

## Weather and wellness connection: Spring allergies

### Weather's impact on allergy season:

#### Shifting climate effects

mean warming temps, more freeze-free days can extend tree, grass, and weed growth<sup>5</sup>

#### Higher pollen counts

as a result of warmer, drier than average winter<sup>6</sup>

#### Potential allergic reactions spike

from plants able to bloom earlier and longer<sup>7</sup>

**95%**

of allergy sufferers believe weather impacts their symptoms<sup>8</sup>

**14.2%**

of OTC incremental allergy sales are driven by weather conditions<sup>9</sup>

### Achoo! Something to sneeze at Top 3 weather factors impacting symptoms:<sup>10</sup>

Pollen



Air quality



High winds



### Weather: the essential allergy management tool for allergy sufferers

**75%**

use weather forecasts to manage allergies<sup>11</sup>

**68%**

use weather as a signal for allergy medication purchases<sup>12</sup>

**67%**

use The Weather Channel to manage allergies<sup>13</sup>



### Why weather accuracy matters for pollen predictions



Forecasts predict both when and where pollen will hit hardest



Temperature, wind, and humidity determine pollen release and spread<sup>14</sup>



Accurate weather data means better allergy preparedness

### As the world's most accurate forecaster,<sup>15</sup> Consumers trust **The Weather Channel digital properties** for allergy management — a powerful platform to reach sufferers:



**32M**

consumers impacted by allergies monthly<sup>16</sup>



**16.5M**

unique visitors to the predictive allergy forecast in 2024<sup>17</sup>



**36.7M+**

visits to the predictive allergy forecast during 2024<sup>18</sup>

### Marketers, spring into action:

Connect with people affected by seasonal allergies through marketing strategies that leverage weather to help ignite brand relevance and growth.

### What's your weather strategy?

To learn more, contact our advertising experts today.

<sup>5,6,7</sup> Article: Climate Central: Later Fall Frost Extends Allergy Season

<sup>8,10,11,12,13</sup> Weather and Health Impact Study, Sago for The Weather Company, March 2024

<sup>9</sup> Based on analysis of TWC weather data and NielsenIQ health data.

<sup>14</sup> Article: Climavision: Understanding Pollen: Weather, Climate, and Their Impact

<sup>15</sup> ForecastWatch, Global and Regional Weather Forecast Accuracy Overview, 2017-2022, <https://forecastwatch.com/AccuracyOverview2017-2022>, commissioned by The Weather Company.

<sup>16</sup> comScore Plan Metrics, February 2024, 3 month average Dec-Feb, 2024

<sup>17,18</sup> Amplitude, 2024, Based on the total visitors and unique users for Jan - Dec 24 across weather.com and The Weather Channel app allergy forecast, according to internal data.