

**Electric Power Annual 2010**

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**Table 7.4. Average Retail Price of Electricity to Ultimate Customers by End-Use Sector, 1999 through 2010**

(Cents per kilowatthour)

Period	Residential	Commercial	Industrial	Transportation	Other	All Sectors
<u>Total Electric Industry[1]</u>						
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	7.2	7.29
2002	8.44	7.89	4.88	NA	6.75	7.2
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	10.4	9.46	6.16	9.54	NA	8.9
2007	10.65	9.65	6.39	9.7	NA	9.13
2008	11.26	10.36	6.83	10.74	NA	9.74
2009	11.51	10.17	6.81	10.65	NA	9.82
2010	11.54	10.19	6.77	10.57	NA	9.83
<u>Full-Service Providers[2]</u>						
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	8.4	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	9.4	8.46	5.61	7.45	NA	8.05
2006	10.36	9.18	6	8.44	NA	8.77
2007	10.59	9.29	6.17	8.82	NA	8.98
2008	11.18	9.98	6.6	9.96	NA	9.54
2009	11.43	9.83	6.56	9.2	NA	9.67
2010	11.44	9.82	6.49	9.55	NA	9.67
<u>Restructured Retail Service Providers[3]</u>						
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	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	6.5	6.95	NA	8.55
2005	12.26	10.6	7.08	9.47	NA	9.39
2006	14.43	11.99	8.21	10.32	NA	10.87
2007	15.8	12.35	8.37	10.11	NA	11.03
2008	17.49	12.77	9.54	11.12	NA	12.12
2009	16.98	12.52	8.79	11.31	NA	11.47
2010	15.30	12.21	8.56	11.04	NA	11.23

**Table 7.4. Average Retail Price of Electricity to Ultimate Customers by End-Use Sector, 1999 through 2010**  
(Cents per kilowatthour)

Period	Residential	Commercial	Industrial	Transportation	Other	All Sectors
<b>Energy-Only Providers[4]</b>						
1999	8.17	7.26	4.43	NA	6.45	5.81
2000	5.69	5.84	5.1	NA	4.47	5.5
2001	5.34	6.22	4.69	NA	5.23	5.51
2002	5.43	5.86	4.53	NA	4.3	5.27
2003	5.43	6.02	4.47	6.16	NA	5.3
2004	5.5	6.02	4.6	4.99	NA	5.42
2005	6.54	7.15	5.31	7.4	NA	6.41
2006	8.23	8.36	6.25	8.24	NA	7.66
2007	9.8	8.71	6.87	8.28	NA	8.09
2008	10.91	9.34	7.76	8.79	NA	8.98
2009	9.7	8.58	6.92	8.63	NA	8.07
2010	8.88	8.22	6.62	8.06	NA	7.73
<b>Delivery-Only Service</b>						
1999	--	--	--	--	--	--
2000	6.37	2.81	1.14	--	6.95	2.47
2001	6.74	3.44	1.38	--	3.24	3.15
2002	6.57	3.75	2.08	--	5.39	3.5
2003	6.11	3.8	1.8	2.07	--	3.13
2004	6	3.59	1.9	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	3.63	1.5	1.84	NA	2.95
2008	6.59	3.43	1.78	2.34	NA	3.13
2009	7.28	3.94	1.88	2.68	NA	3.41
2010	6.41	3.99	1.93	2.98	NA	3.50

[1] Weighted average of Full-Service Providers and Restructured Retail Service Providers.

[2] Pursuant to applicable Texas statutes establishing competitive electricity markets within the Electric Reliability Council of Texas, all custo

[3] Sum of Energy-Only Providers and Delivery-Only Service.

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

NA = Not available.

**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 Restructured Retail Service Providers represent the sum of Energy-Only and Delivery-Only Services.

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