



# Key Facts and Figures

## CONSUMER OWNED

Electric co-ops are private businesses that are owned by the people they serve, not by government. Consumers elect directors to represent their interests and set policy and procedures for the co-op. Co-ops exist to serve.

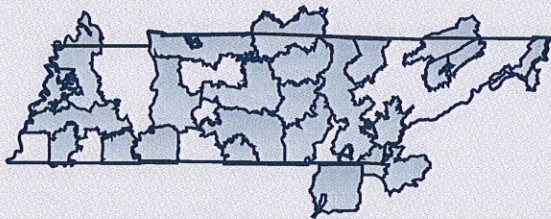
## NOT FOR PROFIT

Electric co-ops serve their communities instead of shareholders. We distribute and sell energy to our consumers at cost and invest excess revenues back into the electric grid, keeping debt low and rates affordable.

## COMMUNITY FOCUSED

Electric co-ops build a brighter future for our rural and suburban communities. In addition to reliable energy, co-ops also create economic opportunity through investments in education, broadband and community development.

### WHO WE SERVE



**72%** OF THE STATE'S LANDMASS

**41%** OF THE STATE'S POPULATION



**2.8 MILLION**  
TENNESSEANS



**1 IN 3**  
HOMES



**84/95**  
COUNTIES

INCLUDING **74 PERCENT** OF THE STATE'S PERSISTENT POVERTY COUNTIES

### METERS AND ENERGY SALES BY CLASS

**RESIDENTIAL**

**COMMERCIAL**

**INDUSTRIAL**

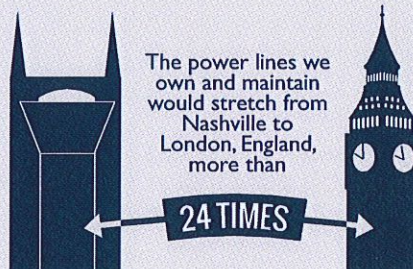
	RESIDENTIAL	COMMERCIAL	INDUSTRIAL
PERCENT OF METERS	85	14	1
PERCENT OF ENERGY SALES	57	7	35



**102,623 MILES**  
OF DISTRIBUTION LINES



**99.96 PERCENT**  
RELIABILITY IN 2021



### PROTECTING RATEPAYERS

TN CO-OP RESIDENTIAL RATES ARE

**17% BELOW**  
THE NATIONAL AVERAGE



**11.0¢**  
PER KWH



**13.3¢**  
PER KWH

### LONG TERM DEBT PER CONSUMER

NATIONAL CO-OP AVERAGE

\$2,439.14

TENNESSEE CO-OP AVERAGE

\$502.65

### ECONOMIC IMPACT

**23** TN UTILITIES

**\$65 MILLION**  
2021 AD VALOREM TAXES PAID

**3,104**  
EMPLOYEES

**\$203 MILLION**  
2021 PAYROLL & BENEFITS

## THE COSTS OF POWER

THERE ARE THREE STANDARD PARTS OF AN ELECTRIC BILL



### CUSTOMER CHARGE

This flat fee is charged to recover expenses – such as labor and maintenance of the grid – that exist regardless of the amount of energy consumed.

Fixed charge

Applied to residential, commercial and industrial accounts



### ENERGY CHARGE

A variable charge related to the consumption of energy, this recovers the cost of purchasing wholesale power from a supplier.

Variable charge

Applied to residential, commercial and industrial accounts



### DEMAND CHARGE

A ratcheting charge applied to the highest capacity needed by a load on a monthly basis, it recovers the cost of utility assets required to serve larger loads.

Variable charge

Applied to commercial and industrial accounts

## REACHING RURAL TENNESSEE

THE TENNESSEE MAGAZINE, THE OFFICIAL PUBLICATION OF TENNESSEE'S ELECTRIC CO-OPS, HAS THE HIGHEST CIRCULATION OF ANY MONTHLY PERIODICAL IN THE STATE.

