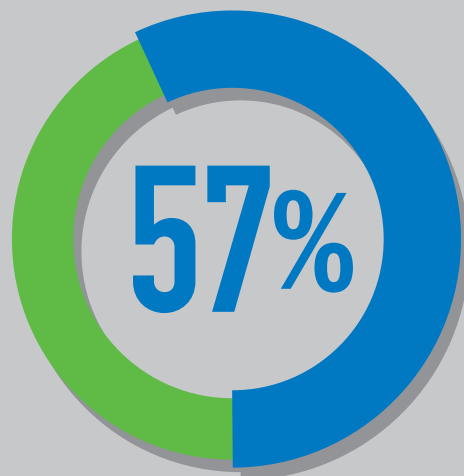


# The Business *Cost* of Comfort

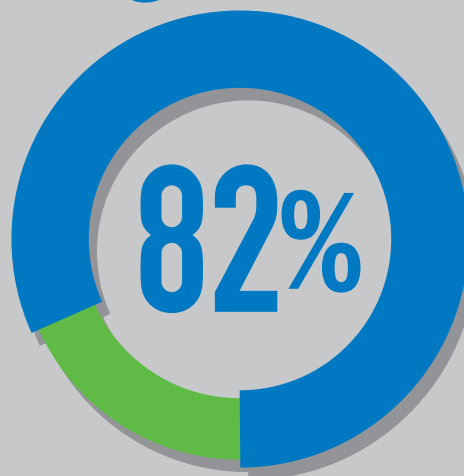
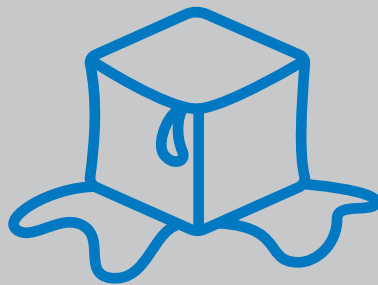
Uncomfortable retail customers will head for the door



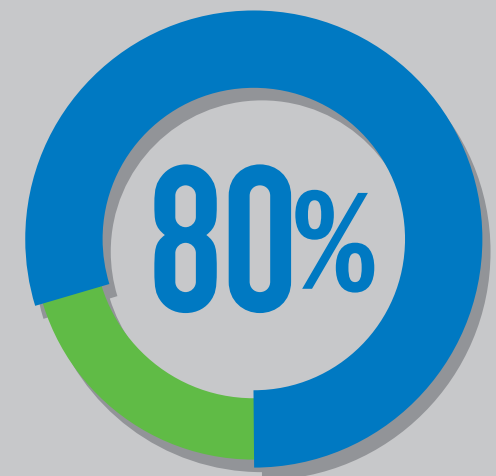
In-store comfort may not be top-of-mind for all retailers, but a survey\* by Emerson shows that **temperature, airflow and air quality can affect how consumers feel** about their shopping experience.



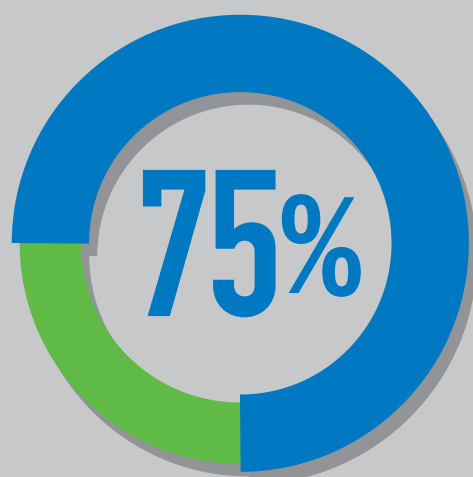
Of consumers have left a business due to lack of comfort



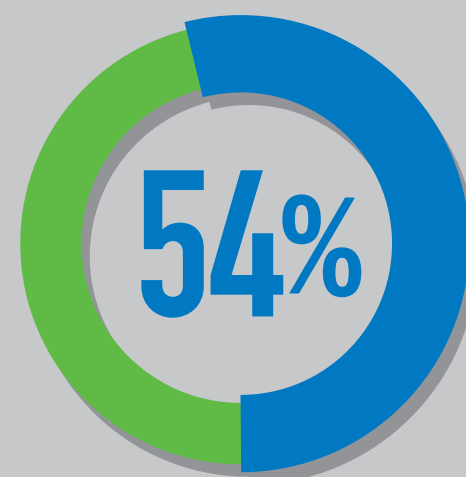
Say they have felt too cold at a business



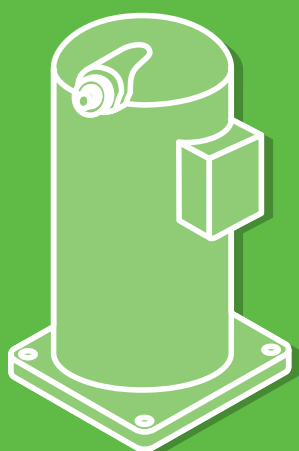
Say they have felt too hot



Say they have felt stuffy or a lack of airflow while shopping

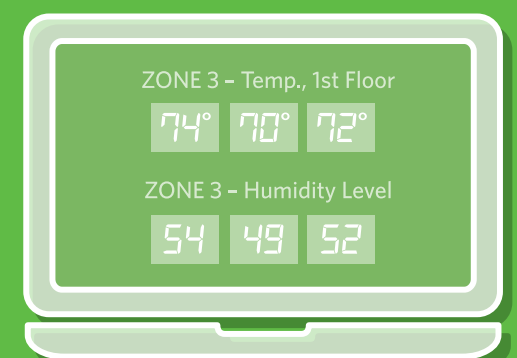


Say their allergies have been triggered



## Apply the Science of Livability

The **heating and cooling experts at Emerson** know how to keep businesses cool, comfortable and operating efficiently with **modulating HVAC systems and building controls**. To learn more, visit [AC-HeatingConnect.com](http://AC-HeatingConnect.com).



\*Emerson conducted a comfort survey of nearly 300 consumers in October 2018.  
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