



Fellowes



THE BRITISH AIRBORNE ALLERGY REPORT

In association with



QUALITY PRODUCTS SINCE 1917



Fellowes

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Background

Research was commissioned by air purification specialists Fellowes and carried out by independent company Dynamic Markets.

2,044 adults from across the UK were questioned in May 2014.

The findings are supported by national charity, Allergy UK.

Foreword

The British Airborne Allergy report has been developed by air purification experts, Fellowes, in association with Allergy UK, the leading national charity dedicated to supporting those with allergies and intolerances. Key contributors and reviewers of the report are below.

Lindsey McManus, Deputy CEO, Allergy UK

“The UK now has one of the highest incidences of allergies worldwide - and the number of adult and child sufferers is growing each year.

“For those affected; the financial, physical and emotional costs can be extremely high and we welcome any research which helps people manage their condition more effectively.

“This report is significant because it takes a closer look at the impact allergies can have - at home, at school, in the workplace and in our wider social lives.

“Just as importantly, it examines some of the coping mechanisms people already have in place and suggests ways of finding solutions to suit individual sufferers.

“Allergies can cause real misery but by working with healthcare professionals and providers of specialist equipment like Fellowes, we can help all those affected enjoy a better quality of life.”

Mike Booth, European Marketing Manager, Fellowes

“Almost anything can be an allergen for someone - from pollen, house dust mites and moulds. An allergy to these substances can cause anything from a runny nose, itchy eyes and palate to skin rash. It aggravates the sense of smell, sight, taste and touch causing severe irritation.

“We hope that by commissioning The British Airborne Allergy Report, we can demonstrate Fellowes commitment as air purification specialists, to help sufferers manage their condition by making breathing easier and reducing symptoms to improve quality of indoor air.”

Overview/Types of Allergies

The survey findings highlight that there is a significant number of people suffering from allergies in Great Britain, with the most common being hay fever. Many more people are suffering from indoor allergens, including house dust mites, mould, pet dander and fumes from household cleaning products.



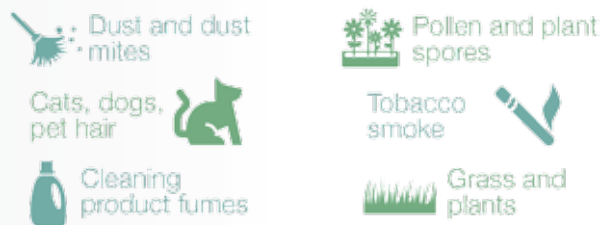
Thirty six per cent of British adults suffer with airborne allergies. The most common is hay fever - affecting one in four adults, followed by house dust mite allergy, which causes almost one in ten (nine per cent) people.

Seven per cent are allergic to pets, four per cent are allergic to mould or household cleaning products.

Thirty-six per cent of sufferers are allergic to outdoor allergens and 43 per cent are allergic to at least one indoor allergen.

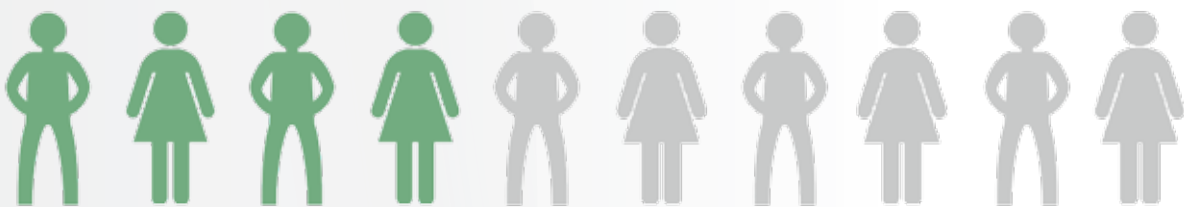
People with indoor allergens are more likely to have outdoor, allergies too. For example, 76 per cent of people who are allergic to pet allergens are also allergic to pollen.

AIRBORNE ALLERGENS



People who are allergic to pets are most likely to suffer from an allergic reaction to a wider variety of airborne allergens and 23 per cent of such sufferers are allergic to four or five airborne allergens.

Women suffer slightly more than men - especially from reactions to mould/fumes from household cleaning products.



