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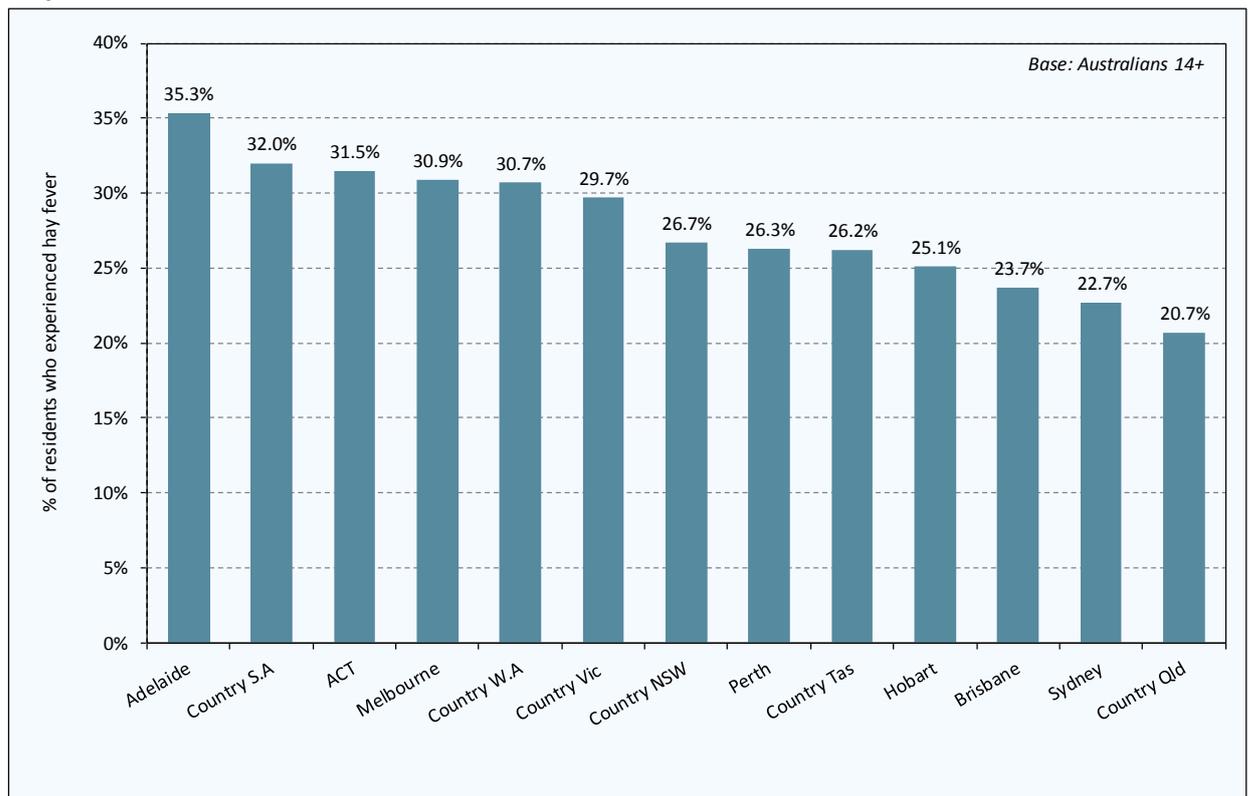
Spring fever: Australia's most allergic cities and states

It's that time of year again: the sun is shining, baby lambs are frolicking and flowers are blooming in all directions. But for the 26.6% of the population (or 5,141,000 Australians 14+) who suffer from hay fever, spring is less about celebration and more about medication! Roy Morgan Research reveals the nation's hay-fever hot spots...

According to the latest findings from Roy Morgan Research, 35.3% of Adelaide residents and 32.0% of regional South Australians suffered from hay fever in the past year, the highest incidence in the country. ACT residents were also hard hit (31.5%), as were Melburnians (30.9%) and rural Western Australians (30.7%).

Country Queensland (20.7%) is Australia's least hay-feverish region, while people living in Sydney (22.7%) and Brisbane (23.7%) also get off comparatively lightly.

Hay-fever incidence across Australia



Source: Roy Morgan Single Source (Australia), July 2013 – June 2014 (n=48,947).

Antihistamines across Australia

While South Australians are more likely than residents of most other states to have suffered hay fever in the past year, they are not the most likely to have taken anti-histamines. Their usage of Telfast and Zyrtec is above average, but Victorians are more likely to have used either of these medications in the past year.

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An above-average proportion of South Australians also take Rhinocort Hayfever, but an even higher proportion of ACT residents take that. Meanwhile, Claratyne is more popular in Western Australia than any other state.

Angela Smith, Group Account Director, Roy Morgan Research, says:

“It’s well known that hay fever is a debilitating condition that can really impact on sufferers’ quality of life. Spring is traditionally the worst time of year for hay fever, due to pollination cycles; but location is also a major factor. The plant life of different regions varies, with the pollen of some provoking more extreme allergic reactions than that of others.

“Certain types of grass, weeds, wildflowers and trees are well known for setting people off, while winds carrying airborne pollen magnify the problem. In Adelaide, for example, rye grass is one of the main offenders, assisted by prevailing winds.

“Less well known is how the demographics, life-stage, lifestyle, activities and attitudes of hay-fever sufferers compare with those of the general populace. Understanding these factors and how they can influence which (if any) antihistamines someone with hay fever may choose to take, will enable savvy pharmaceutical companies to tailor their marketing more successfully.”

For comments or more information about Roy Morgan Research’s data on hay fever and many other health conditions, please contact:

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Related research findings

View our extensive range of [Health and Wellbeing Profiles](#), including our profile for [People with Hay Fever](#) as well as other [Allergies, Cold and Flu](#). These profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in New Zealand, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years’ experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

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Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2