**GOOGLE TRENDS SUGGEST THE HIGHEST INTEREST TO BIRCH POLLEN ALLERGY AT THE FIRST SPLASH OVER POLLEN TRESHOLD**

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Internet customers’ behavior can give a clue to practitioners on improvement of approaches they utilize to control a seasonal allergy. Tracking the behavior of the Internet customers the one can see how it coincides with environmental changes that can promote the symptoms. Based on this data it is possible to adjust measures of prophylaxis of seasonal allergy. So, the aim of our work was to track the interest of users to search queries “Birch” and “Birch allergy” and compare them with the patterns of *Betula* flowering in Ukraine.
The data of Google trends suggested that the highest levels of interest to the query “birch” during the years 2018-2022 on the territory of Ukraine was observed in the regions located in the forest zone, where *Betula* has the widest spread. Despite of the war, in the year 2022 this list included Sumy and Chernihiv’ regions, which were affected by war in spring of 2022. Other key regions were Ternopil’, Zhytomyr, Volyn and Rivne oblasts. All are located in the forest zone of Ukraine. Interestingly, the same trend was observed in all studied years preceding year 2022, yet, interest to birch was higher.

What is more, peaks of this interest coincided rather with the beginning than with the peak of the season in all investigated years. For example, in the year 2022 the highest rate of the “birch” queries was observed on March 30, just on the first day of the season when *Betula* pollen concentrations exceeded a pollen symptoms threshold in 25 pollen grains / m3 established for birch in Ukraine by our earlier studies.

Query “birch allergy” was much less popular and its peaks were observed all year round: from 22 to 26 of March, from 1st to 7th of May, from June 26 to July 2, 2022 and from 8 to 14th of January 2023. Peaks in May, June and July may suggest either a lack of data on pollen allergy in customers or their will to check what factors may cause symptoms in summer. Peaks of interest to birch allergy in January and March can be evidence of customers’ preparation to the time of the possible symptoms.

Thus, Google trends suggest the highest interest to birch pollen allergy at the beginning of the pollen season, when the first symptoms’ threshold is reached and a month prior a season, possibly due to the will to be ready for the season start.