

The Weather Company data package: Lifestyle Indices

Help your viewers make more informed daily decisions



Highlights

- Gain access to a variety of weather data feeds
- Inject a wealth of weather-based insight into your business processes
- Optimise operations, help reduce costs, improve safety capabilities and uncover potential opportunities for new revenue.



We ingest more than 100 terabytes of third-party data daily from more than 800 different data sources like pollen, traffic, pressure sensors and more.

Weather data can impact a person's behaviour in many situations. The Lifestyle Indices data package from The Weather Company, an IBM Business, helps organisations use weather events and their biological interactions so they can better serve customers, patients, members, etc.

Make more informed lifestyle decisions based on our forecasts

Staying abreast of your clients' needs can help keep you foremost in their thoughts ("top of mind") when they need advice on daily activities. Give them the best forecasting possible with The Weather Company's Lifestyle Indices data package so they can be ready for virtually anything¹.

This package includes access to the following features:

Air quality historical data, observations and forecast –

Data from multiple air quality sensor networks including historical data, daily observations and forecast air quality; includes specific pollutant indices and counts

Pollen observations – Data observations from allergy experts, includes pollen count and indices for tree, grass, weed and mould pollen

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 the weather's influence on an individual's ability to breath normally

Dry skin, frizz and static electricity – Indicates the likelihood that a person may experience these conditions based on the 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 the 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 Weather, Enhanced Current Conditions, Enhanced Forecast, and Severe Weather.

Specific data availability can differ by geography and region.

About The Weather Company, an IBM Business

The Weather Company, an IBM Business, helps people make informed decisions and take action when confronted by severe weather conditions. The company offers the most accurate forecasts globally with personalised and actionable weather data and insights to millions of consumers, as well as thousands of marketers and businesses via Weather's API, its business solutions division, and its own digital products from The Weather Channel (weather.com) and Weather Underground (wunderground.com).

The company delivers around 25 billion forecasts a day. Its products include the world's most downloaded weather app, a network of 250,000 personal weather stations, a top-20 U.S. website, one of the world's largest IoT data platforms, and industry-leading business solutions.

Weather Means Business™. The world's biggest brands in aviation, energy, insurance, media and government rely on The Weather Company for data, technology platforms and services to help improve decision-making and respond to weather's impact on business.

For more information, see theweathercompany.com



Footnote

1 The Weather Company Named Most Accurate Forecaster in the World by New, Press Release, The Weather Company website, 31st December 2016, Study, <http://www.theweathercompany.com/WeatherNamedMostAccurate>

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