

# Table 905. Electricity—End Use and Average Retail Prices: 1980 to 2007

[Beginning 2003, the category "other" has been replaced by "transportation," and the categories "commercial" and "industrial" have been redefined. Data represent revenue from electricity retail sales divided by the amount of retail electricity sold (in kilowatt-hours). Prices include state and local taxes, energy or demand charges, customer service charges, environmental surcharges, franchise fees, fuel adjustments, and other miscellaneous charges applied to end-use customers during normal billing operations. Prices do not include deferred charges, credits, or other adjustments, such as fuel or revenue from purchased power, from previous reporting periods. Data are for a census of electric utilities. Beginning in 1999, data also include energy service providers selling to retail customers]

Item	1990	1995	2000	2002	2003	2004	2005	2006	2007 <sup>1</sup>
<b>END USE</b> (Billion kilowatt-hours)									
<b>Total end use</b> <sup>2</sup>	<b>2,837.1</b>	<b>3,164.0</b>	<b>3,592.4</b>	<b>3,631.7</b>	<b>3,662.0</b>	<b>3,715.9</b>	<b>3,811.0</b>	<b>3,816.8</b>	<b>3,891.7</b>
Direct use <sup>3</sup>	124.5	150.7	170.9	166.2	168.3	168.5	150.0	146.9	143.6
<b>Retail sales, total</b> <sup>4</sup>	<b>2,712.6</b>	<b>3,013.3</b>	<b>3,421.4</b>	<b>3,465.5</b>	<b>3,493.7</b>	<b>3,547.5</b>	<b>3,661.0</b>	<b>3,669.9</b>	<b>3,748.1</b>
Residential	924.0	1,042.5	1,192.4	1,265.2	1,275.8	1,292.0	1,359.2	1,351.5	1,391.9
Commercial <sup>5</sup>	838.3	953.1	1,159.3	1,204.5	1,198.7	1,230.4	1,275.1	1,299.7	1,342.7
Industrial <sup>6</sup>	945.5	1,012.7	1,064.2	990.2	1,012.4	1,017.8	1,019.2	1,011.3	1,005.8
Transportation <sup>7</sup>	4.8	5.0	5.4	5.5	6.8	7.2	7.5	7.4	7.7
<b>AVERAGE RETAIL PRICES</b> (Cents per kilowatt-hour)									
<b>Total</b>									
Nominal	6.57	6.89	6.81	7.20	7.44	7.61	8.14	8.90	9.14
Real	8.05	7.48	6.81	6.91	6.99	6.95	7.20	7.64	7.64
Residential									
Nominal	7.83	8.40	8.24	8.44	8.72	8.95	9.45	10.40	10.64
Real	9.60	9.12	8.24	8.10	8.20	8.18	8.36	8.92	8.89
Commercial <sup>8</sup>									
Nominal	7.34	7.69	7.43	7.89	8.03	8.17	8.67	9.46	9.67
Real	9.00	8.35	7.43	7.57	7.55	7.46	7.67	8.12	8.08
Industrial <sup>6</sup>									
Nominal	4.74	4.66	4.64	4.88	5.11	5.25	5.73	6.16	6.36
Real	5.81	5.06	4.64	4.68	4.80	4.80	5.07	5.28	5.31
Transportation <sup>7</sup>									
Nominal	(NA)	(NA)	(NA)	(NA)	7.54	7.18	8.57	9.54	10.40
Real	(NA)	(NA)	(NA)	(NA)	7.09	6.56	7.58	8.18	8.69
Other <sup>9</sup>									
Nominal	6.40	6.88	6.56	6.75	(X)	(X)	(X)	(X)	(X)
Real	7.84	7.47	6.56	6.48	(X)	(X)	(X)	(X)	(X)

NA Not available. X Not applicable. <sup>1</sup> Preliminary. <sup>2</sup> The sum of "total retail sales" and "direct use." <sup>3</sup> Use of electricity that is 1) self-generated, 2) produced by either the same entity that consumes the power or an affiliate, and 3) used in direct support of a service or industrial process located within the same facility or group of facilities that house the generating equipment. Direct use is exclusive of station use. <sup>4</sup> Electricity retail sales to ultimate customers reported by electric utilities and, beginning in 1996, other energy service providers. <sup>5</sup> Includes public street and highway lighting, interdepartmental sales, and other sales to public authorities. <sup>6</sup> Beginning 2003, includes agriculture and irrigation. <sup>7</sup> Includes sales to railroads and railways. <sup>8</sup> Beginning 2003, includes public street and highway lighting, interdepartmental sales, and other sales to public authorities. <sup>9</sup> Public street and highway lighting, interdepartmental sales, other sales to public authorities, agriculture and irrigation, and transportation including railroads and railways.

Source: U.S. Energy Information Administration, *Annual Energy Review 2007*. See also <<http://www.eia.doe.gov/emeu/aer/elect.html>> (released 23 June 2008).