

CATCHING COLD

1 Billion

The number of colds Americans catch annually: Adults get an average of two to three colds per year, while preschoolers catch up to nine.

200

The approximate number of cold-causing viruses.

0 The number of bacteria that cause the common cold. All colds are caused by viruses.

60%

The percent of time antibiotics, which fight bacteria, are prescribed by doctors for a sore throat, a common cold symptom.

\$2.9 Billion

The amount Americans spend each year on over-the-counter drugs — in addition to \$400 million on prescription drugs — to relieve cold symptoms.

2 to 3

The number of days people are usually most contagious after catching a cold. Colds are typically not contagious after the first week.

0 The number of scientifically proven cures for the common cold.

7 to 10

The number of days required for most cold sufferers to recover.

\$7.7 Billion

A conservative estimate of the cost of the 100 million physician visits that Americans make annually due to cold symptoms.



Sources: Centers for Disease Control and Prevention; U.S. National Library of Medicine and PubMed Health; and *JAMA Internal Medicine*.