

why IS MY WINTER ELECTRIC BILL HIGHER?



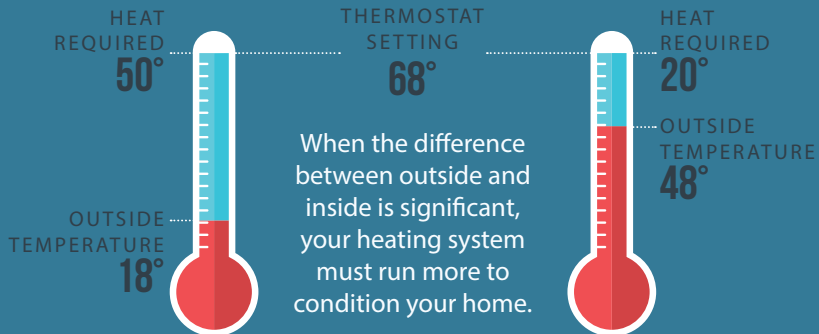
a frigid fact:

You use more energy in cold weather.



HERE'S WHY:

In cold weather, your heating system works much harder to keep your home comfortable. Even if you don't change your thermostat setting, it runs longer to heat your home.



Even gas heating systems use electricity to power the fan and distribute the warm air.

ENERGY USE MATTERS

Your monthly bill is largely determined by the amount of energy you use.

ENERGY USED

The meter on your home measures the energy you consume.

This is your "usage."



ELECTRIC RATE

There is a charge for each kilowatt hour you use.

This is your "rate."