

Average Revenue per kWh, 2009
(in cents)
United States and **Texas**

	<u>Residential Rev/kWh</u>	<u>Commercial Rev/kWh</u>	<u>Industrial Rev/kWh</u>	<u>Total Rev/kWh</u>
<u>U.S. Utilities</u>				
Publicly Owned	10.2	9.5	7.0	9.1
Investor-Owned	11.7	10.1	6.3	9.8
Cooperative	10.7	9.8	6.7	9.6
<u>Texas</u>				
Publicly Owned	9.5	8.4	6.7	8.6
Investor-Owned *	9.0	7.7	5.1	7.1
Retail Electric Providers *	14.1	10.4	7.1	10.8
Cooperative	11.0	9.9	7.9	10.1
<u>Texas</u>				
<u>Publicly Owned</u>				
Austin Energy	9.5	8.6	5.9	8.4
Bartlett City of	19.7	6.6	-	12.8
Bastrop City of	12.4	11.3	-	11.7
Bellville City of	11.8	10.7	-	11.2
Boerne City of	10.4	11.5	-	11.0
Bowie City of	15.0	14.0	8.5	13.5
Brady City of	13.9	12.1	12.4	12.9
Brenham City of	10.9	9.8	8.1	9.4
Bridgeport City of	14.2	13.7	-	13.9
Brownfield City of	10.3	11.0	9.9	10.6
Brownsville Public Utilities Board	9.4	13.8	7.1	8.8
Bryan City of	9.8	9.1	7.8	9.3
Burnet City of	12.2	12.4	10.2	11.3
Caldwell City of	10.7	9.7	8.4	10.0
Castroville City of	9.9	10.3	-	10.1
Coleman City of	18.2	17.6	14.6	17.1
College Station City of	11.4	10.0	-	10.8
Cuero City of	8.8	10.8	8.7	9.1
Denton City of	10.2	10.0	7.8	9.2
Electra City of	10.8	13.6	8.5	11.1
Farmersville City of	12.7	13.3	10.2	12.3
Flatonia City of	10.8	16.2	-	13.8
Floresville City of	9.3	9.3	-	9.3
Floydada City of	10.6	11.3	-	10.9
Fredericksburg City of	8.9	8.5	-	8.6
Garland City of	11.9	10.5	7.5	10.7
Georgetown City of	12.5	11.1	7.6	11.4
GEUS (Greenville)	8.7	7.0	-	7.4
Giddings City of	9.8	10.8	-	10.2
Goldsmith City of	13.3	13.2	-	13.3
Goldthwaite City of	12.0	13.2	12.5	12.4

U.S. Utilities

Publicly Owned	10.2	9.5	7.0	9.1
Gonzales City of	10.5	9.1	7.9	9.4
Granbury City of	12.2	11.7	-	11.9
Hallettsville City of	10.7	10.9	12.6	10.9
Hearne City of	17.0	11.1	-	14.0
Hemphill City of	11.1	11.2	-	11.2
Hempstead City of	10.7	9.4	-	10.1
Hondo City of	8.6	8.2	5.9	8.1
Jasper City of	13.8	10.2	8.3	11.8
Kerrville Public Utility Board	9.4	8.0	-	8.7
Kirbyville Light & Power Co	12.5	6.2	-	10.0
La Grange City of	10.2	10.9	10.3	10.4
Lampasas City of	11.9	9.5	-	10.5
Lexington City of	11.5	12.2	-	11.7
Liberty City of	10.5	10.9	-	10.8
Livingston City of	11.4	10.6	-	10.9
Llano City of	11.5	11.8	-	11.7
Lockhart City of	10.9	11.6	9.8	11.0
Lubbock City of	8.6	6.8	6.3	7.3
Luling City of	12.8	13.4	-	13.1
Mason City of	12.5	11.3	-	12.0
Moulton City of	14.5	13.8	14.5	14.4
New Braunfels City of	8.2	7.4	6.4	7.3
Newton City of	9.9	9.2	-	9.5
Robstown City of	14.4	13.7	-	14.1
San Antonio (CPS Energy)	8.7	7.5	6.3	8.0
San Augustine City of	10.8	9.9	-	10.3
San Marcos City of	16.9	10.1	8.6	12.5
San Saba City of	4.5	2.7	-	3.5
Sanger City of	12.7	11.5	12.7	12.0
Schulenburg City of	12.1	13.0	11.2	11.6
Seguin City of	11.0	10.5	8.4	10.0
Seymour City of	13.8	13.8	-	13.8
Shiner City of	10.4	9.8	11.2	10.6
Smithville City of	12.3	13.6	-	12.9
Timpson City of	10.3	14.1	-	11.8
Tulia City of	10.0	8.6	8.4	9.4
Waelder City of	11.1	11.6	10.9	11.1
Weatherford Mun Utility System	12.9	12.5	11.7	12.6
Weimar City of	12.5	11.0	10.2	11.4
Whitesboro City of	12.1	12.7	14.0	12.7
Yoakum City of	11.5	11.7	10.2	11.2

