

# Florida

## Electric Cooperative Consumers

### Legislative Profile

#### Demographics

<b>Income</b>	<b>Co-op:</b>	<b>State</b>	<b>US:</b>	<b>Co-op vs. State</b>		<b>Co-op vs. US</b>	
				<b>\$ Diff:</b>	<b>% Diff:</b>	<b>\$ Diff:</b>	<b>% Diff:</b>
Average Household	\$66,322	\$70,438	\$74,877	(\$4,116)	-5.8%	(\$8,555)	-11.4%
Household Per Capita	\$26,805	\$27,482	\$28,202	(\$677)	-2.5%	(\$1,397)	-5.0%

<b>Race</b>	<b>Co-op:</b>	<b>State</b>	<b>US:</b>	<b>Residential Market Share</b>		
				<b>Co-op HHs</b>	<b>State HHs</b>	<b>Co-op %</b>
White	84.5%	75.1%	72.5%			
Black	9.2%	16.0%	12.6%	935,039	7,436,765	12.6%
Asian	1.4%	2.5%	4.9%			
Native	0.5%	0.4%	1.0%			
Other	2.4%	3.5%	6.0%			
Mixed	2.0%	2.5%	3.0%			
Total	100%	100%	100%			
Hispanic	10.3%	22.7%	16.6%			

  

<b>Housing</b>	<b>Co-op:</b>	<b>State</b>	<b>US:</b>
Own	79.8%	69.8%	66.9%
Rent	20.2%	30.2%	33.1%
Total	100%	100%	100%
Mobile Home	21.2%	9.9%	6.8%

<b>Education</b>	<b>Co-op:</b>	<b>State</b>	<b>US:</b>
No High School Degree	14.9%	15.2%	15.4%
Degree Beyond HS	28.0%	35.8%	36.3%

#### Utility Comparisons

	<b>Co-op:</b>	<b>IOU:</b>	<b>Municipal:</b>	<b>State Average:</b>
Consumers per Mile	13.2	62.0	66.7	58.5
Revenue per Mile	\$27,556	\$167,341	\$202,640	\$160,828
Distribution Investment per Customer	\$2,494	\$2,107		

	<b>Co-op:</b>		<b>State Avg. All Utilities:</b>	
	<b>Rate</b>	<b>% of Sales</b>	<b>Rate</b>	<b>% of Sales</b>
Residential	12.1 ¢	71%	11.4 ¢	53%
Commercial	10.9 ¢	20%	9.8 ¢	40%
Industrial	9.2 ¢	9%	8.9 ¢	7%
Avg Monthly Res. Bill	\$150		\$137	

Data Sources: 2011 EASI Analytics, EIA 2010, RUS 2009, Aristotle

NRECA Strategic Analysis

4/3/2012