4/10

British adults suffer from an airborne allergy.



1/4
have problems
with pollen



1/10
have problems
with dust

A third of children (34 per cent) suffer from an airborne allergy. The average age for first symptoms is six.

Hay fever is the most common (affecting 20 per cent), followed by pet dander and house dust mite (five per cent).

Thirteen per cent of children became ill in their first year, 26 per cent before they are two.

Parents and children often suffer from the same allergies.

Half of all child sufferer's display symptoms by their fifth birthday.

Thirty-four per cent of parents who suffer from hay fever and 24 who are allergic to dust, say their children have the same problem.

Six per cent of parents have children that suffer from more than one airborne allergen.

" 36% OF BRITISH ADULTS SUFFER FROM AIRBORNE ALLERGIES "

43%

are allergic to at least **one** airborne allergen i.e pets, dustmites, fumes, mould.



36%

suffer from airborne allergies and are allergic to **more than one** airborne allergen.

Diagnosis

For those with mild symptoms, it is understandable that symptom resolution is often put aside. However, with the vast majority of sufferers experiencing moderate to severe symptoms, which affect health, as well as social life, almost half have been diagnosed by a medical professional.

Just 16 per cent have had a skin prick test and four per cent a blood test to identify their allergies. Another 34 per cent say a GP, nurse or allergy specialist has diagnosed their allergic reactions.

Forty two per cent of allergy sufferers say they diagnosed themselves.

Hay fever sufferers are most likely to self-diagnose (43 per cent).

Ten per cent of airborne allergy sufferers do not know for sure what causes their suffering.

More men (25 per cent) have been tested than women (15 per cent).

Regionally, tests are most common in the North West of England (29 per cent).



“ ONLY 47% HAVE BEEN DIAGNOSED BY A MEDICAL PROFESSIONAL ”

47%
diagnosed by a
medical professional



42%
of sufferers diagnosed
themselves

19% have either had a skin prick test or blood test 

Where Does it Hurt?

Allergy sufferers can almost be affected anywhere and everywhere. The research highlights the level of suffering inside. When it comes to those affected by indoor allergens, a third of those questioned said they were allergic to their own home.

One in ten (11 per cent) are allergic to their office - and say their suffering is worse at work (either in a home office (6 per cent) and/or at their workplace (8 per cent)).

They claim to suffer most in the living room (18 per cent), bedroom (20 per cent), kitchen (ten per cent) or bathroom (nine per cent).



“ 11% OF SUFFERERS SAY THEIR SUFFERING IS WORSE AT WORK ”



The Impact - Children

The survey findings highlight there is a significant number of children who are affected by allergies. With one in eight displaying symptoms when they are less than a year old, while a quarter become ill before their second birthday.

Two thirds of parents (66 per cent) say their offspring have suffered a damaged childhood because of allergies.


Thirteen per cent of children have needed to stay off school and feel their lives have been made unbearable.


Almost one in ten (nine per cent) have been forced to stay indoors and stopped from enjoying hobbies.

Six per cent have missed out on sport, social events and having a pet.



34%  of British children have allergies.

13%  of children display symptoms when they are less than one year old.

26%  become ill before their second birthday.

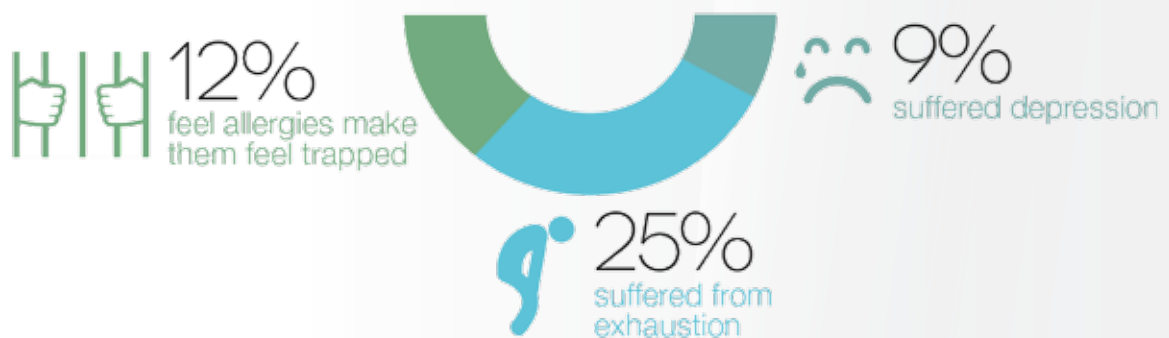
67%  of parents feel allergies are damaging their offsprings's childhood.



