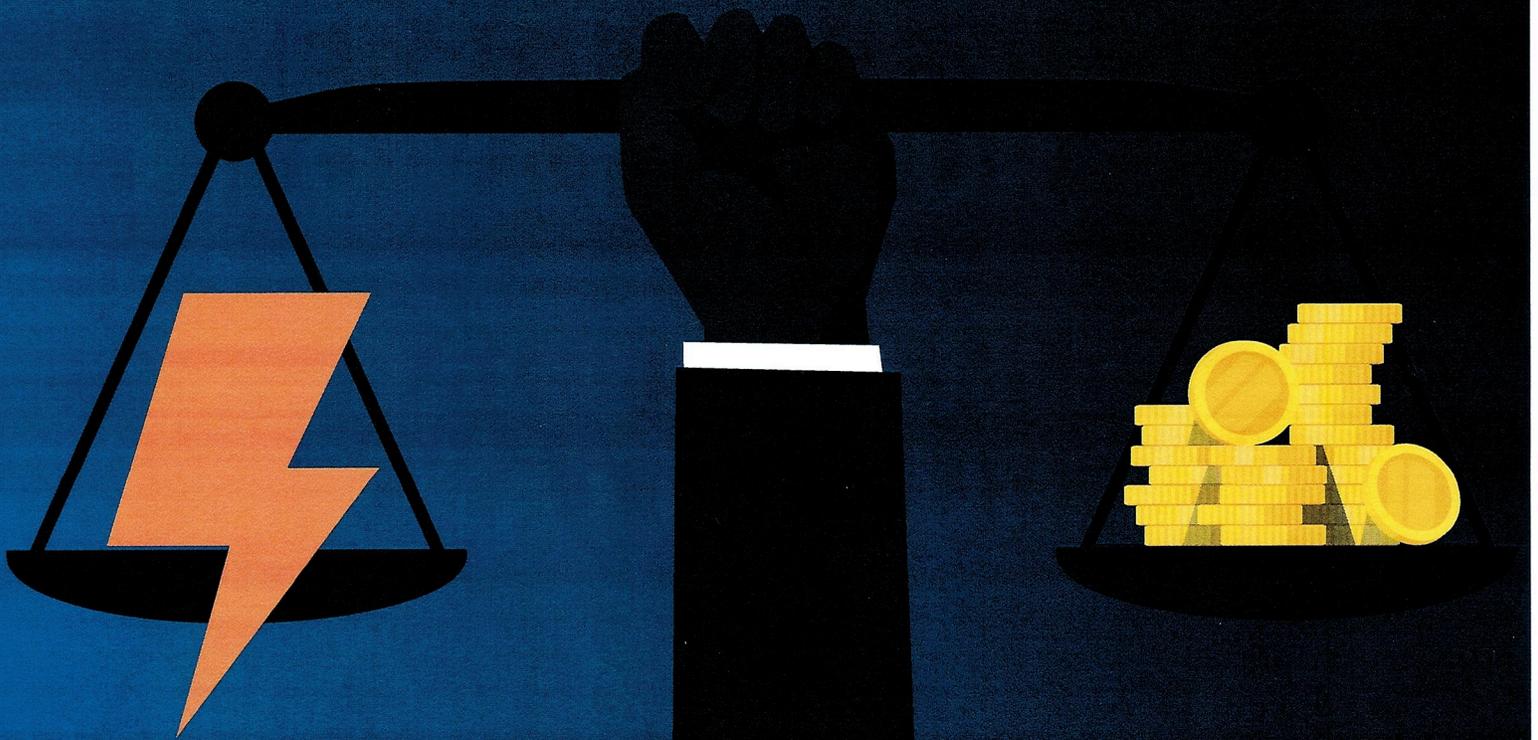


# AVERAGE REVENUE PER KILOWATT-HOUR, 2024



AMERICAN  
**PUBLIC  
POWER**  
ASSOCIATION  
Powering Strong Communities

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# **AVERAGE REVENUE PER KILOWATT-HOUR REPORT**

## **FEBRUARY 2026**

### **PREPARED BY**

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American Public Power Association

The American Public Power Association is the voice of not-for-profit, community-owned utilities that power approximately 2,000 towns and cities nationwide. We represent public power before the federal government to protect the interests of the more than 55 million people that public power utilities serve across the United States and its territories. We advise on electricity policy, grid technology and operations, and workforce development in support of safe, modern, and resilient utilities.

