BY THE NUMBERS

87% of power outages are caused by severe weather (50,000 or more customers). Power outages cost American households $150 billion annually with weather-related outages accounting for $25 - $70 billion per year.

Number of people on average affected daily by U.S. power outages.

500 Thousand

87% x2

$150 Billion

WHAT CAUSES POWER OUTAGES?

29.7% Equipment Failure
14.8% Wind/Rain
11.3% Lightning
5.9% Voluntary Reduction
5.3% Supply Shortage
5.2% Ice Storm
5.1% Voltage Reduction
5.1% Cold Weather
10.1% Operator Error
5% Ice Storm

States are greater than 100% because some events fall into multiple initiating-event categories.


THE POTENTIAL COST TO HOMEOWNERS

$10,000 Burst or Frozen Pipes
$21,000 Flooded Basement
$500-$30,000 Mold Removal
$250-$500 Food Loss
$110/Night Alternative Shelter

Source: Hotels.com® Hotel Price Index (HPI®)

EMERGENCY BACKUP POWER IS A MUST-HAVE FOR HOMEOWNERS

Which option is best for you?

PORTABLE GENERATORS

• Designed for commercial workstations, campers, tailgates and other portable settings
• Power a few appliances via extension cord
• Must be present to operate and refill
• Must be safely operated away from the home and open windows in order to prevent carbon monoxide poisoning
• No installation required
• Run on gasoline or diesel

STANDBY GENERATORS

• Permanently attached to a home similar to a central air-conditioning unit
• Run on propane or natural gas (self-feeding fuel)
• Turn on automatically when power is lost; homeowner does not need to be present
• Can power everything in a home, including heating, HVAC, lights, appliances and sensitive electronics
• Some standby generators, like those from Kohler, can be operated remotely from a smartphone