



Corporate Responsibility Report Data Summary

	2005	2006	2007	2008	2009	
Generation Sources (%)						
Coal	71	70	70	68	57	
Nuclear	15	15	14	15	16	
Gas	11	13	15	16	23	
Hydro	3	2	1	1	4	
Average fuel cost per kilowatt-hour (generated)	\$2.39	\$2.64	\$2.89	\$3.52	\$3.38	
Retail Sales (millions of KWh)	159,076	161,334	163,615	160,259	152,600	
For Resale (millions of KWh)	37,801	40,089	40,745	39,368	33,500	
Total sales (millions of KWh)	196,877	201,423	204,360	199,627	186,100	
Operating revenues (billions)	\$13.6	\$14.4	\$15.4	\$17.1	\$15.7	
Earnings (billions)	\$1.59	\$1.57	\$1.73	\$1.74	\$1.64	
Earnings Per Share	\$2.14	\$2.12	\$2.29	\$2.26	\$2.07	
Assets (billions)	\$39.9	\$42.9	\$45.8	\$48.3	\$52.1	
Customers	4,248,000	4,322,000	4,377,000	4,402,000	4,402,000	
Residential:	3,642,000	3,706,000	3,756,000	3,785,000	3,798,000	
Commercial:	586,000	596,000	600,000	594,000	580,000	
Industrial:	15,000	15,000	15,000	15,000	15,000	
Other (includes wholesale):	5,000	5,000	6,000	8,000	9,000	
Employees	25,554	26,091	26,742	27,276	26,112	
Earnings per employee (\$)	\$62.22	\$60.17	\$64.69	\$63.87	\$62.81	
Miles of transmission lines	26,479	26,596	26,688	26,700	26,700	
Transmission Assets	\$11,894,006,031	\$12,848,006,352	\$13,134,006,761	\$20,941,253,941	\$21,715,094,152	
SoCo Energy Used (MWh) (excluding station use)	not reported	not reported	271,096	272,751	265,127	
Capital Expenditures (\$B)	2005	2006	2007	2008	2009	
Regulated Environmental					\$1.5	
Regulated Growth					\$2.0	
Regulated Maintenance					\$1.5	
Southern Power					\$0.3	
Total Capital	\$2.4	\$3.1	\$3.5	\$4.4	\$5.2	
Megawatt-Hours Generated (yr)	196,000,000	201,000,000	206,000,000	198,000,000	187,000,000	
Peak Demand (megawatts)	37,734	38,056	40,870	39,222	36,505	
Generation Capacity (megawatts)	40,509	41,785	41,948	42,607	42,932	
Peak Load (Transmission)	44,167	44,487	48,008	46,102	42,846	
2009 JD Power & A Electric Uty Cust Sat Study (out of 1000)	Average	Ala Power	Ga Power	Gulf Power	Ms Power	
Business - South Region	636	667	653	672		
Residential - South Region, Large Segment	635	654	654			
Residential - South Region, Midsize Segment	624			661	632	
American Customer Satisfaction Index (score)	2005	2006	2007	2008	2009	
Southern Company	79	80	82	81	78	
Utility Average	73	72	73	74	74	
Equivalent Forced Outage Rate	Target	0.023	0.028	0.028	0.028	0.028
Actual	0.028	0.011	0.016	0.017	0.014	
Sustained Average Interruption Frequency Index	Actual	0.207	0.178	0.189	0.173	0.187
Goal	0.250	0.250	0.250	0.250	0.163	
Sustained Average Interruption Duration Index	Actual	14.701	11.488	13.586	12.910	10.767
Goal	15.500	15.500	15.500	15.500	12.960	
Efficiency Programs				2,008	2,009	
SO Peak Reduction Percent					9.80%	
Utility Average Percent				4.35%	avail. 3q 2010	
SO Peak Reduction KW					3424	
Equip # Homes (peak demand, ave home = 4 KW)					856	
Emissions	1990	2005	2006	2007	2008	2009
SO ₂ , Tons (thousands)	1411	983	1006	1017	823	525
SO ₂ lbs/MWh	19.87	10	9.91	9.85	8.29	5.59
NO _x Tons (thousands)	386	219	217	211	198	103
Nox lbs/MWh	5.44	2.22	2.16	2.04	1.99	1.1
Mercury, lbs		8893	8532	8606	6794	4926
Mercury lbs/MWh		4.51	4.24	4.18	3.43	2.62
CO ₂ Tons (millions)	112	151	160	166	155	134
CO ₂ lbx/MWh	1,578	1,532	1,593	1,608	1,565	1,422
Water						
Withdrawals (million gallons per day)		6,903	6,932	6,932	6,468	5,447
Consumed (million gallons per day)		301	344	332	372	271
Returned		96%	95%	95%	94%	95%
Recycling						
Paper (lbs)		1,152,650	1,041,204	751,633	1,207,020	1,112,186
Cardboard (lbs)		714,459	741,331	993,711	926,186	1,112,186
Plastic (lbs)			17,780	30,490		53,443
Scrap Metal (includes Alum cans) (lbs)		29,083,406	28,492,336	58,355,723	56,973,931	47,347,262
Renew Our Rivers (Debris Removed) (tons)		1071.54	984.1	553.75	653	470
Economic Development	2005	2006	2007	2008	2009	
# of projects	128	131	125	136	121	
Capital Investment (\$)	\$4,126,050,000	\$5,238,900,000	\$6,850,830,000	\$3,628,738,625	\$2,512,000,000	
Jobs Created	16,809	16,274	22,103	14,453	17,327	
Charitable Giving						
Corporate including SHARE (\$)	\$5,471,559	\$6,167,507	\$8,534,400	\$7,341,740	\$6,516,515	
Foundation(s) (\$)	\$14,291,677	\$21,064,835	\$20,318,718	\$17,347,990	\$16,310,229	
Total	\$2,005	\$2,006	\$2,007	\$136	\$121	

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.