



# THE EFFECT OF POWER OUTAGES

## THE SITUATION

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

**3.5 MILLION**  
EXPERIENCE POWER OUTAGES EACH WEEK



MORE THAN **70 MILLION**



EXPERIENCED A POWER OUTAGE LASTING MORE THAN 24 HRS IN THE PAST TWO YEARS

ON AVERAGE FAMILIES WILL LOSE POWER **5X** IN 2013

## 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)**

## THE FINANCIAL IMPACT

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

HOTEL STAY PER NIGHT: **\$150<sup>25</sup>**



FOOD LOSS: **\$200+**



BASEMENT FLOODING: **\$20,890**



CLEANING **\$1,900**



FINISHED FLOOR **\$15,870**



WALL INSULATION DRYWALL OR PANELING **\$2,910**



REPAIRS TO FURNACE/AC **\$210**

MOLD REMOVAL: **\$3,800**



For more information, visit [www.powernow.com](http://www.powernow.com)

\*Estimates are for illustrative purposes only and should not be used to estimate power outage loss. Cost estimates were pulled from US News, 2012; STR Global, 2012; MoldReporter.org; and FloodSmart.gov. Costs vary from state to state and home to home. Briggs & Stratton is not liable for any damages that occur during a power outage. See [www.BRIGGSandSTRATTON.com](http://www.BRIGGSandSTRATTON.com) for more information on limited warranty coverage.