**1.7 MILLION**

MONTHLY READERS

**687,000**

MONTHLY SUBSCRIBERS

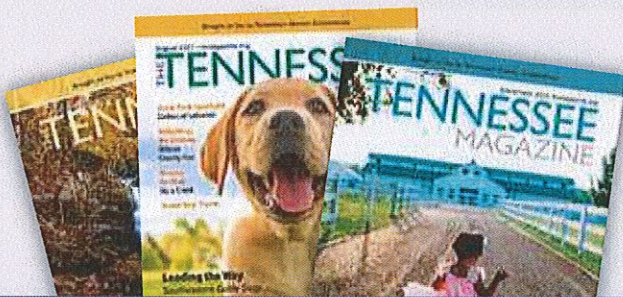
**84%**

READ 3 OF THE LAST 4 ISSUES

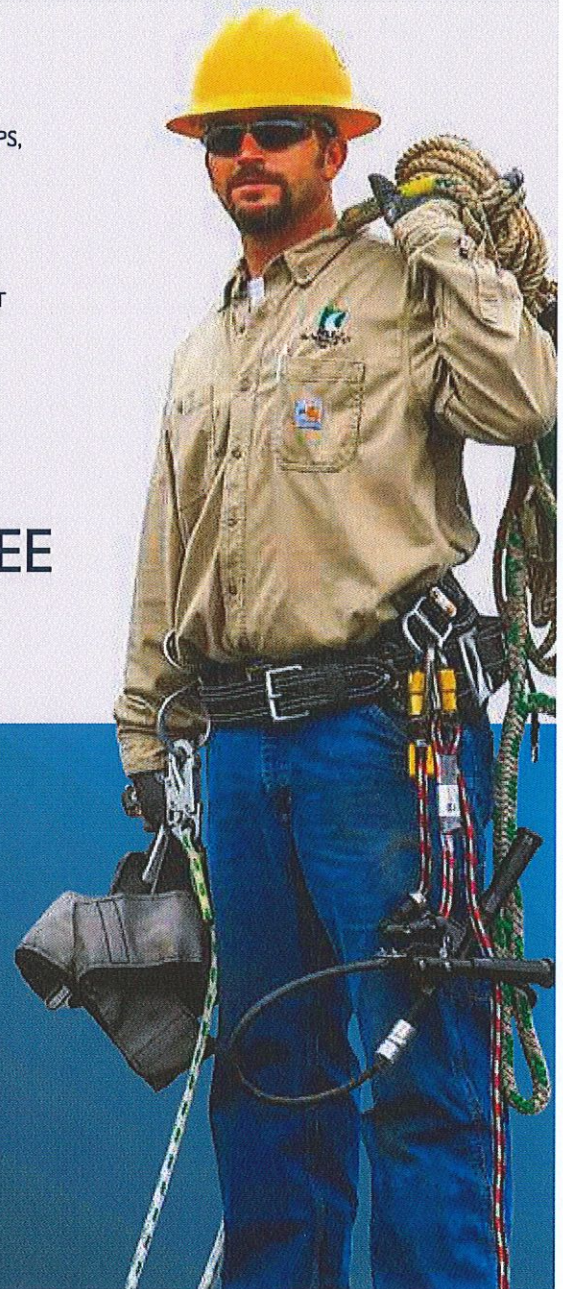
**98%**

OF READERS TRUST THE MAGAZINE

2020 data, Gfk | MRI study of readers of The Tennessee Magazine



THE TENNESSEE MAGAZINE



## TENNESSEANS TRUST AND APPRECIATE THEIR ELECTRIC COOPERATIVES

A RECENT STUDY OF CO-OP CONSUMERS IN TENNESSEE FOUND HIGH LEVELS OF APPRECIATION FOR AND TRUST IN THEIR ELECTRIC CO-OPS

**50** NET PROMOTER SCORE

SIGNIFICANTLY HIGHER THAN UTILITY AVERAGE OF 15

**84%**

HAVE HIGH FAITH AND TRUST IN THEIR CO-OPS

**83.5%**

HAVE HIGH LEVELS OF OVERALL SATISFACTION

Statistics from TECA's Current Consumer research project conducted in August and September of 2019.

**TECA**

The Tennessee Electric Cooperative Association represents Tennessee's 23 not-for-profit, consumer-owned electric cooperatives that provide energy for more than 2.5 million rural and suburban Tennesseans.

TNELECTRIC.ORG/BRIGHTERTN

