



American Experiences Survey:

A Nationally Representative Multi-Mode Survey

March 2021 Omnibus Results – Generators Items

Overview of Methodology

Each month, Consumer Reports fields the American Experiences Survey (AES) to track consumer attitudes and behaviors over time. March results are based on interviews conducted from March 4-15, 2021. This document focuses on the section of the omnibus survey related to generators.

The survey was administered by NORC at the University of Chicago through its AmeriSpeak® Panel to a nationally representative sample. Interviews were conducted in English and in Spanish, and were administered both online and by phone. In total NORC collected 2,144 interviews, 1,987 by web mode and 157 by phone mode. Final data are weighted by age, gender, race/Hispanic ethnicity, housing tenure, telephone status, education, and Census Division to be proportionally representative of the US adult population.

The margin of error for results based on the total sample is +/-2.91 percentage points at the 95% confidence level. Smaller subgroups will have larger error margins, and only those subgroups for which there are at least 100 unweighted cases are included.

TOPLINE RESULTS

The questions presented below were shown to respondents in this order unless otherwise noted. Where appropriate, question verbiage, response answer choices, or direction of scales were randomized or rotated and those instances are noted below.

Note that the March omnibus contained one block of questions on COVID (with six subsections) and one block of questions on generators. Respondents saw the COVID block first, and the generators block was always shown last.

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GENER1. [SELECT ALL THAT APPLY. RANDOMIZE ITEMS, WITH 'PORTABLE GENERATOR' AND 'INVERTER GENERATOR' KEPT TOGETHER. 'NONE OF THE ABOVE' ALWAYS SHOWN LAST.]

Which, if any, of the following types of generators or backup power systems do you currently have for your home?		
Respondents selected ALL that apply.		
	Total	Among those who have had a power outage in the past 12 months that lasted 24 hours or more
	%	%
NET Home standby, portable, or inverter generator	22	40
NET Portable or inverter generator	19	31
Portable generator (typically powered by gasoline)	16	26
Power inverter (a small device powered by connecting to a car battery)	5	7
Home standby generator (permanently installed and turns on automatically; powered by natural gas or propane)	4	9
Power station or solar generator (powered by a rechargeable battery)	3	5
Inverter generator (typically powered by gasoline; similar to a portable generator, but tend to be more efficient, smaller, and quieter)	3	6
None of the above	74	53
Base: All respondents	2,144	393

Note: Respondents included in the "power outage" column are based on answers to GENER5.

GENER2. [SHOW IF ANY GENERATORS/BACKUP POWER SYSTEMS SELECTED IN GENER1. ONLY SHOW THOSE ITEMS SELECTED IN GENER1, IN SAME ORDER AS SHOWN IN GENER1.]

Listed below are the types of generators or backup power systems you said you currently have for your home.	
For each type, when was one most recently purchased for your home?	
	Total
	%
Portable generator	
Less than a year ago	10
A year to less than five years ago	34
Five years to less than ten years ago	34
Ten years or more ago	17
Unsure	6
Base: Respondents who currently have a portable generator	325

Note: All other generator and backup power systems (i.e., home standby, inverter generator, power station or solar generator, and power inverter) not shown due to insufficient sample size to report data.

<i>(continued)</i>		
<i>When was one most recently purchased for your home?</i>		
	Total	<i>Among those who currently have any type of generator or backup power system</i>
	%	%
Any type		
Less than a year ago	3	13
A year to less than five years ago	9	35
Five years to less than ten years ago	8	30
Ten years or more ago	4	14
[Do not have any type of generator or backup power system]	74	
Unsure	2	7
Base: All respondents	2,144	525

Note: This table presents composite responses calculated across any generator or backup power system that a respondent currently has for their home. In order to calculate and report percentages for the full sample, the row "Do not have any type of generator or backup power system" was added analytically from those who responded "none of the above" in GENER1. It was not included as a response option in GENER2.

