

Table 7.4. Average Retail Price of Electricity to Ultimate Customers by End-Use Sector, 1996 through 2007
(Cents per kilowatthour)

Period	Residential	Commercial	Industrial	Transportation	Other	All Sectors
Total Electric Industry						
1996.....	8.36	7.64	4.60	NA	6.91	6.86
1997.....	8.43	7.59	4.53	NA	6.91	6.85
1998.....	8.26	7.41	4.48	NA	6.63	6.74
1999.....	8.16	7.26	4.43	NA	6.35	6.64
2000.....	8.24	7.43	4.64	NA	6.56	6.81
2001.....	8.58	7.92	5.05	NA	7.20	7.29
2002.....	8.44	7.89	4.88	NA	6.75	7.20
2003.....	8.72	8.03	5.11	7.54	NA	7.44
2004.....	8.95	8.17	5.25	7.18	NA	7.61
2005.....	9.45	8.67	5.73	8.57	NA	8.14
2006.....	10.40	9.46	6.16	9.54	NA	8.90
2007.....	10.65	9.65	6.39	9.70	NA	9.13
Full-Service Providers¹						
1996.....	8.36	7.64	4.60	NA	6.91	6.86
1997.....	8.43	7.59	4.53	NA	6.91	6.85
1998.....	8.26	7.41	4.48	NA	6.63	6.74
1999.....	8.16	7.26	4.43	NA	6.35	6.66
2000.....	8.21	7.36	4.57	NA	6.48	6.78
2001.....	8.55	7.84	5.01	NA	7.15	7.25
2002.....	8.40	7.77	4.78	NA	6.65	7.13
2003.....	8.68	7.89	5.01	6.82	NA	7.38
2004.....	8.91	8.02	5.14	7.47	NA	7.55
2005.....	9.40	8.46	5.61	7.45	NA	8.05
2006.....	10.36	9.18	6.00	8.44	NA	8.77
2007.....	10.59	9.29	6.17	8.82	NA	8.98
Unregulated Service Providers						
1996.....	9.43	9.75	4.61	NA	NA	4.64
1997.....	8.43	7.59	4.53	NA	NA	4.71
1998.....	8.26	7.41	4.48	NA	NA	6.15
1999.....	8.17	7.26	4.43	NA	6.45	5.81
2000.....	12.07	8.65	6.24	NA	11.42	7.97
2001.....	12.08	9.67	6.07	NA	8.47	8.66
2002.....	12.00	9.61	6.61	NA	9.69	8.77
2003.....	11.54	9.82	6.26	8.23	NA	8.44
2004.....	11.51	9.61	6.50	6.95	NA	8.55
2005.....	12.26	10.60	7.08	9.47	NA	9.39
2006.....	14.43	11.99	8.21	10.32	NA	10.87
2007.....	15.80	12.35	8.37	10.11	NA	11.03
Energy-Only Providers²						
1996.....	9.43 ^R	9.75 ^R	4.61 ^R	NA	--	4.64 ^R
1997.....	8.43	7.59	4.53	NA	--	4.71 ^R
1998.....	8.26	7.41	4.48	NA	--	6.15 ^R
1999.....	8.17 ^R	7.26	4.43	NA	6.45 ^R	5.81 ^R
2000.....	5.69 ^R	5.84 ^R	5.10 ^R	NA	4.47 ^R	5.50 ^R
2001.....	5.34	6.22	4.69	NA	5.23	5.51
2002.....	5.43	5.86	4.53	NA	4.30	5.27
2003.....	5.43	6.02	4.47	6.16	NA	5.30
2004.....	5.50	6.02	4.60	4.99	NA	5.42
2005.....	6.54	7.15	5.31	7.40	NA	6.41
2006.....	8.23	8.36	6.25	8.24	NA	7.66
2007.....	9.80	8.71	6.87	8.28	NA	8.09
Delivery-Only Service						
1996.....	--	--	--	--	--	--
1997.....	--	--	--	--	--	--
1998.....	--	--	--	--	--	--
1999.....	--	--	--	--	--	--
2000.....	6.37 ^R	2.81 ^R	1.14 ^R	--	6.95 ^R	2.47 ^R
2001.....	6.74	3.44	1.38	--	3.24	3.15
2002.....	6.57	3.75	2.08	--	5.39	3.50
2003.....	6.11	3.80	1.80	2.07	--	3.13
2004.....	6.00	3.59	1.90	1.96	NA	3.13
2005.....	5.72	3.45	1.77	2.07	NA	2.98
2006.....	6.19	3.63	1.96	2.08	NA	3.21
2007.....	6.00	3.63	1.50	1.84	NA	2.95

¹ Pursuant to applicable Texas statutes establishing competitive electricity markets within the Electric Reliability Council of Texas, all customers served by Retail Energy Providers must be provided fully-bundled energy and delivery services, so are included under "Full-Service Providers."

² From 1996 to 1999, average revenue was estimated based on retail sales reported on the Form EIA-861.

NA = Not available.

R = Revised.

Notes: • See Glossary reference for definitions • Full Service Providers sell bundled electricity services (e.g., both energy and delivery) to end users. Full Service Providers may purchase electricity from others (such as Independent Power Producers or other full service providers) prior to delivery. Direct sales from independent facility generators to end use consumers are reported under Full Service Providers. Energy-Only Providers sell energy to end use customers; incumbent utility distribution firms provide Delivery-Only Services for these customers. Data reported under Unregulated Service Providers represent the sum of Energy-Only and Delivery-Only Services.

Source: Energy Information Administration, Form EIA-861, "Annual Electric Power Industry Report."