

Lifestyle Indices data package from The Weather Company

Help your viewers make more informed daily decisions

Enable personalized communications and make more informed decisions with Lifestyle Weather Data Packages. Weather conditions have been documented to impact how people typically feel and, in turn, how they behave. Lifestyle Indices data package from The Weather Company, an IBM Business, enables organizations to understand which weather condition mixes are likely to drive relevant behaviors and act accordingly.

This package includes access to the following:

- **Air quality** – Data includes pollutants, indices and counts
- **Pollen observations** – Data observations from allergists, which include pollen count and indices for trees, grasses, weeds, and molds
- **Flu outbreak observations** – Flu activity levels distributed weekly during flu season via the CDC
- **Tides** – Marine tide predictions for the next 30 days for coastal locations
- **Aches and pains** – The weather's influence on an individual's potential to feel aches and pains
- **Breathing** – Indicates weather's influence on an individual's ability to breathe normally
- **Dry skin, frizz and static electricity** – Indicates the likelihood that a person will experience these conditions based on weather
- **Frost potential** – Indicates the likelihood of frost
- **Heating and cooling** – Describes the amount of heating/cooling required to maintain a comfortable indoor temperature based on weather conditions
- **Golf, leisure travel, running and skiing** – Indicates the weather conditions for these activities
- **Mosquito activity** – Indicates the weather influence on mosquito activity and proliferation

Other data packages offered by The Weather Company include Core, Enhanced Current Conditions, Enhanced Forecast, and Severe Weather.

Specific data availability may vary by location.

For more information, visit the IBM Marketplace [Weather Company Data Packages](#) web page.

Use cases include:

- Correlating air quality data with health indicators
- Better controlling energy production
- Issuing alerts to consumers

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