Texas**Investor-Owned *****NERC Regions SPP and WSCC**

Cap Rock Energy Corporation	10.5	10.3	8.5	9.8
El Paso Electric Co	11.0	9.5	5.9	9.4
Entergy Texas Inc.	9.3	7.8	5.9	7.7
MidAmerican Energy Co	-	9.4	7.8	9.1

U.S. Utilities

Publicly Owned	10.2	9.5	7.0	9.1
Southwestern Electric Power Co	7.4	6.0	5.2	6.2
Southwestern Public Service Co	8.3	6.7	4.2	5.7

Texas**Retail Electric Providers ***

Accent Energy Holdings, LLC	13.5	13.5	-	13.5
AEP Texas Com & Ind Retail LP	-	7.0	7.0	7.0
Affordable Power Inc.	13.1	11.9	-	12.1
Alliance Power Co LLC	12.2	8.3	-	8.9
Ambit Energy, L.P.	13.2	16.5	-	13.3
AmeriPower LLC	13.9	6.5	-	6.6
Amigo Energy	13.2	11.8	-	13.0
APN Starfirst, L.P.	-	-	7.3	7.3
APNA Energy	12.8	11.7	-	11.9
Bounce Energy, Inc.	13.1	-	-	13.1
BP Energy Company	-	-	5.5	5.5
Brilliant Energy, LLC	11.2	11.8	-	11.7
Calpine Power America LP	-	-	4.1	4.1
Champion Energy Services	11.1	8.3	-	8.7
Cirro Corporation	12.3	10.6	-	11.1
Commerce Energy, Inc.	13.6	9.9	8.5	10.8
ConocoPhillips Company	-	6.5	4.9	5.2
Consolidated Edison Sol Inc	-	6.1	-	6.1
Constellation NewEnergy, Inc	-	9.2	7.9	8.5
Coral Power LLC	-	8.4	3.7	5.8
CPL Retail Energy, LP	16.1	22.2	-	17.0
Direct Energy, LP	15.9	8.8	-	14.5
Discount Power	12.1	8.7	-	9.8
DPI Energy LLC	16.2	11.1	-	15.6
EDF Industrial Power Services (TX), LLC	-	-	3.6	3.6
Energy Plus Holdings LLC	9.4	-	-	9.4
En-Touch Energy	11.0	12.0	-	11.1
Epcot Electric	10.0	8.8	-	9.1
First Choice Power	14.4	13.2	18.8	14.0
Frontier Utilities, Inc.	14.9	-	-	14.9
Gateway Energy Services Corporation	10.7	12.6	-	10.8
GEXA Corp.	9.8	7.9	-	8.6
Glacial Energy Holdings	-	6.1	-	6.1
Green Mountain Energy Company	11.4	8.3	-	9.9
Hino Electric Holding Company, LP.	14.2	13.5	-	13.5
Hudson Energy Services	6.4	9.9	-	9.9
Integrays Energy Services of Texas, LP	-	7.7	-	7.7
Just Energy	15.1	14.0	-	14.4
Kinetic Energy LLC	11.0	12.1	-	11.0
Liberty Power Corp.	13.9	10.2	-	10.4
Mega Energy, LP	12.0	10.9	-	11.1
Milagro Power Company	19.9	11.8	-	17.4
MxEnergy Electric, Inc.	14.3	13.5	-	14.0
OnPAC Energy	11.4	11.6	-	11.5