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Powering Strong Communities

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## ABOUT THIS REPORT

We are pleased to present the summary report of average revenue per kilowatt-hour for U.S. electric utilities for calendar year 2024. The report contains state averages by type of ownership, as well as individual averages for each utility in the country.

Public power utilities often offer the most affordable rates compared to other utility types. In 35 out of 45 states with comparable data, public power customers have the lowest average residential rates. Nationwide, the average residential rates for public power utility customers were 17% lower than investor-owned utility residential rates.

Note that the report showing each utility's average revenue per kilowatt-hour covers full-service sales only, so average values for states with retail choice do not include sales to customers that purchase power from alternate energy suppliers. The national average rates for alternate energy supplier sales in states that have retail choice are higher than the average rates for full service customers. The average residential retail choice rate is nearly 60% higher than the average full-service residential rate.

The American Public Power Association calculated the revenue per kilowatt-hour from 2024 data reported by each utility to the Energy Information Administration on Form EIA-861 (and on Form EIA-861S for smaller utilities). These calculations can help you compare your average rate with other utilities in your state.

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**The average public power residential rate was 17% lower than the IOU residential rate in 2024.**

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Please note that beginning with 2020 data, EIA increased the size threshold for utilities to complete the shorter Form EIA-861S. On this form, utilities do not need to report sales for each rate class and thus report only total revenue and sales. Nearly three-quarters of all public power utilities complete the short form; therefore, residential, commercial, and industrial rates are not available for these utilities, as well as for the nearly 300 rural electric cooperatives who complete the shorter form. Utilities with less than 200,000 megawatt-hours in sales are required to complete the detailed Form EIA-861 every eight years. The next year that small utilities are required to complete EIA-861 is 2027.

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**Public power customers had the lowest average total rate in 35 states.**

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Utilities reporting data on EIA-861S are indicated throughout the tables in the report in italics. Note that state averages for residential, commercial, and industrial rates do not include utilities that complete the short form. State total averages include all utilities.

If you have any questions or would like data from this report as an excel spreadsheet, please contact our team at (202) 467-2920 or [Statistics@PublicPower.org](mailto:Statistics@PublicPower.org).

# WISCONSIN

AVERAGE REVENUE PER KWH, 2024 (IN CENTS)

State Averages	Residential Rev/kWh	Commercial Rev/kWh	Industrial Rev/kWh	Total Rev/kWh
Public Power	12.4	10.7	8.0	10.2
Investor-Owned	17.9	12.9	8.6	13.0
Cooperative	16.1	12.2	8.3	13.9
<b>Public Power</b>				
Algoma Utility Commission	13.0	11.1	8.7	11.3
Arcadia Electric Utility	-	-	-	9.5
Argyle Municipal Electric & Water Utility	-	-	-	11.6
Bangor Municipal Utility	-	-	-	14.5
Barron Light & Water Department	-	-	-	9.0
Belmont Municipal Light & Water Utility	-	-	-	11.2
Benton Electric & Water Utility	-	-	-	12.6
Black Earth Utilities	-	-	-	12.9
Black River Falls Municipal Utility	14.3	12.0	28.6	13.0
Bloomer Electric Utility	-	-	-	8.9
Boscobel Utilities	10.7	9.0	8.0	9.3
Brodhead Water & Light Commission	13.2	11.8	11.6	12.4
Cadott Light & Water Department	-	-	-	11.7
Cashton Municipal Light & Water Plant	-	-	-	9.5
Cedarburg Light & Water Commission	12.7	10.9	7.8	11.3
Clintonville Water & Electric Utility	-	-	-	11.6
Columbus Water & Light Department	12.3	11.1	8.5	10.3
Cornell Municipal Electric Utility	-	-	-	10.9
Cuba City Light & Water Plant	11.4	10.7	-	11.0
Cumberland Municipal Utility	-	-	-	11.6

