The Weather Company

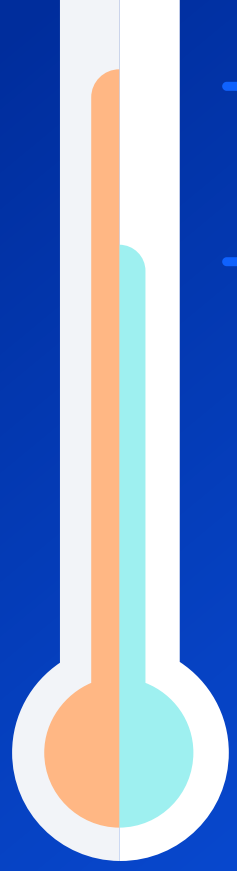
The weather-to-wellness connection

At The Weather Company, we are on a mission to enable our community to live well and make an impact. With 88% of consumers focusing more on health and wellness in recent years, many are turning to weather as a way to manage their health. In fact, we've seen an increase of 33% more people using weather to manage their health since 2020.

Recent research dives deeper into the connection between weather and wellness — and how people are using weather information as a signal to make critical decisions to manage health conditions and their overall wellbeing.

Health-minded consumers

Many consumers recognize and act on the impact of weather on their physical and mental health and wellness.



76%

use weather information to manage their health

vs. 57% in 2020*

82%

say sudden weather changes can activate certain illnesses

81%

say changes in the weather affect their mood and energy level

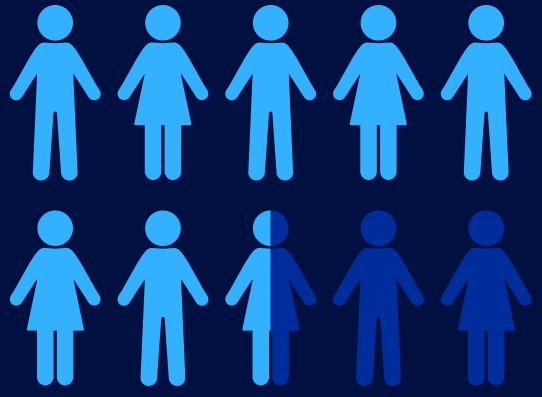
Weather's influence on wellness decisions

Inspires action

Health-minded consumers use weather information to make decisions, including:

- Preventative health measures
- Symptom minimization or avoidance
- Maximizing the health benefits of being outside

Offers a sense of control



75%

say making decisions based on weather improves their quality of life and makes them feel more in control of their health or well-being

Guides purchases

65%

use weather as a signal for medication purchases

64%

say that because of the positive health benefits of time spent outdoors, they are more likely to choose or buy products that help them spend more time outside

How weather impacts specific health conditions

The seasons aren't as simple as they used to be. Weather is more erratic than ever. And with that changing weather, consumers are feeling it physically and mentally.

Allergies

37%

of sufferers are more

Asthma

64%

of sufferers use

Colds

93%

of sufferers believe

concerned about their allergies this year than previous years

weather forecasts to help manage their condition or symptoms

weather impacts their condition or symptoms

Headaches & migraines

48%

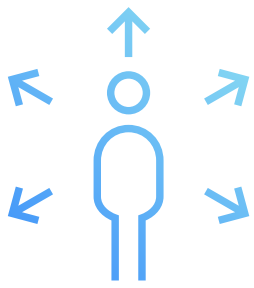
of sufferers use weather forecasts to help manage their condition or symptoms

Psoriasis & eczema

83%

of sufferers believe weather impacts their condition or symptoms

Stress & anxiety



92%

of sufferers believe weather impacts their condition or symptoms

Healthier choices. Happier brands.

Weather plays a significant role in managing daily health and wellness choices. With The Weather Company, your brand can be there with the right messages in the moments that matter. Which means better health outcomes for consumers. And a positive impact on the health of your brand.

The Weather Company

What's your weather strategy?

To **learn more** about harnessing the power of weather to increase engagement and drive growth, **contact** our advertising experts today.

Source: Weather & Health Impact Study, March 2024

*Weather and Health Impact Study, 2020

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