Electric power consumption outlook

- Uncertainty regarding future power demand is higher than normal.
- The linkage between electric use and economic activity is not broken.
- Bearish forecasts underestimate the impact of new end uses and the rebound effect.
- The US industrial renaissance is altering industrial power demand trends.
US power demand: projected v. actual

US power demand: projected v. actual (1983-2012)

Source: IHS CERA, North American Electric Reliability Corporation

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US electric efficiency, 1950-2013

Source: IHS CERA, EIA, BEA
Note: BEA reports Real GDP in 2009 dollars

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US lower-48 monthly electric output, selected years

US lower-48 monthly electric output

Source: IHS CERA, Edison Electric Institute

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US electricity sales by customer class, 2001-12

US electricity sales by customer class, 2001-12

Source: IHS CERA, EIA
Deconstructing the change in US average annual electricity use per residential customer, 2002-12

Source: IHS CERA

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US commercial electricity use per customer

US commercial electricity use per customer, 2001-12

Source: IHS CERA

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US manufacturing and GDP through business cycle phases

Source: IHS Economics and Country Risk

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