

Fact Sheet: Consumer Survey on Extreme Weather Preparedness

Increased Concern About Extreme Weather and Resulting Power Loss

- About half (46 percent) of adults report to be very or somewhat concerned about facing a severe weather event (such as a hurricane, tropical storm, tornado, or ice storm) in the next 12 months.
 - Nearly one in three consumers nationwide (30 percent) say they are more concerned that their community will face severe weather in the next year or so, as compared to a few years ago.
- Not surprisingly, adults living in the South are approximately twice as likely to say that they are more concerned about extreme weather hitting their community this year, as compared to those residing in the Northeast and West (42 percent versus 22 percent and 18 percent, respectively).

Staying Connected Is Top-of-Mind During Power Outages

- After spoiled food, being out of touch tops the list of most concerning issues arising from power lost for more than 24 hours.
- Overall, adults are more concerned about stayed connected, both for personal and work purposes, than they were two years ago.
 - About three in five (60 percent) respondents say they would worry about how to stay informed of news and weather under such conditions; about half (52 percent) say they would have concerns about the loss of computer or phone service.

Standby Generators Underused During Intense Storms and Aftermath

- Consumers' need to stay connected during power outages illustrates the importance of standby generators; however, when preparing for extreme weather and power outages, significantly fewer adults actually invest in a generator.
 - When stocking up the home in preparation for storms, adults tend to focus on emergency supply kits and food and water instead.

About the Survey

A survey was conducted June 26-29, 2008 for the Propane Education & Research Council, using Opinion Research Corporation's CARAVAN® Omnibus Survey. Telephone interviews were completed with a nationally representative sample of 1,002 adults ages 18 and above.