5TH

of families have more than one child suffering.

The Impact - Adults



Having an allergy has huge implications on quality of life. Exhaustion, and even in some cases, depression are common when suffering from an allergy. Feelings of isolation also come into play, as many sufferers feel that they can't do the things they want, therefore, not feeling in control of their lives.

A quarter (25 per cent) of sufferers feel exhausted and one in ten feels depressed (nine per cent) because of their allergies.

One in eight (12 per cent) feel trapped and four per cent isolated.

Eleven per cent say they do not feel in control of their lives due to their allergy suffering. Nineteen per cent dread the summer months.

Almost half (46 per cent) of sufferers have missed out on life events as a direct result of their airborne allergy suffering.

Younger people aged 18-24 feel they have missed out on more (66 per cent said so), compared to

people older than 45 (26-41 per cent).

Sleep is the most common problem, with 28 per cent saying their allergy has stopped them getting rest.

Thirteen per cent say it stops them getting involved in sports/keeping fit/outdoor activities, four per cent have missed attending a sporting event.

Almost one in ten (9 per cent) has missed time at work.

Three per cent have not been able to attend ceremonies such as weddings, funerals - or they've missed a holiday.

Three per cent cannot see family and friends, and two per cent have had to change holiday plans.

People allergic to indoor allergens are impacted to a much greater degree than those who suffer from a pollen reaction.

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**“ 25% OF SUFFERERS FEEL EXHAUSTED
& 1 IN 10 FEELS DEPRESSED ”**

.....

The Financial Cost

As well as the individual sufferer being affected, the financial cost of having an allergy is huge. Those who suffer from hay fever are more likely to buy medication in comparison to those who are allergic to indoor allergens.

Two thirds (67 per cent) of sufferers buy medication - spending an average £33.33 each year.

Total UK spending is £384 million a year*

Hay fever sufferers are most likely to buy medication (73 per cent), compared to those who are allergic to indoor allergens (60-64 per cent).



.....

“ £384 MILLION A YEAR IS SPENT BY ALLERGY SUFFERERS ”

.....

Self Defence

Allergy sufferers have taken extreme measures to cope with their allergies. From replacing carpets with wooden floors, and even in some cases, changing jobs, when it comes to self-defence, the British public are doing all they can to help alleviate symptoms.

Four out of ten (39 per cent) of airborne allergy sufferers have taken action in the past to cope with their allergy symptoms.

Ten per cent have invested in an air purifier.

Other measures include replacing carpets with wooden flooring/recarpeting (seven per cent) changing furniture/upholstery (five per cent), industrially cleaning the house (three per cent), removing toys or putting them in the freezer (one per cent) and rehoming/moving pets (three per cent).

Three per cent have changed jobs because their allergy was triggered by their workplace.

Case Studies

Actress and songstress, Roxanne Pallet

Roxanne has asthma and relies on an inhaler. Her condition worsens during summer months because of airborne allergies, which has seriously impacted her profession.

British Actor Jeremy Edwards

Jeremy is allergic to pollen and pet dander – he often has panic attacks because he can feel his airways close. The pollen season controls his summer and he is confined to being indoors when the pollen count is high.

Donna Mahon from Dublin

Donna is a 45 year old mother and a hay fever sufferer who has to flee the UK every year with her daughter in search of cleaner air.

