



Corporate Responsibility Report Data Summary

		2006	2007	2008	2009	2010
Operating revenues (billions)		\$14.4	\$15.4	\$17.1	\$15.7	\$17.5
Earnings (billions)		\$1.57	\$1.73	\$1.74	\$1.64	\$1.98
Earnings Per Share		\$2.12	\$2.29	\$2.26	\$2.07	\$2.37
Assets (billions)		\$42.9	\$45.8	\$48.3	\$52.1	\$55.0
Megawatt-Hours Generated (yr)		201,000,000	206,000,000	198,000,000	187,000,000	196,000,000
SoCo Energy Used (MWH) (excluding station use)		not reported	271,096	272,751	265,127	271,893
Peak Demand (megawatts)		38,056	40,870	39,222	36,505	38,520
Generation Capacity (megawatts)		41,785	41,948	42,607	42,932	42,962
Peak Load (Transmission)		44,487	48,008	46,102	42,846	45,310
Miles of transmission lines		26,596	26,688	26,700	26,700	26,729
Substations					3,325	3,293
Generation Sources (%)	Coal	70	70	68	57	58
	Nuclear	15	14	15	16	15
	Gas	13	15	16	23	25
	Hydro	2	1	1	4	2
Average fuel cost per kilowatt-hour (generated)		\$2.64	\$2.89	\$3.52	\$3.38	\$3.50
Retail Sales (millions of KWh)		161,334	163,615	160,259	152,600	164,217
For Resale (millions of KWh)		40,089	40,745	39,368	33,500	32,570
Total sales (millions of KWh)		201,423	204,360	199,627	186,100	196,787
Customers		4,322,000	4,377,000	4,402,000	4,402,000	4,417,000
Residential		3,706,000	3,756,000	3,785,000	3,798,000	3,813,000
Commercial		596,000	600,000	594,000	580,000	580,000
Industrial		15,000	15,000	15,000	15,000	15,000
Other (includes wholesale)		5,000	6,000	8,000	9,000	9,000
Employees		26,091	26,742	27,276	26,112	25,940
Earnings per employee (\$)		\$60.17	\$64.69	\$63.87	\$62.81	\$76.33
Capital Expenditures (\$B)						
Total Capital		\$3.0	\$3.5	\$4.0	\$4.7	\$4.1
American Customer Satisfaction Index (score)		2006	2007	2008	2009	2010
	Southern Company	80	82	81	78	78
	Utility Average	72	73	74	74	74
JD Power&A Electric Uty Cust Sat (out of 1000)	Alabama Power				667	683
Business - South Region	Georgia Power				653	644
	Average				636	655
	Alabama Power				654	647
Residential - South Region, Large Segment	Georgia Power				654	650
	Average				635	640
	Gulf Power				661	647
Residential - South Region, Midsize Segment	Mississippi Power				632	659
	Average				624	643
Equivalent Forced Outage Rate	Target	3%	3%	3%	3%	5%
	Actual	1%	2%	2%	1%	2%
	Note - Lower is better.					
Sustained Average Interruption Frequency Index	Goal	0.178	0.189	0.173	0.187	0.214
	Actual	0.250	0.250	0.250	0.163	0.182
	Note - Lower is better.					
Sustained Average Interruption Duration Index	Goal	11.488	13.586	12.910	10.767	12.200
	Actual	15.500	15.500	15.500	12.960	14.100
	Note - Lower is better.					
Efficiency Programs						2010
SO Peak Reduction MW						3452
Equip # Homes (peak demand, ave home = 7 KW or .007 mw)						493,143
Emissions	1990	2006	2007	2008	2009	2010
SO2, Tons (thousands)	1411	1006	1017	823	525	389
SO2 lbs/MWh	19.87	9.91	9.85	8.29	5.59	3.97
NOx Tons (thousands)	386	217	211	198	103	114
Nox lbs/MWh	5.44	2.16	2.04	1.99	1.10	1.16
Mercury, lbs		8532	8606	6794	4926	5806
Mercury lbs/MWh		4.24	4.18	3.43	2.62	2.96
CO2 Tons (millions)	112	160	166	155	134	145
CO2 lbx/MWh	1,578	1,593	1,608	1,565	1,422	1,480
Water						
Withdrawals (million gallons per day)		6,932	6,932	6,468	5,447	5,851
Consumed (million gallons per day)		344	332	372	271	276
Returned		95%	95%	94%	95%	95%
Recycling		2006	2007	2008	2009	2010
Paper (lbs)		1,041,204	751,633	1,207,020	1,112,186	1,037,174
Cardboard (lbs)		741,331	993,711	926,186	1,102,397	973,227
Wood (lbs)		47,284,941	64,508,910	64,936,970	73,243,195	27,168,489
Plastic (lbs)		17,780	30,490	74,760	53,443	165,600
Scrap Metal (includes Alum cans) (lbs)		28,492,336	58,355,723	56,973,931	47,347,262	51,417,763
Coal Combustion Byproduct (Ash, Gypsum)		2,096,095	1,886,884	1,472,600	1,401,000	1,396,190

Renew Our Rivers (Debris Removed) (tons)		984.1	553.75	653	470	317.4
Economic Development		2006	2007	2008	2009	2010
# of projects		131	125	136	121	158
Capital Investment (\$)		\$5,238,900,000	\$6,850,830,000	\$3,628,738,625	\$2,512,000,000	\$3,507,602,265
Jobs Created		16,274	22,103	14,453	17,327	15,811
Charitable Giving		2006	2007	2008	2009	2010
Corporate including SHARE (\$)		\$6,167,507	\$8,534,400	\$7,341,740	\$6,516,515	\$6,570,073
Foundation(s) (\$)		\$21,064,835	\$20,318,718	\$17,347,990	\$16,310,229	\$16,393,154
Volunteer Hours				187,566	195,554	202,102

[Note: every effort has been made to assure the accuracy of these numbers. however for audited information, visit our annual report and Form 10-K.](#)