U.S. Utilities

Publicly Owned	10.2	9.5	7.0	9.1
Our Energy LLC	12.6	9.2	-	9.6
Penstar Power	20.5	-	-	20.5
PEPCO Energy Services	-	10.4	-	10.4
Potentia Energy, LLC	10.5	11.6	-	11.4
Prier Energy, Inc.	4.8	6.8	-	6.0
Reliant Energy Retail Services LLC	15.3	15.4	7.2	11.2
Sempra Energy Solutions	-	6.1	5.4	5.8
Simple Power, LP	12.2	13.4	-	12.2
Spark Energy, LP	16.7	12.6	-	13.7
StarTex Power	12.6	13.3	11.4	12.9
Strategic Energy LLC	-	9.9	-	9.9
Stream Energy	13.8	13.8	-	13.8
Suez Energy Resources North America	-	8.5	8.5	8.5
Tara Energy, Inc	13.3	11.8	-	12.1
Tenaska Power Services Co	-	5.9	4.1	4.1
Texas General Land Office	-	10.7	-	10.7
Texas Power, LP	12.3	11.8	-	12.3
Texas Retail Energy, LLC	-	6.2	-	6.2
TexRep2 LLC	-	-	2.9	2.9
TriEagle Energy, LLC	12.3	10.8	-	10.8
True Electric LLC	9.1	7.8	-	8.7
TXU Energy Retail Co LP	13.6	14.7	8.8	12.4
WTU Energy, LP	14.8	16.7	-	15.3
YOUNG ENERGY, LLC	10.2	-	-	10.2

Texas**Cooperative**

Bailey County Elec Coop Assn	11.5	10.9	10.1	10.3
Bandera Electric Coop, Inc	10.5	9.6	10.5	10.2
Bartlett Electric Coop, Inc	12.0	11.8	9.0	11.8
Big Country Electric Coop, Inc	11.7	9.1	9.6	9.9
Bluebonnet Electric Coop, Inc	10.4	11.1	8.2	9.8
Bowie-Cass Electric Coop, Inc	9.1	9.1	7.2	9.0
Central Texas Elec Coop, Inc	11.6	10.8	-	11.4
Cherokee County Elec Coop Assn	10.1	10.1	4.8	9.5
Coleman County Elec Coop, Inc	11.7	10.6	4.9	9.1
Comanche County Elec Coop Assn	11.2	11.3	6.2	10.5
Concho Valley Elec Coop Inc	12.4	9.8	7.0	9.9
Cooke County Elec Coop Assn	11.2	8.6	-	9.9
Deaf Smith Electric Coop, Inc	9.0	7.4	8.1	8.1
Deep East Texas Elec Coop Inc	9.0	8.9	5.5	8.6
Denton County Elec Coop, Inc	10.9	11.4	9.0	10.5
Fannin County Electric Coop	12.7	9.7	13.5	12.3
Farmers Electric Coop, Inc	12.1	11.4	8.9	11.9
Fayette Electric Coop, Inc	11.7	10.6	7.9	10.8
Fort Belknap Electric Coop Inc	11.3	10.8	8.2	10.7
Grayson-Collin Elec Coop, Inc	12.8	12.1	-	12.6
Greenbelt Electric Coop, Inc	14.7	11.2	7.4	9.8
Guadalupe Valley Elec Coop Inc	10.3	8.8	4.3	8.3

