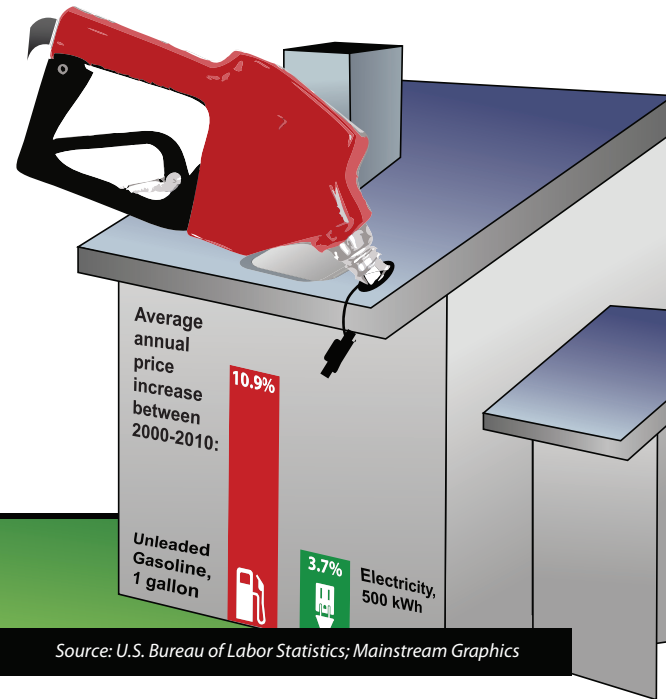


## Electricity Value Comparison

Electricity continues to be a bargain, especially when compared to other consumer goods. Imagine if your electric bill fluctuated as much as prices at the pump.



## Eau Claire Energy Cooperative

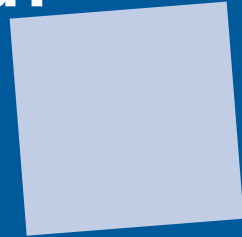
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# ELECTRICITY: What's it worth to you?



From powering our homes and businesses to energizing entire communities, electricity is crucial to powering our modern lives. In fact, electricity is one of the most valuable and reliable products we use.

# Electricity Is a Great Value!

Take a look around—everything is either powered by electricity or produced with the help of electric power. This includes your kitchen appliances and power tools in the garage as well as the energy behind the clothes you wear, the food you eat and the cooled or heated air you breathe.

For more than 30 years, the price of the basic unit of electricity has stayed relatively low, while we are using much more electricity to power more items each year.



Electricity is there when you need it and it's a good value. As consumers, we directly or indirectly use electricity almost all the time.



We are using electricity in new ways: from computers and cell phones to big screen televisions; from electronic picture frames and DVD consoles to gaming consoles like Xbox®, Wii® and PlayStation® for our entertainment.



Our houses are also larger today. In the 1970s American homes were around 1,500 square feet—now they are more than 2,200 square feet—so we are cooling and heating much more space.

