

DON'T LET A POWER OUTAGE PUT YOU OUT

Protect Yourself and Your Home: Install a Garage Door Opener with the EverCharge[®] Standby Power System

Regardless of what area of the country you live in, power outages are inevitably going to occur. Whether losing electricity is a frequent problem or a rare occurrence, it's important to be prepared in order to protect your home, possessions and (most importantly) your family. The following are interesting facts about power outages, as well as results from a recent survey¹ conducted by The Chamberlain Group that highlight homeowners' perceptions on the topic.

Power Outage Facts

- Power outages are unavoidable, and they occur in all areas of the country. In fact, nearly all homeowners (93%) have experienced at least one power outage in the last year alone while nearly half of them lasted between one and eight hours.
- Today, more than half of homeowners (55%), rely on the garage door as the primary entrance into their home and the automatic garage door opener as a way to open or close it. When the power is out, so is your chance of getting in or out of the garage conveniently. Plus, it could even be dangerous in times of an emergency.

Power Outage Perceptions

- According to four out of five homeowners, the primary benefit of automatic garage door openers is convenience. To ensure this convenience is not lost during a power failure, install a garage door opener with the EverCharge Standby Power System, which automatically opens and closes the garage door even when the power is out for up to two days (40 up and down cycles!).
- Only one in 10 homeowners is concerned about whether the largest, heaviest door in the house (the garage door) will open or close during a power failure. In fact, more people are concerned about whether or not they will be able to watch TV during an outage. However, the majority of homeowners (60%) consider having the ability to move their car in or out of the garage during a power outage to be important.

Power Outage Protection

- When the power goes out, nearly half of homeowners (43%) worry about finding the nearest flashlight. Always keep a battery-powered radio, non-perishable food items, a cell phone and a flashlight in a safe, convenient, and easy-to-locate place.
- Most people (58%) also worry about whether or not the food in the refrigerator will spoil. According to the U.S. Department of Agriculture's Food Safety and Inspection Service (FSIS)², the refrigerator will keep food safely cold for about four hours if it is unopened; a full freezer will hold the temperature for approximately 48 hours (24 hours if it is half full) if the door remains closed.
- Although 80% of people are unaware that a garage door opener with a battery back-up feature is available, two out of three stated that they would consider purchasing one for their garage.
- One of the greatest threats during times of prolonged power outages is a fire caused by the careless use of candles or fireplaces.³ Use special care when refueling generators and kerosene heaters, as hot surfaces can ignite spilled fuel.

Power Outage Prone

- Anyone in any part of the country is prone to power outages. Installing a Chamberlain or LiftMaster branded garage door opener with the EverCharge Standby Power system will ensure that whenever the power goes out, you still have control of your garage door, especially in times of an emergency.
- 15 hurricanes and tropical storms popped up between May – October 2008, hitting coastal towns along the East, South and Gulf Coast.⁴ From May through November, West Coast dwellers battle wildfires. These blazes, which will burn an average of 172,000 acres in California alone,⁵ also frequently knock out electricity for area residents.
- Nor'easters often hit the northeastern United States between October and April when moisture and cold air are plentiful. These powerful storms are notorious for producing heavy snow and rain, oversized waves and hurricane-force winds, often resulting in power failures.
- Widespread blackouts can also occur due to grid failures. The Northeast Blackout of 2003, for example, affected parts of the northeastern United States, as well as most of Ontario, Canada, leaving more than 50 million North Americans without power. In instances such as this, power grids are disconnected due to an overload of a power line or underload/overload of a generator.
- Every year, roughly 800 tornadoes are reported nationwide with wind speeds ranging from less than 110 mph to more than 300 mph, causing damage and frequently take down the power lines in their paths. While tornadoes can occur throughout the country, they are most common in the Midwest. The National Weather Service states that nearly 1,800 thunderstorms occur at any moment around the world; that's 16 million a year. Severe thunderstorms can be dangerous, carrying the potential for lightning, heavy rains, flash flooding, strong winds, power outages and hail.

¹ Chamberlain study conducted by Zoomerang, Division of Market Tools, Inc., October 9-13, 2008. The nationally representative online survey was completed by 1,024 homeowners. Margin of error is (+/-) 3% at the 95% level of confidence.

² Food Safety and Inspection Service (FSIS) (http://www.fsis.usda.gov/About_FSIS/index.asp)

³ National Weather Service (<http://www.crh.noaa.gov/>)

⁴ National Hurricane Center (<http://www.nhc.noaa.gov/>)

⁵ California Department of Forestry and Fire Protection (<http://www.fire.ca.gov/about/about.php>)