## WISCONSIN

### AVERAGE REVENUE PER KWH, 2024 (IN CENTS)

	Residential Rev/kWh	Commercial Rev/kWh	Industrial Rev/kWh	Total Rev/kWh
Eagle River Light & Water	14.5	11.6	-	12.2
<i>Elkhorn Electric Department, City of</i>	-	-	-	12.2
<i>Eloy Electric &amp; Water Utility</i>	-	-	-	9.7
Evansville Water & Light Department	15.8	13.9	11.4	14.4
<i>Fennimore Municipal Utilities</i>	-	-	-	9.1
Florence Utility Commission	15.5	14.9	-	15.2
<i>Gresham Municipal Water &amp; Electric Plant</i>	-	-	-	13.7
Hartford Electric	11.7	9.5	7.5	8.8
<i>Hazel Green Light &amp; Water Utility</i>	-	-	-	16.1
Hustisford Utilities	13.8	13.1	-	13.5
Jefferson Utilities	11.9	10.5	7.9	10.5
Juneau Utility Commission	11.7	9.9	8.4	9.7
Kaukauna Utilities	12.5	10.4	7.5	9.2
<i>Kiel Electric Utility</i>	-	-	-	9.5
<i>La Farge Municipal Utilities</i>	-	-	-	12.5
Lake Mills Light & Water	13.9	12.0	-	12.9
Lodi Utilities	13.3	12.0	-	12.5
Manitowoc Public Utilities	11.1	9.6	7.6	8.7
Marshfield Utilities	10.1	9.8	8.6	9.3
<i>Mazomanie Electric Utility</i>	-	-	-	11.6
<i>Medford Electric Utility</i>	-	-	-	8.8
Menasha Utilities	12.4	10.4	7.0	8.1
<i>Merrillan Electric Light &amp; Water Department</i>	-	-	-	9.7
Mount Horeb Utilities	12.2	12.0	-	12.1
Muscoda Utilities	10.9	11.7	8.5	9.3
New Glarus Municipal Light & Water Works	13.5	10.7	-	11.7

## WISCONSIN

### AVERAGE REVENUE PER KWH, 2024 (IN CENTS)

	Residential Rev/kWh	Commercial Rev/kWh	Industrial Rev/kWh	Total Rev/kWh
New Holstein Utilities	13.3	11.6	-	12.4
<i>New Lisbon Municipal Light and Water Department</i>	-	-	-	10.5
New London Utility Commission	12.3	10.7	8.2	9.3
New Richmond City Utilities	11.6	9.9	-	10.5
Oconomowoc Utilities	13.7	11.0	8.8	11.7
Oconto Falls Municipal Utilities	13.7	11.7	-	12.4
<i>Pardeeville Electric Commission</i>	-	-	-	13.7
Plymouth Utilities	11.8	9.5	7.8	9.4
Prairie du Sac Electric Department	11.3	10.4	9.9	10.6
<i>Princeton Light &amp; Water Department</i>	-	-	-	14.5
Reedsburg Utility Commission	12.1	10.3	8.6	9.7
<i>Rice Lake Utilities</i>	-	-	-	9.4
Richland Center, City Utilities of	11.9	9.2	8.3	9.2
River Falls Municipal Utilities	13.3	11.4	9.6	11.9
<i>Sauk City Utilities</i>	-	-	-	14.4
Shawano Municipal Utilities	12.7	14.7	8.9	9.6
<i>Sheboygan Falls Utilities</i>	-	-	-	11.0
<i>Shullsburg Electric Utility</i>	-	-	-	14.0
Slinger Utilities	12.1	11.7	-	11.9
<i>Spooner Municipal Electric Utility</i>	-	-	-	11.3
Stoughton Utilities	12.6	10.5	9.2	11.3
<i>Stratford Water &amp; Electric Department</i>	-	-	-	11.2
Sturgeon Bay Utilities	12.5	10.6	8.3	11.0
Sun Prairie Utilities	12.1	10.2	8.2	10.8
<i>Trempealeau Municipal Electric Department</i>	-	-	-	17.7
Two Rivers Water & Light	12.7	10.5	9.9	11.4

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### AVERAGE REVENUE PER KWH, 2024 (IN CENTS)

