



# Extreme Weather and Power Outages: Communicating with Customers

As hurricane season comes to an end and winter storms begin to approach, the Smart Energy Consumer Collaborative (SECC) wants to know how consumers are feeling about extreme weather events and other possible causes for power outages. This Smart Energy Snapshot reveals insights for electricity providers on how best to communicate with consumers and help them better prepare for potential outages.

**41%** of consumers are more concerned with power outages now than 10 years ago.

Only **10%** are less concerned about outages — despite significant investments in grid modernization.



**91%** of consumers think their electricity providers should provide tips about preparing for extreme weather.

**51%** would like tips sent via email.

**39%** would like tips on their provider's website.

**38%** would like a text message.

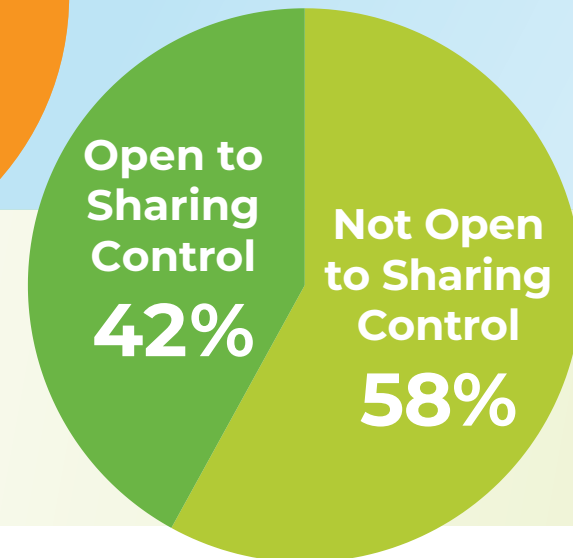
**34%** would like on-bill information.

**18%** would like tips on TV.

**55%** prefer receiving outage notifications by text message.

**15%** prefer phone

**11%** prefer emergency alert push notifications



**42%** of consumers are open to sharing control of their electricity usage to help their utilities better prepare for and manage outages.

Source: This online survey was fielded on October 18, 2023. There were 1,525 respondents, who are all Americans aged 18 or older. The data was weighted on age, gender and region to U.S. Census data.