



Corporate Responsibility Report Data Summary

	2004	2005	2006	2007	2008			
Generation Sources (%)								
Coal	69	71	70	70	68			
Nuclear	16	15	15	14	15			
Gas	12	11	13	15	16			
Hydro	3	3	2	1	1			
Average fuel cost per kilowatt-hour	\$1.89	\$2.39	\$2.64	\$2.89	\$3.52			
KWh Retail Sales	157,143	159,076	161,334	163,615	77			
KWh for Resale	35,239	37,801	40,089	40,745	125,192			
Total KWh sales (millions)	192,382	196,877	201,423	204,360	102,416			
Operating revenues (billions)	\$11.7	\$13.6	\$14.4	\$15.4	\$17.1			
Earnings (billions)	\$1.53	\$1.59	\$1.57	\$1.73	\$1.74			
Earnings Per Share	\$2.07	\$2.14	\$2.12	\$2.29	\$2.26			
Assets (billions)	\$37.0	\$39.9	\$42.9	\$45.8	\$48.3			
Customers	4,197,000	4,248,000	4,322,000	4,377,000	4,402,000			
Residential:	3,600,000	3,642,000	3,706,000	3,756,000	3,785,000			
Commercial:	578,000	586,000	596,000	600,000	594,000			
Industrial:	14,000	15,000	15,000	15,000	15,000			
Other (includes wholesale):	5,000	5,000	5,000	6,000	8,000			
Employees	25,642	25,554	26,091	26,742	27,276			
Earnings per employee (\$)	59.66773263	62.22117868	60.17400636	64.69224441	63.86566945			
Miles of transmission lines	26,419	26,479	26,596	26,688	27,000			
Transmission Assets (\$ billions)	\$5.0	\$5.3	\$5.6	\$5.9	\$6.3			
Energy Used By Southern Company (excluding station use)				271,096	272,751			
Capital Expenditures (\$B)						2008	2009	2010
Regulated Environmental						\$1.8	\$1.5	\$0.6
Regulated Growth						\$1.1	\$2.0	\$2.0
Regulated Maintenance						\$1.4	\$1.5	\$1.4
Southern Power						\$0.1	\$0.3	\$0.8
Total Capital	\$2.0	\$2.4	\$3.1	\$3.5		\$4.4	\$5.2	\$4.8
Megawatt-Hours Generated (yr)	188,000,000	196,000,000	201,000,000	206,000,000	199,600,000			
Peak Demand (megawatts)	36,317	37,734	38,056	40,870	39,222			
Generation Capacity (megawatts)	38,622	40,509	41,785	41,948	42,607			
Peak Load (Transmission)	42,266	44,167	44,487	48,008	46,102			
American Customer Satisfaction Index (score)								
Southern Company	81	79	80	82	78			
Utility Average	72	73	72	73	74			
and Associates Electric Utility Residential and Business Customer Satisfaction Study - Southern Region (rank)								
Business	1	1	3	4				
Residential	1	2 (tie)	1	4				
Equivalent Forced Outage Rate								
Target	0.030	0.023	0.028	0.028	0.028			
Actual	0.013	0.028	0.011	0.016	0.017			
Sustained Average Interruption Frequency Index								
Actual	0.215	0.207	0.178	0.189	0.173			
Goal	0.250	0.250	0.250	0.250	0.250			
Sustained Average Interruption Duration Index								
Actual	13.797	14.701	11.488	13.586	12.910			
Goal	15.500	15.500	15.500	15.500	15.500			
Demand-side and Energy Efficiency Programs								
Relative Peak Demand Reduction (MW) from 1990 -		3,000	3,200	3,118	3,258			
Energy Audits (MW)	7427	11420	11069	5304				
Percent of Peak Demand		8.0%	8.4%	7.6%	8.3%			
Emissions	1990	2004	2005	2006	2007	2008	2010	2012
SO2, Tons	1,411	887	983	1,006	1,017	823	523	439
SO2 lbs/MWh	19.87	9.48	10	9.91	9.85	8.29	4.59	3.72
NOx Tons	386	218	219	217	211	198	142	130
Nox lbs/MWh	5.44	2.34	2.22	2.16	2.04	1.99	1.25	1.1
Mercury, lbs		7,912	8,893	8,532	8,606	6,794	5661	5220
Mercury lbs/MWh		4.23	4.51	4.24	4.18	3.43	2.48	2.21
CO2 Tons	112	142	151	160	166	155	169	169
CO2 lbx/MWh	1,578	1,518	1,532	1,593	1,608	1,565	1482	1432
Sulfur Hexafluoride (lbs) (*1993)	*63950	13,722	14,006	9,256	9,000	12,696		
Recycling								
Paper (lbs)		1,076,211	1,152,650	1,041,204	751,633	1,207,020		
Cardboard (lbs)		795,711	714,459	741,331	993,711	926,186		
Wood (lbs)		36,414,290	32,080,670	47,284,941	64,508,910	64,936,970		
Scrap Metal (lbs)		27,947,557	29,083,406	28,492,336	58,355,723	56,973,931		
Water								
Withdrawals (million gallons per day)		6,630	6,903	6,932	6,932	6,468		
Consumed (million gallons per day)		261	301	344	332	372		
Percent Returned		96%	96%	95%	95%	94%		
Cumbustion Byproducts (Ash, Gypsum) (tons)		1,682,090	1,659,449	2,096,095	1,886,884	1,472,600		
Hazardous Waste Generated (lbs)		77,927	114,153	75,564	57,170	192,573		
Economic Development								
# of projects		132	128	131	127	136		
Capital Investment (\$)		\$2,197,662,000	\$4,126,050,000	\$5,251,024,970	\$6,997,305,000	\$3,628,738,625		
Jobs Created		15,159	16,809	16,474	22,523	14,453		
Charitable Giving								
Corporate including SHARE (\$)		\$6,991,079	\$5,471,559	\$6,167,507	\$8,534,400	\$7,341,740		
Foundation(s) (\$)		\$13,204,776	\$14,291,677	\$21,064,835	\$20,318,718	\$17,347,990		
Total		\$20,04	\$20,05	\$22,006	\$22,007	\$136		
Renew Our Rivers (Debris Removed) (tons)		757.87	1071.54	984.1	553.75	653		

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.