U.S. Utilities

Publicly Owned	10.2	9.5	7.0	9.1
Hamilton County Elec Coop Assn	12.5	11.7	-	12.4
Harmon Electric Assn Inc	17.1	11.5	11.6	13.5
Heart of Texas Electric Coop	10.0	10.2	7.0	9.6
HILCO Electric Cooperative, Inc.	11.3	10.8	-	11.2
Houston County Elec Coop Inc	11.4	8.7	6.1	9.6
J-A-C Electric Coop Inc	10.7	9.8	9.5	10.3
Jackson Electric Coop, Inc	11.9	10.0	-	11.2
Jasper-Newton Elec Coop, Inc	10.1	9.7	6.0	8.9
Karnes Electric Coop Inc	11.1	11.8	7.7	10.8
Lamar County Elec Coop Assn	13.8	13.2	-	13.7
Lamb County Electric Coop, Inc	9.6	8.9	8.0	8.2
Lea County Electric Coop, Inc	6.9	6.0	4.1	6.0
Lighthouse Electric Coop, Inc	12.7	9.1	7.8	8.3
Lyntegar Electric Coop, Inc	11.5	12.1	11.6	11.7
Magic Valley Electric Coop Inc	10.1	10.5	8.3	9.8
Medina Electric Coop, Inc	11.5	10.9	9.2	10.8
Mid-South Electric Coop Assn	12.0	11.5	8.2	11.3
Navarro County Elec Coop, Inc	11.5	11.6	7.1	9.4
Navasota Valley Elec Coop, Inc	11.5	10.3	6.4	8.8
North Plains Electric Coop Inc	11.6	9.2	7.0	9.0
Nueces Electric Coop, Inc	12.0	11.0	8.3	11.7
Panola-Harrison Elec Coop, Inc	8.0	8.3	7.4	8.1
Pedernales Electric Coop, Inc	12.2	11.3	9.1	11.5
Rio Grande Electric Coop, Inc	15.3	13.7	9.5	13.1
Rita Blanca Electric Coop, Inc	8.9	7.4	6.2	7.5
Rusk County Electric Coop, Inc	9.2	8.4	5.8	8.2
Sam Houston Electric Coop Inc	10.2	9.6	7.9	9.7
San Bernard Electric Coop, Inc	12.4	9.7	7.6	11.2
San Patricio Electric Coop Inc	13.0	14.1	8.3	12.8
South Plains Electric Coop Inc	9.1	9.8	6.5	8.5
Southwest Arkansas E C C	8.1	8.5	-	8.1
Southwest Rural Elec Assn Inc	11.7	10.0	8.3	10.3
Southwest Texas Elec Coop, Inc	12.5	11.9	6.9	9.0
Southwestern Electric Coop Inc	21.5	16.7	12.1	13.5
Swisher Electric Coop, Inc	10.4	9.6	9.6	9.7
Taylor Electric Coop Inc	13.1	10.8	5.4	11.7
Tri-County Electric Coop, Inc	10.7	10.7	6.8	10.2
Tri-County Electric Coop, Inc	7.5	5.2	-	5.3
Trinity Valley Elec Coop Inc	11.9	11.4	9.5	11.8
United Electric Coop Service Inc	10.8	9.9	7.7	9.8
Upshur Rural Elec Coop Corp	8.1	7.4	5.6	7.7
Victoria Electric Coop, Inc	11.3	10.7	11.1	11.1
Wharton County Elec Coop, Inc	11.8	11.7	8.0	10.4
Wise Electric Coop Inc	11.7	8.3	-	9.9
Wood County Electric Coop, Inc	9.7	8.0	-	9.1

*** Note for Investor-Owned Utilities and Retail Electric Providers (REPs):**

Retail choice began January 1, 2002 in the ERCOT region of Texas. Major Investor-owned utilities in the **ERCOT region** of Texas offer retail choice and no longer report sales or revenue to ultimate customers. Their customers are considered full-service customers of

U.S. Utilities

Publicly Owned	10.2	9.5	7.0	9.1
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REPs, which are classified by the Energy Information Administration as power marketers.
The REPs bill customers for full service and then pay the IOU for the delivery portion.

Source: U.S. Department of Energy, Energy Information Administration, Form EIA-861, 2009 data.
Prepared December 2010 by the American Public Power Association, Department of Statistical Analysis.
Revenue per kilowatt hour data represent full-service sales only.