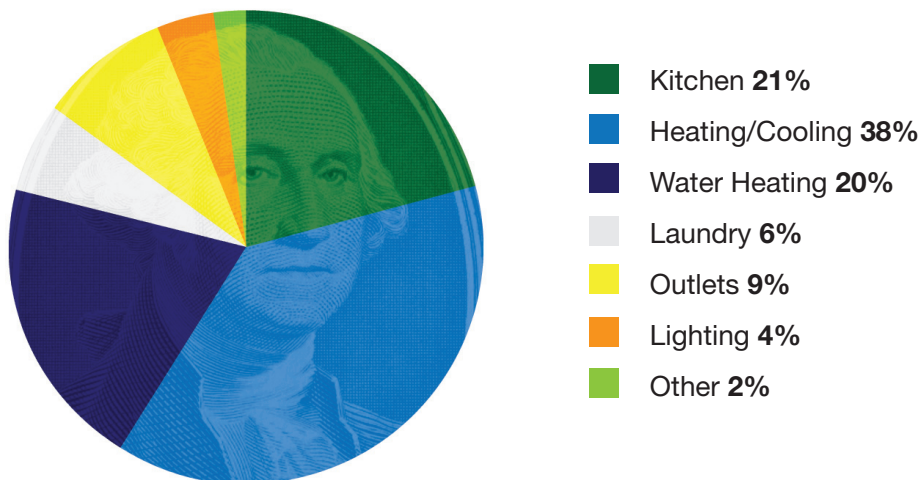
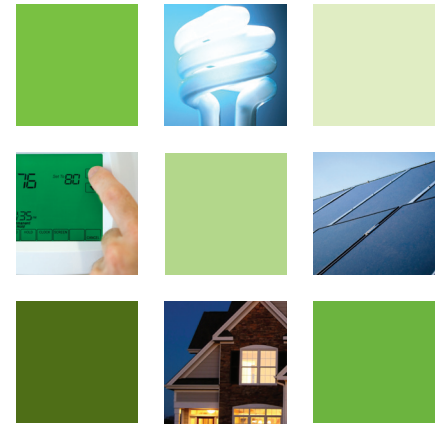


The Power of Energy Efficiency

You can lower your power bills by using energy more efficiently.

- Consumers can gain more control over their power bills and help keep future prices lower by using energy more efficiently, and TVA and your local power company can help.
- A major driver of electricity cost is the growth of “peak demand.” Peak demand is when the greatest amount of electricity is used during the day, especially hot summer afternoons and cold winter mornings. When everyone uses a lot of electricity at the same time, it costs more to produce.
- To make enough electricity for peak times, utilities must use more power plants — including special “peak” plants that are more expensive to operate — and buy extra fuel, which greatly increases the cost.
- Reducing peak demand lets utilities make electricity at less cost and pass the savings on to customers.
- Heating and cooling are typically among the largest electricity costs in the home. To reduce air-conditioning costs, set the thermostat to 78 in the summer. Anything lower will increase cost by approximately 5 percent for every degree below 78. Setting the thermostat higher when nobody is home can save more.



The chart above shows an annual breakdown for a typical, all-electric household.

Percentages will vary based on the local climate, the weatherization of your home and your energy-use habits.



- In the winter, set the temperature at 68. Heating cost will increase 3 percent for each degree above that level.
- To reduce water-heating costs – another major home energy user – reduce hot water use by taking shorter showers and using cold water to rinse clothes in the washer. Some newer water heaters can be programmed to use less power during peak times — while still keeping water hot.
- Replacing standard light bulbs with compact fluorescent bulbs is another way to save money. The bulbs produce the same amount of light, last longer and use less energy. A compact fluorescent bulb can save \$40 in electricity costs over its lifetime.
- Using major appliances during off-peak hours, such as washing clothes at night instead of late afternoon or early morning, can help reduce peak demand.
- Although heating and cooling systems and water heaters typically make up the majority of a home's energy consumption, other common household appliances can also draw significant amounts of electricity.

Appliance	Typical use	Monthly cost
Clothes dryer	4 loads per week	\$3.12
Clothes washer	4 loads per week	\$2.85
Dishwasher	5 loads per week	\$4.74
Computer	4 hours per day	\$1.62
LCD TV	4 hours per day	\$2.01
Freezer	24 hours per day	\$3.27
Refrigerator	24 hours per day	\$5.28
Range	1 hour per day	\$2.37
Oven	1 hour per day	\$5.43
Microwave	15 minutes per day	\$0.90
Toaster	6 minutes per day	\$0.27
Coffee maker	15 minutes per day	\$0.90
Hair dryer	10 minutes per day	\$0.27
Space heater	3 hours per day	\$10.65

- Minor adjustments by consumers, such as unplugging unused appliances, can also help.
- An energy evaluation can help homeowners identify inefficiencies and reduce their electric bills. In-home evaluations can save consumers 20 percent on their total utility bill; and a self-evaluation, available online, can also help save money.
- More information about the evaluations and other energy-saving tips is available at www.energyright.com. The site also includes information on incentives available for purchasing energy efficient products.
- Greater energy efficiency will reduce peak electricity demand and help keep prices low.

Cost estimates are based on an average price per kilowatt-hour of electricity in the TVA service territory. Energy consumption and use are examples.