

Michigan

Electric Cooperative Consumers

Legislative Profile

Demographics

Income	<u>Co-op vs. State</u>				<u>Co-op vs. US</u>		
	<u>Co-op:</u>	<u>State:</u>	<u>US:</u>	<u>\$ Diff:</u>	<u>% Diff:</u>	<u>\$ Diff:</u>	<u>% Diff:</u>
Average Household	\$66,459	\$75,479	\$84,337	(\$9,020)	-12.0%	(\$17,878)	-21.2%

Poverty	<u>Co-op:</u>	<u>State:</u>	<u>US:</u>	Race	<u>Co-op:</u>	<u>State:</u>	<u>US:</u>
2015 Poverty Rate:	14.9%	15.7%	14.7%	White	91.2%	77.7%	70.8%
				Black	1.8%	14.4%	13.1%

Residential Market Share

	<u>Household</u>	<u>Avg. HH Size</u>	<u>People</u>		<u>Co-op:</u>	<u>State:</u>	<u>US:</u>
Co-op	214,919	2.44	524,918	Other	1.0%	1.5%	6.2%
State	3,897,859	2.49	9,938,074	Mixed	<u>2.5%</u>	<u>2.9%</u>	<u>3.4%</u>
Co-op %	5.5%		5.3%	Total	100%	100%	100%

Housing	<u>Co-op:</u>	<u>State:</u>	<u>US:</u>
Own	77.5%	70.0%	63.1%
Rent	<u>22.5%</u>	<u>30.0%</u>	<u>36.9%</u>
Total	100%	100%	100%
Mobile Home	10.7%	5.1%	6.1%

Education	<u>Co-op:</u>	<u>State:</u>	<u>US:</u>
No High School Degree	10.6%	10.6%	13.5%
High School Degree	35.8%	29.3%	27.3%
Associate Degree	9.0%	8.9%	8.0%
Bachelor Degree	12.9%	16.4%	18.3%
Graduate Degree	7.4%	10.4%	11.1%

Co-op Employees by State

817

Utility Comparisons

	<u>Co-op:</u>	<u>IOU:</u>	<u>Municipal:</u>	<u>State Average:</u>
Consumers per Mile	8.2	35.1	44.9	34.1
Revenue per Mile	\$10,004	\$66,187	\$93,551	\$64,916
Distribution Investment per Customer	\$2,742	\$2,736		

	<u>Co-op:</u>		<u>State Avg. All Utilities:</u>	
	<u>Rate</u>	<u>% of Sales</u>	<u>Rate</u>	<u>% of Sales</u>
Residential	14.7 ¢	57%	14.4 ¢	33%
Commercial	10.5 ¢	27%	10.6 ¢	37%
Industrial	8.8 ¢	16%	7.0 ¢	30%
Avg Monthly Res. Bill	\$96		\$93	
Avg Residential Usage (kWh)	651		649	

Data Sources: 2015 EASI Analytics, EIA 2015, RUS 2009

NRECA Business and Technology Strategies

2/21/2017