

WHEN ALLERGIES ATTACK

Contents

POLLEN PROLIFERATION

Section:

FIRST

THE CHARTIST

IT'S NOT JUST YOU. ALLERGIES ARE INCREASING NATIONWIDE-AND SO IS THE IMPACT ON THE WORKPLACE. HAY FEVER HELL

Over the past 15 years the number of Americans suffering from environmental allergies has nearly doubled. That's led to a 338% rise in related medical expenses, lost productivity, and a huge business opportunity: In 2009, Americans spent \$5.4 billion on allergy drugs alone, in part because spring arrives in North America 10 to 14 days earlier than it did 20 years ago. Knoxville is the worst city in the U.S. for spring allergies. For autumn it's McAllen, Texas.

ALLERGY SUFFERERS Since the mid-1990s, the number of Americans suffering from allergic rhinitis, also known as hay fever, has steadily increased.

1995	19 million
2000	22 million
2005	25 million
2010	37 million

LOST PRODUCTIVITY

Itchy eyes, runny noses, and general malaise lead to more missed workdays.

1995	1 million
2000	2.2 million
2005	4 million
2010	6 million

DOCTOR VISITS

They're on the rise as allergy sufferers turn to their doctors for prescriptions, immunotherapy shots, and advice.

1995	7 million
2000	7.7 million
2005	13.1 million
2010	16 million

MEDICAL EXPENDITURES

Even with blockbusters like Claritin and Zyrtec going off patent, Americans are spending more looking for relief.

1995	\$4 billion
2000	\$6.1 billion
2005	\$11.2 billion
2010	\$17.5 billion

POLLEN PROLIFERATION

As temperatures rise, highly allergenic pollen-producing trees such as oaks and hickories become more prevalent across the U.S., particularly in the East. By 2100, based on fossil-fuel emissions growth rates, pollen production could double.

Sources: Maps-National Wildlife Federation; hay fever data-Asthma and Allergy Foundation of America. Medical expenditures data do not include over-the-counter medications.

MAP: 2010

MAP: 2100

GRAPH: ALLERGY SUFFERERS

GRAPH: LOST PRODUCTIVITY

GRAPH: DOCTOR VISITS

GRAPH: MEDICAL EXPENDITURES

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