

DogTime Media's Allergy Study

- **63%** of our readers have a dog
- **25%** have a dog and a cat
- **79%** of DogTime readers suffer from springtime allergies

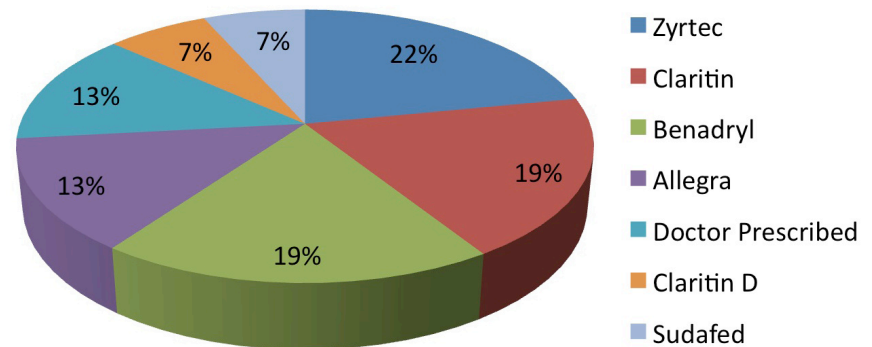
The majority of people suffer with allergies from pollen, mold and fungus, grass, their pet, and other people's pets.

For people with pets many of them aren't hindered by their allergies (**52%**), but there are **28%** that can't have their dog and/or cat sleep in their bed and **21%** can't visit friends and family members that have pets due to their allergies.

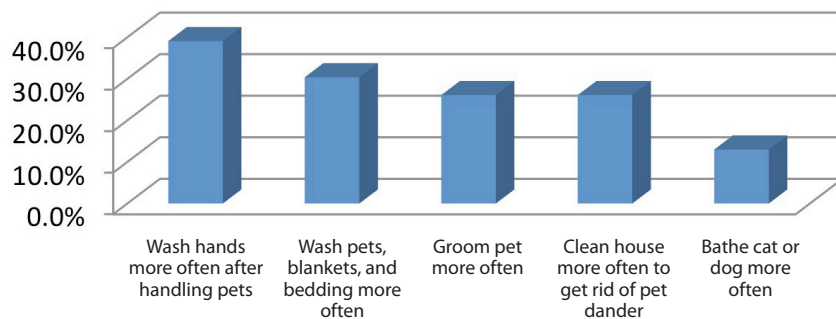
23% of our readers that suffer from allergies don't take allergy medicine

Top Allergy Medications

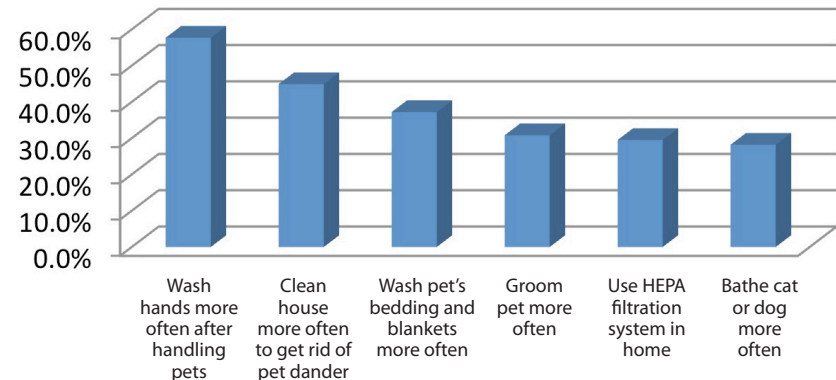
77% of people that suffer from allergies take allergy medicine



Anti-Allergy Strategies Used *in Place* of Pharmaceuticals by Popularity



Anti-Allergy Strategies Used *in Addition* to Pharmaceuticals by Popularity



Source: DogTime Media Survey 2011