

What is backup power worth to a business? Every hour without power is an hour without sales. Some types of businesses could recoup the cost of a generator in less than a day!

Business	Lost sales per hour*	Typical generator size (kW)	Approximate generator cost (installed)	Payback (hours)
Convenience store / gas station	\$556	100	\$27,000	48
High-volume restaurant	\$881	150	\$37,000	42
Drug store	\$1,750	150	\$37,000	21
Supermarket	\$4,388	300	\$81,000	18

\*Does not include the cost of lost inventory and equipment/property damage