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## American Electric Power - SWEPCO

*By Amanda Nobles*

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Annualized Rates in effect January 1, 2008

Class of Service: Industrial

Demand (kW)

75

1,000

50,000

Load Factor: (kWh)

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Low Load Factor

15,000

200,000

15,000,000

Factor %

28%

28%

48%

Rate

\$966

\$12,887

\$776,127

Mid Load Factor

30,000

400,000

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25,000,000

Factor %

56%

56%

69%

Rate

\$1,540

\$20,537

\$1,134,801

High Load Factor

50,000

650,000

32,500,000

Factor %

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93%

91%

91%

Rate

\$2,305

\$30,100

\$1,403,807

*Source - American Electric Power*

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## Electric Billing Comparisons

*By Jana M. Russell*

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South Western Electric Power Company offers some of the lowest rates in the United States. As a regulated utility, the average residential rate is 22.4% less expensive than state average and 30% less than the national average. Commercial rates are 23.3% less expensive than the state average and 32.7% less than the national average. Industrial customer comparisons are shown below:

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City

Electric utility

Cents/Kwh

New York, NY

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Consolidated Edison

\$5,563

\$73,950

\$4,437,802

18.5

18.5

17.8

Philadelphia, PA

PECO Energy Co.

3,314

40,672

2,173,849

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11.0

10.2

8.7

**National Average**

**2,897**

**35,948**

**1,995,975**

**9.7**

**9.0**

**8.0**

Birmingham, AL

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Alabama Power Co.

3,221

31,508

1,794,957

10.7

7.9

7.2

Raleigh, NC

Progress Energy Carolinas, Inc.

1,968

31,076

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1,754,768

6.6

7.8

7.0

Columbia, SC

South Carolina E&G

2,822

30,376

1,659,900

9.4

7.6

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6.6

Little Rock, AR

Entergy Arkansas

2,463

29,432

1,640,665

8.2

7.4

6.6

Jackson, MS

Entergy Mississippi

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2,608

29,094

1,566,038

8.7

7.3

6.3

**Kilgore, Texas**

**SWEPCO**

**1,389**

**18,514**

**1,017,997**

**4.6**

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**4.6**

**4.1**