and other co-produced pollutants in kitchen air. Off-gassing new appliances and applying proper ventilation strategies will reduce toxins at commissioning.

**CLEAN AIR + CHEMICAL CONTROL.** When asked about synthetic fragrances, 35% of consumers reported being exposed to synthetic fragrances contained in household products, which can include harmful ingredients such as benzene derivatives, aldehydes, toluene and other toxic chemicals linked to cancer and other long-term health issues. An additional 10% reported not knowing whether their homes were free from synthetic fragrances, sprays, diffusers or candles, indicating that healthy home education is vital.

**CHEMICAL CONTROL.** Sixty-four percent of consumer households feature non-porous kitchen and bath surfaces, such as quartz countertops. With non-porous surfaces, the avoidance of the spread of germs and the use of harsh, synthetic antimicrobials is achievable. Maintaining high-use kitchen and bath surfaces is easier with non-porous surfaces.

**NATURAL LIGHT.** A majority – 94% – of consumers open their window coverings daily. Natural light through windows can help us absorb vitamin D, vitamin A and vitamin K. Inviting natural light in also helps maintain circadian rhythms, promoting wellbeing.

**NATURAL LIGHT.** Natural light is reflected by lighter paint and wall coverings. The majority of the consumers surveyed – 89% – agree. According to a study by the National Association of Realtors, 81% of interior design experts say whites and creams are the best colors to use when selling a home. They provide a neutral, clean and fresh background for consumers to envision

living there. Light colors can also make rooms feel larger and more open and uplifting.

**CLEAN AIR.** Over 43% of homes surveyed have wood-burning or gas fireplaces. Wood and gas fireplaces release particulates that include carbon monoxide, methane, VOCs and additional harmful toxins. Without proper ventilation, fire resistant barriers and monitors, human health can be compromised. Fireplaces that have operable glass doors reduce the amount of toxins released into the home. Electric fireplaces are a healthier alternative.

**MENTAL WELLNESS.** A surprising 47% of consumers surveyed do not have a security system in their home. Security systems can add peace of mind for occupants and lessen stress levels.

**CONSCIOUS CONSUMPTION.** A staggering 89% of consumers recycle. Proper recycling reduces landfill waste, conserves natural resources, prevents pollution and reduces greenhouse gases. This high percentage is attributed to municipalities making it easier for the consumer to manage waste.

**CONSCIOUS CONSUMPTION.** When asked, 64% of consumers stated that they do not compost food waste. Most methane gas emissions come from food waste in landfills. Easy composting efforts can significantly reduce these harmful emissions. Effectively composting can increase the percentages of reducing waste.

**MENTAL WELLNESS.** Almost 75% of consumers surveyed have regularly scheduled maintenance for their appliances and mechanical systems. Regular maintenance helps to ensure systems are working efficiently, safely and according to their specifications and user guides.

**MENTAL WELLNESS.** Of those surveyed, 82% have a designated flex space in their home. Flex spaces, used by working family members, boomerang children and aging parents, cultivate connectivity, creativity and productivity. These spaces save money and promote overall wellbeing.

**MENTAL WELLNESS.** A majority of consumers – 62% – recognize that a clutter-free, organized home with adequate storage is a must for keeping stress levels low.



**SPIRITUAL WELLNESS.** Just over half – 51% – of the consumers surveyed do not have designated “unplugged” spaces in their homes. Reading corners, crafting zones and meditation spaces promote literacy, creativity and inner peace.

**PHYSICAL WELLNESS.** Two-thirds – 66% – of consumers have a quiet, device-free, darkened space for sleeping. Exposure to EMFs, light and light-emitting screens on personal electronic devices can affect sleep patterns and make it more difficult to sleep, while decreasing sleep quality.

**FOOD SCIENCE.** Forty-two percent of consumers surveyed cook with or are unsure if they cook with pans coated with materials containing PTFE or other toxic, non-stick products. Conventional nonstick pans have been found to contain toxic chemicals that, when burned at high temperatures or when physically compromised, release into food and the air. Non-stick ceramic is a healthier alternative.

**CHEMICAL CONTROL.** Over half – 62% – of the consumers surveyed use botanical-based or other non-toxic cleaners in their homes, limiting the risk of exposure to toxins such as phthalates, PERCs, QUATS and VOCs. These chemicals are skin irritants, respiratory and endocrine disruptors, neurotoxins and possible carcinogens.

**PHYSICAL + MENTAL WELLNESS.** A majority – 61% – of families follow Rx and poison safety recommendations by designating a locked, secure place for their prescriptions, alcohol and hazardous cleaners that is out of reach of children.

**FOOD SCIENCE.** According to the Mayo Clinic, organic, GMO-free farming, which seeks to protect the integrity of living organisms, does not allow the use of synthetic fertilizers and pesticides or growth hormones with farm animals. Only 41% of consumers surveyed say they do not eat food with GMOs of any kind. That leaves 59% who either do eat, or do not know if they eat, GMO-based food. Educational resources help identify the health impacts of toxic food products.

**CHEMICAL CONTROL.** Over half – 54% – of the consumers surveyed remove their shoes at entry points to their home.

This prevents tracking toxins into the home, such as fertilizers and pesticides. Mudrooms and dedicated storage spaces help mitigate introducing unwanted toxins into the home.

**PHYSICAL WELLNESS.** Physical activity is important; 86% of consumers surveyed said their home is located near walking, jogging, hiking or biking trails. Having access to these trails and public parks leads to increased daily exercise. Designing healthier communities can lead to reduced medical costs and healthier outcomes. The American Journal of Public Health found a direct correlation between how close people live to biking and walking trails and their amount of weekly exercise.

**MENTAL WELLNESS.** Consumers surveyed – 69% – stated their home was part of a community that promotes connectivity through social gathering. Research shows that holistic communities create inclusive environments and opportunities for connection, provide exposure to nature, promote physical activities and inspire fellowship. Reducing stress and the likelihood of many chronic diseases, like depression, cardiovascular disease, respiratory illness and environmental cancers, are some of the goals of the holistic approach to designing a community.

Wellness  
Within  
Your  
Walls®  
Healthy  
Living  
System™

 clean air

 clean water

 natural light

 chemical control

 physical wellness

 spiritual wellness

 mental wellness

 conscious consumption

 food science

For more information on learning and applying healthier home pathways:

[INFO@wellnesswithinyourwalls.com](mailto:INFO@wellnesswithinyourwalls.com)