Bernadette Kelly from Sale

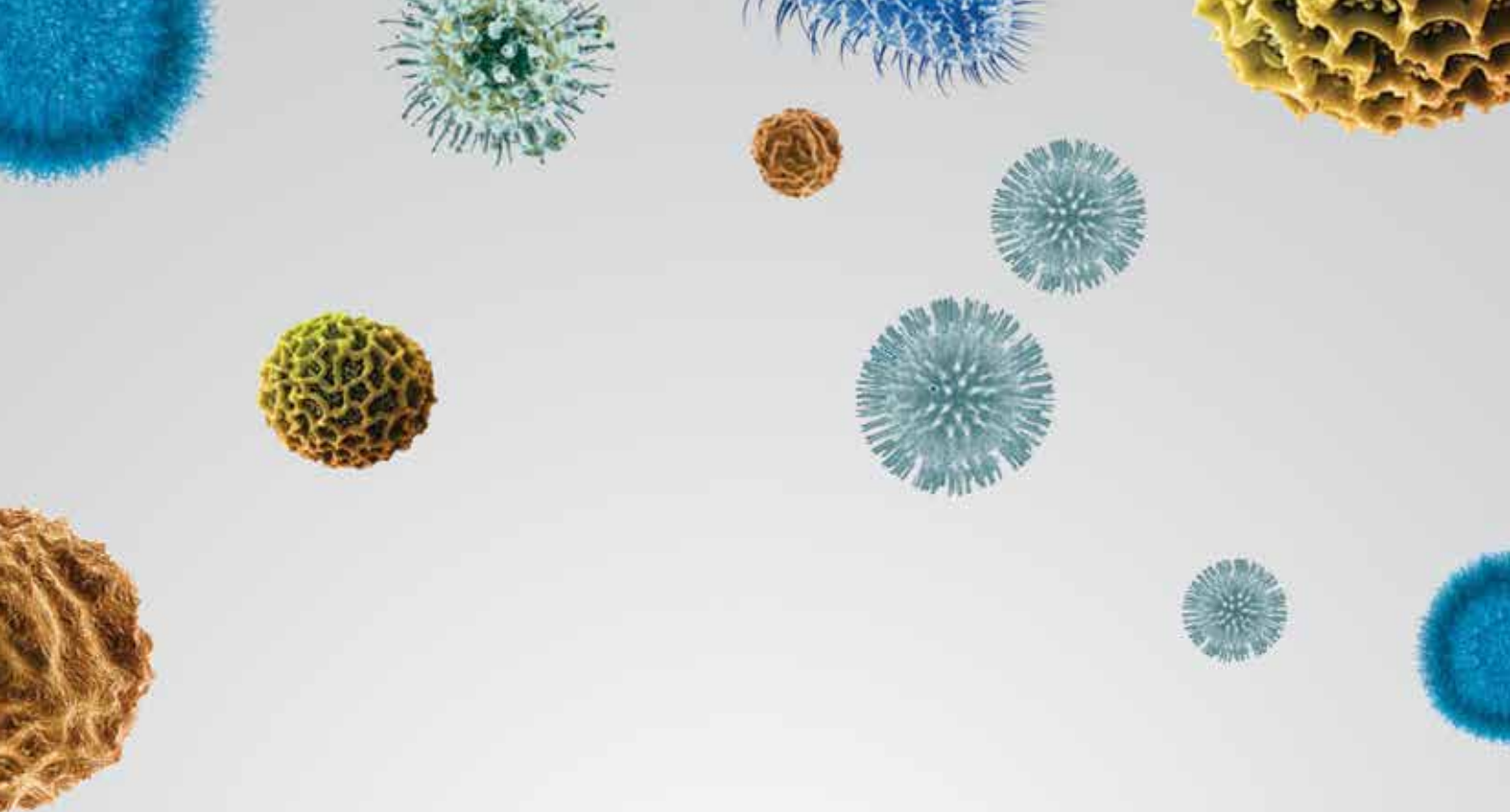
Bernie is a 44 year old whose symptoms are so bad she can't leave the house during pollen season.

Notes

*From Q1, 36% of British adults are allergic to at least 1 airborne allergen.

There are some 48 million British adults (age 18+)¹; therefore, 36% of 48m = 17.28m adult sufferers. From Q6, 67% of British sufferers pay something for medication; therefore, 67% of 17.28m = 11.58m sufferers pay something for medication.

From Q6, the average spend = £33.33. Therefore, the total spend of British sufferers on medication for their airborne allergies = £33.33 x 11.58m people = £384m.



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