

## The effect of power outages

## **The Situation**

Power outages are more common than perceived. It's estimated that:



million experience power outages each week



million experienced a power outage lasting more than 24 hours in the past two years



On average, families will power **five** times in 2013



## **The Financial Impact**

The following statistics are the national average for power outage costs incurred by homeowners:



Hotel stay per night:

\$150.25



Food loss:

\$200+



Basement flooding:

\$20,890



**\$1,900** Cleaning



\$15,870 Finished floor



**\$2,910** Wall insulation, drywall or paneling



**\$210** Repairs to furnace



**\$3,800** Mold removal



## **The Solution**

When utility power fails, backup power generators:



Power homes during outages



Reduce the financial impact of a power outage



Connect to a few **select circuits** or even a **whole house** (dependent on type)

For more information, visit **powernow.com**