	Residential Rev/kWh	Commercial Rev/kWh	Industrial Rev/kWh	Total Rev/kWh
<i>Viola Municipal Electric Utility</i>	-	-	-	8.3
Waterloo Utilities	13.9	13.0	-	13.3
Waunakee Utilities	11.7	10.8	8.4	10.7
Waupun Utilities	11.8	10.5	7.5	9.9
Westby Electric & Water Utility	11.5	10.5	-	10.8
Whitehall Electric Utility	12.3	9.7	8.7	10.0
<i>Wisconsin Dells Water &amp; Light Utility</i>	-	-	-	13.1
Wisconsin Rapids Water Works & Lighting Commission	13.4	12.4	8.9	12.1
<i>Wonewoc Municipal Water &amp; Light Department</i>	-	-	-	16.1
<b>Investor-Owned</b>				
Consolidated Water Power Co	11.5	10.1	6.2	6.2
Dahlberg Light & Power Co	12.6	12.2	9.6	12.1
Madison Gas & Electric Co	20.3	13.8	9.1	15.4
North Central Power Co Inc	15.7	14.3	9.6	14.9
Northern States Power Co	15.8	11.6	8.5	11.8
Northwestern Wisconsin Elec Co	13.8	11.8	9.0	12.1
Pioneer Power and Light Co	17.1	17.0	11.2	15.8
Superior Water and Light Co	15.4	11.8	8.2	9.2
Westfield Electric Company	17.9	17.0	17.3	17.4
Wisconsin Electric Power Co	19.2	13.8	9.3	14.4
Wisconsin Power & Light Co	16.9	12.8	8.9	12.3
Wisconsin Public Service Corp	16.2	11.2	7.2	11.2
<b>Cooperative</b>				
Adams-Columbia Electric Coop	17.6	12.9	9.2	13.5
Barron Electric Coop	15.7	11.2	8.2	13.2

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### AVERAGE REVENUE PER KWH, 2024 (IN CENTS)

	Residential Rev/kWh	Commercial Rev/kWh	Industrial Rev/kWh	Total Rev/kWh
<i>Boyfield Electric Coop, Inc</i>	-	-	-	18.4
<i>Central Wisconsin Elec Coop</i>	-	-	-	20.2
<i>Chippewa Valley Electric Coop</i>	-	-	-	15.2
<i>Clark Electric Coop</i>	-	-	-	12.1
Dunn County Electric Coop	15.5	11.5	8.4	12.7
East Central Energy	16.6	14.5	-	16.4
<i>Eau Claire Electric Coop</i>	-	-	-	13.7
<i>Jackson Electric Coop, Inc</i>	-	-	-	12.0
<i>Jump River Electric Coop Inc</i>	-	-	-	17.4
Oakdale Electric Coop	15.9	12.9	8.7	12.1
<i>Oconto Electric Cooperative</i>	-	-	-	14.7
<i>Pierce-Pepin Coop Services</i>	-	-	-	17.4
Polk-Burnett Electric Coop	15.9	11.9	28.1	15.0
<i>Price Electric Coop Inc</i>	-	-	-	21.5
<i>Richland Electric Coop</i>	-	-	-	20.3
Riverland Energy Cooperative	16.3	13.1	9.7	15.4
Rock Energy Cooperative	14.5	10.5	5.5	8.9
Scenic Rivers Energy Coop	15.2	17.8	12.1	14.7
<i>St Croix Electric Coop</i>	-	-	-	13.1
<i>Taylor Electric Coop</i>	-	-	-	15.7
<i>Vernon Electric Coop</i>	-	-	-	15.2
<i>Washington Island El Coop, Inc</i>	-	-	-	15.3

Source: U.S. Department of Energy, Energy Information Administration, Form EIA-861 and EIA-861S, 2024 data.

Data for EIA-861 utilities represent full-service ("Bundled") sales only. See "Unbundled Sales" for unbundled rates. Data for EIA-861S utilities contain all sales to ultimate customers. Italicized rows represent utilities that completed EIA-861S. Only total Rev/kWh is available for these utilities.

State averages for residential, commercial, and industrial data include only utilities that report data on Form EIA-861 (long form). State total averages include all utilities.