GENER3. [SHOW IF 'PORTABLE GENERATOR' OR 'INVERTER GENERATOR' SELECTED IN GENER1. TYPE OF GENERATOR IS PIPED INTO QUESTION WORDING BASED ON WHAT IS SELECTED IN GENER1—DISPLAYED AS 'USE OF A PORTABLE GENERATOR,' OR 'USE OF AN INVERTER GENERATOR,' OR IF THE RESPONDENT SELECTED BOTH TYPES, 'USE OF A PORTABLE OR INVERTER GENERATOR.' RANDOMIZE ITEMS, WITH 'OUTSIDE' ITEMS KEPT TOGETHER IN ASCENDING ORDER. 'UNSURE' ALWAYS SHOWN LAST.]

Thinking about your <u>typical</u> use of a portable or inverter generator at your home, where is the generator usually located <u>when it is running</u> ?			
	Total	Among those who have had a power outage in the past 12 months that lasted 24 hours or more	Among those who most recently purchased one for their home less than five years ago
	%	%	%
Inside the home or an <u>attached</u> garage	9	7	8
Inside a <u>detached</u> garage or shed	11	7	7
Outside, less than 5 feet from the home, garage, or shed	26	27	23
Outside, 5 feet to less than 20 feet from the home, garage, or shed	35	39	42
Outside, 20 feet or more from the home, garage, or shed	14	18	16
Unsure	5	2	4
Base: Respondents who currently have a portable or inverter generator	373	121	174

Note: Respondents included in the "power outage" column are based on answers to GENER5. Respondents included in the "purchased less than five years ago" column are based on answers to GENER2.

GENER4. [SHOW IF 'PORTABLE GENERATOR' OR 'INVERTER GENERATOR' SELECTED IN GENER1. TYPE OF GENERATOR IS PIPED INTO QUESTION WORDING BASED ON WHAT IS SELECTED IN GENER1—DISPLAYED AS 'HAVE ANY PORTABLE GENERATORS,' OR 'HAVE ANY INVERTER GENERATORS,' OR IF THE RESPONDENT SELECTED BOTH TYPES, 'HAVE ANY PORTABLE OR INVERTER GENERATORS.' RANDOMIZE ITEMS.]

Do you have any portable or inverter generators for your home with each of the following features?		
	Total	Among those who most recently purchased one for their home less than five years ago
	%	%
NET Have Either Feature	25	29
Automatic CO shutoff (has a built-in sensor that turns off the generator if it detects too much carbon monoxide buildup)		
Yes	18	21
No	44	38
Unsure	38	41
Base: Respondents who currently have a portable or inverter generator	373	174
Low-CO engine (designed to emit less carbon monoxide than conventional generators)		
Yes	18	20
No	40	31
Unsure	42	50
Base: Respondents who currently have a portable or inverter generator	373	174

Note: Respondents included in the "purchased less than five years ago" column are based on answers to GENER2.

GENER5.

In the <u>past 12 months</u> , about how many times have you had a power outage in your home that lasted for...	
	Total
	%
Less than 24 hours	
Never	38
Once	25
Twice	18
Three or more times	13
Unsure	6
Base: All respondents	2,144
24 hours to less than 2 days	
Never	76
Once	9
Twice	4
Three or more times	1
Unsure	10
Base: All respondents	2,144
2 days to less than 3 days	
Never	82
Once	5
Twice	2
Three or more times	1
Unsure	10
Base: All respondents	2,144
3 days to less than 5 days	
Never	83
Once	5
Twice	1
Three or more times	2
Unsure	10
Base: All respondents	2,144
5 days or more	
Never	84
Once	3
Twice	2
Three or more times	1
Unsure	10
Base: All respondents	2,144

(continued)

In the past 12 months, about how many times have you had a power outage in your home that lasted for...

	Total	Among those who currently have any type of generator or backup power system	Among those who most recently purchased one for their home less than five years ago
	%	%	%
Any power outages	61	70	68
At least one power outage that lasted less than 24 hours	56	60	59
At least one power outage that lasted 24 hours or more	20	36	35
Base: All respondents	2,144	527	264

Note: This table presents composite responses calculated across any power outages reported in GENER5. Respondents included in the "have any type of generator" column are based on answers to GENER1. Respondents included in the "purchased less than five years ago" column are based on answers to GENER2.

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