



CENTRAL ELECTRIC POWER ASSOCIATION

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Affordable electricity powers quality of life

by Anne Prince

Most of us use electricity, either directly or indirectly, at almost all times. Because electricity is so abundant and available with the simple flip of a switch, it's easy to take it for granted.

According to the Energy Information Agency (EIA), the typical U.S. household now uses more air conditioning, appliances and consumer electronics than ever before. The average home also contains 10 or more internet-connected devices. Considering everything that is powered by electricity, it's no wonder we occasionally might wince at our monthly bill. But keep in mind, it's no longer just the "light bill."

Electricity powers quality of life

Electricity powers our quality of life. From the infrastructure of your home (appliances, water heater and HVAC system) to charging your smartphones, computers, TV and Wi-Fi router, your energy bill covers so much more than lighting.

Today, there is more demand for electricity than ever before. At home, in schools and business, and in commercial sectors such as transportation, the need for electricity is increasing.

Typically when demand goes up, so too does the price, as is the case with most goods or services, like cable or even your favorite specialty coffee. However, that's not true with electricity. Let's take a look at how the value of electricity compares to other common expenses.

Over the last five years, the cost of rent increased 3.4%; medical care increased 2.8%; and education increased 2.2%. But the cost of electricity only increased 1%. Considering all the ways we depend on electricity, it still remains a great value.

So, the next time you're enjoying your favorite podcast, TV series or movie, consider the value of electricity and how it

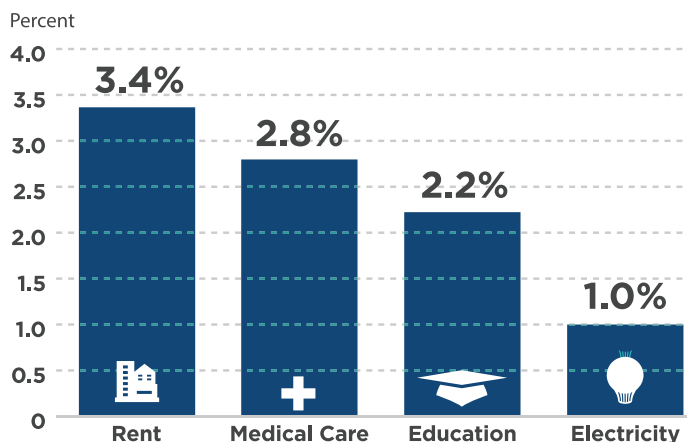
enhances your quality of life.

We care about you, the members we serve, and understand that electricity is more than a commodity — it's a necessity. That's why Central Electric will continue working hard to power your life, reliably and affordably.

Electricity remains a good value

The cost of powering your home rises slowly when compared to other common expenses. Looking at price increases over the last five years, it's easy to see electricity remains a good value!

Average Annual Price Increase 2015-2020



Sources: U.S. Bureau of Labor Statistics Consumer Price Index

Energy efficiency tip of the month

Source: energy.gov

When shopping for new light bulbs, know the difference between lumens and watts. Lumens measure the amount of light produced by the bulb. Watts measure energy consumption.

Energy-saving LEDs come in a variety of colors and brightness levels and last 15-25 times longer than incandescent bulbs.

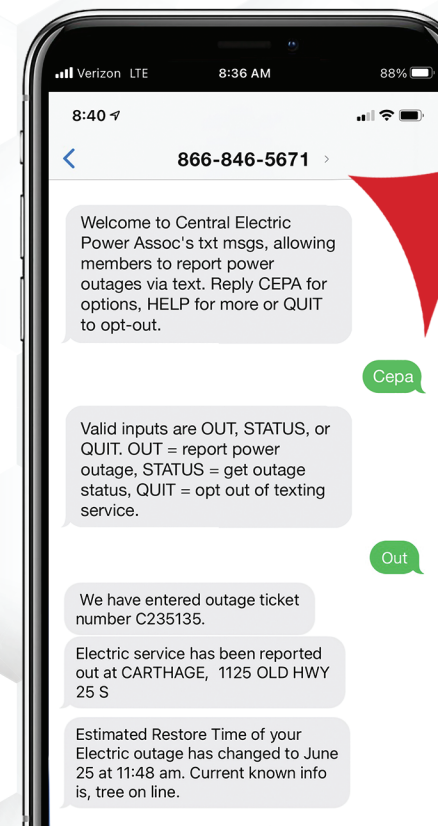


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To sign up for texting power outages, please visit

www.centralepa.com.

Once you have enrolled, you will receive outage updates. Simply text the word "**OUT**" to 866-846-5671 to report your power outage.



Remember, there are **THREE** ways to report an outage:



PHONE
601-267-3043



WEBSITE
www.centralepa.com (Click on **Report an Outage**)



TEXT
Once enrolled, simply text '**OUT**' to 866-846-5671

