



WINTER COMFORT SURVEY

RESULTS

50%



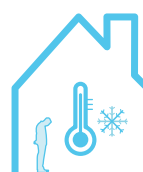
Report they struggle to feel warm and comfortable in during the winter months.

70%



Report that some or all walls in their homes are cold to touch.

43%

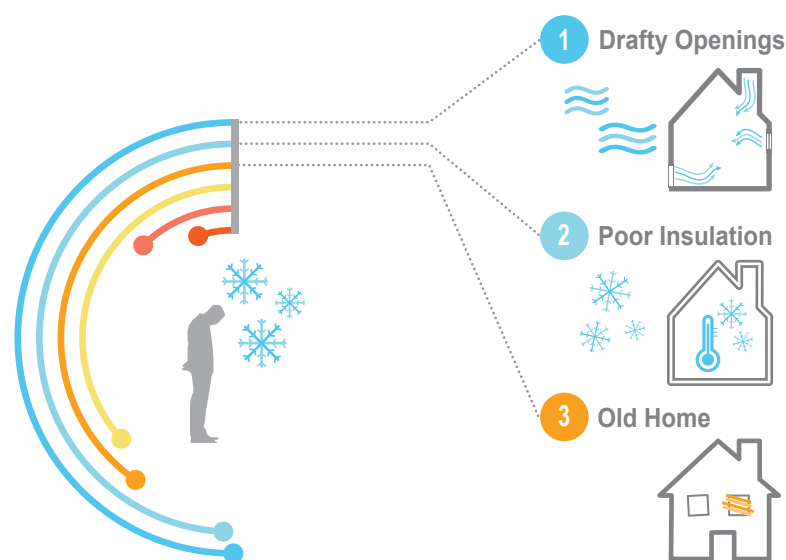


Report that rooms are avoided or unused because they are uncomfortably cold.

WHY ARE WE UNCOMFORTABLE?

What factors are responsible when homes feel uncomfortable in the winter months?

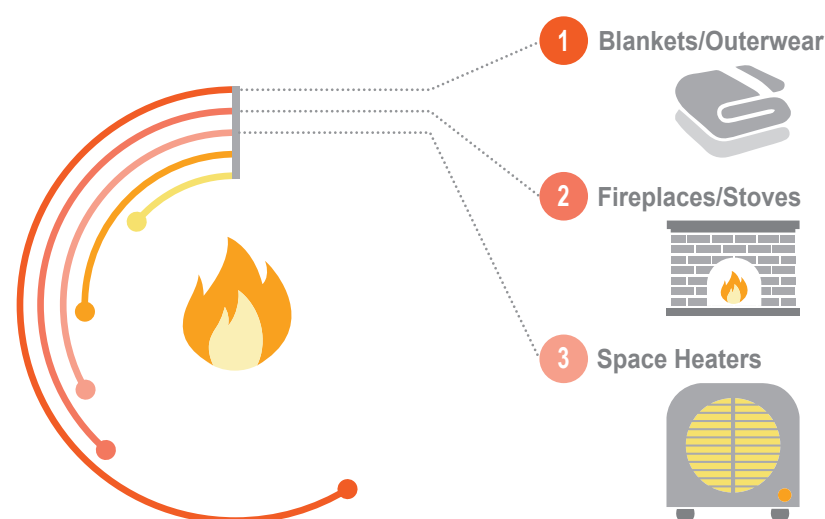
● Drafty Openings	51%
● Poor Insulation	50%
● Old Home	42%
● Heating Cost	37%
● Old Heating System	13%
● Need System Maintenance	7%



HOW DO WE STAY WARM?

What steps are taken to stay comfortable in homes other than turning up the thermostat?

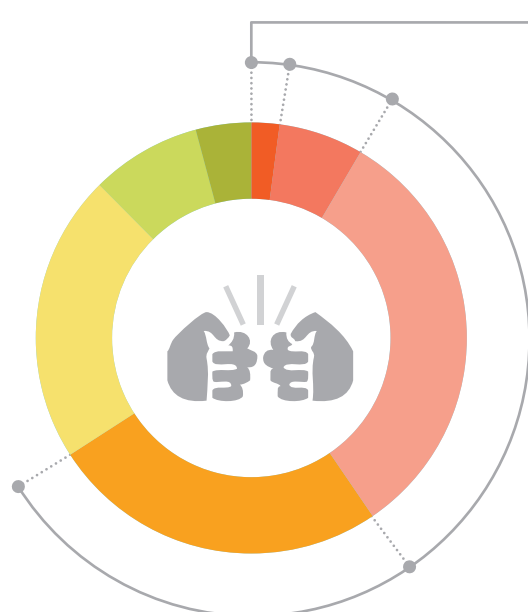
● Blankets/Outerwear	58%
● Fireplace/Stove	39%
● Space Heaters	35%
● Stay in warm rooms	27%
● Heated Floors/Other	13%



FAMILIAL STRIFE

How regularly does balancing heating costs with keeping home warm during cold months cause disagreements with a spouse, partner, roommate(s) or children living in home?

● Continuously	3%
● Frequently	7%
● Sometimes	31%
● Rarely	29%
● Never	21%
● Self-Debate	8%
● No Self-Debate	4%



67%

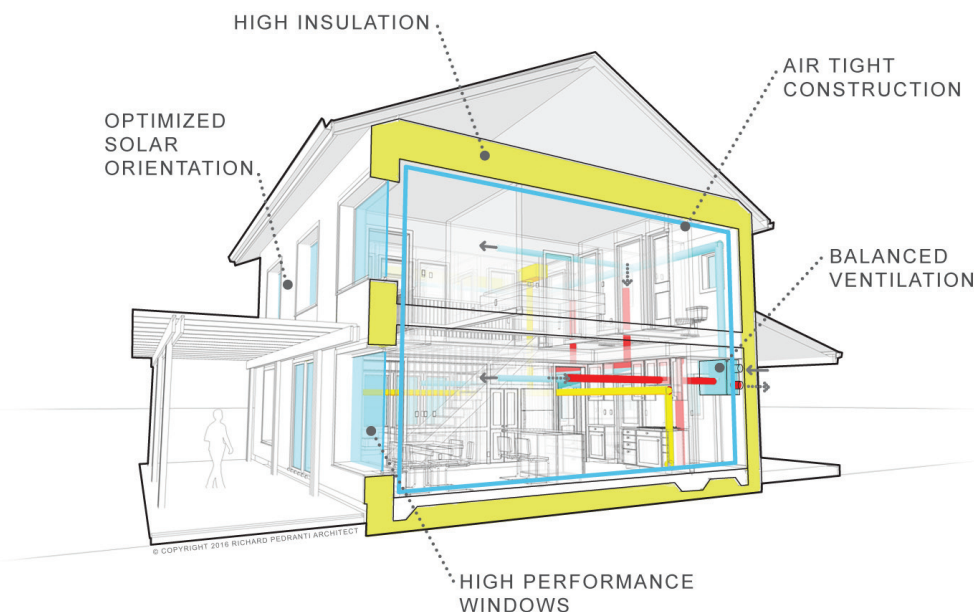
Of homeowners say that deciding how to keep their home comfortable during the winter have caused disagreements between family or roommates.

This is not just causing physical discomfort but emotional discomfort as well.

202 people living in detached homes, townhouses and row homes in areas that experience a winter season completed the survey.

PASSIVE HOUSE is the Solution

"Common in many European countries, Passive House takes advantage of super-insulated walls, internal heat gains and the sun coming through well-situated windows to produce the highest level of interior comfort available in a building today. Regardless of the weather outside, this modern approach to building, employing high insulation and thermal bridge-free construction, reduces thermal energy consumption 80-90 percent compared to a conventional home, and maintains a comfortable 68-72 degrees indoor all year-round."



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