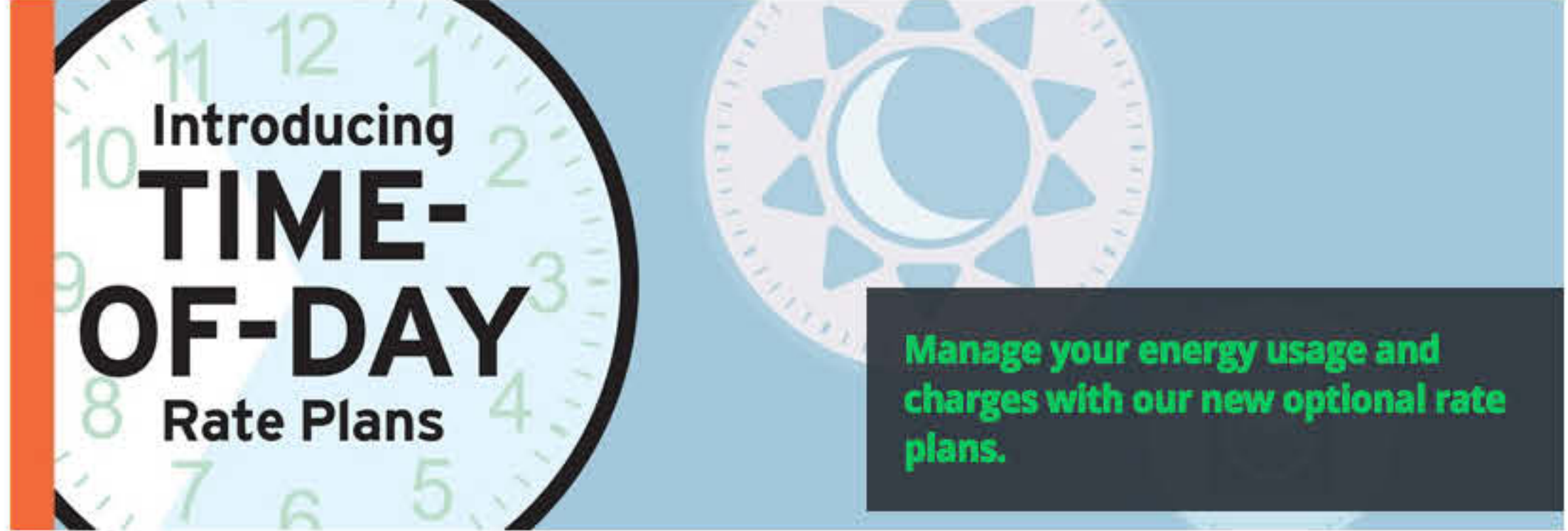


# Residential Time of Day Rates

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## What is the right plan for you?

LG&E and KU understands that electricity usage varies by household – how many live in your home, your thermostat settings, how many loads of clothes you wash, and so forth. We can offer you a choice of electricity rate plans to fit your household.

### Manage your energy usage and charges

Based on how and when you use electricity, you may be able to save money on your power bill. Before you make a switch to a different rate, we encourage you to research the options below and contact us so we can help you find the rate that best complements your energy habits. Every house is different and your savings will depend on how much you are able to reduce your usage during on-peak hours and/or shift it to off-peak hours. If you do not shift the time of day that you use energy or you consume energy during on-peak times, your bill may go up.

Unlike standard electric rates where you are charged the same amount for electricity no matter when you use it, with Time-of-Day rates, electric charges vary based on the time of day and the season. This means when you use energy is just as important as how much you use.

## There are two residential time of day rates available:

<p><b>Energy Rate</b></p> <p>With the Time of Day Energy Rate, you can save money based on the time of the day you use electricity.</p> <p><a href="#">Learn more</a></p>	<p><b>Demand Rate</b></p> <p>With the Time of Day Demand rate, you can save money based on the time of the day you use electricity and by <i>avoiding the use of major appliances</i> at the same time.</p> <p><a href="#">Learn more</a></p>
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### Get started

If you're interested in learning more about which plan might be right for you, you may contact us in a variety of ways. A representative will be happy to assist you in making the right decision based on your circumstances and energy-use habits.

[Contact us](#)



# Time of Day Demand Rate

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With the Time of Day Demand rate, you can save money based on the time of the day you use electricity and by avoiding the use of major appliances at the same time. If you are able to avoid using many appliances at the same time, you can save more. For example, don't use your dishwasher, run a load of laundry and cook dinner at the same time. Spread out your energy use, shifting certain energy use to off-peak hours.

With Time of Day Demand, the base charge is reduced, but there is a demand charge in addition to the energy charge, encouraging you to lower the amount of electricity you use at once.

## The Energy and Demand Charges

	LG&E	KU
Energy charge per kWh	\$0.04008	\$0.04008
Off-Peak Demand charge per kW	\$3.25	\$3.70
On-Peak Demand charge per kW	\$12.38	\$13.05

*The kW charges are the same for the Summer and Winter seasons.*

## Off-Peak and On-Peak demands

On-Peak hours have a higher per kW demand charge than Off-Peak demand. Choose your time zone for your time of day rates.

[Eastern Standard Time](#) or [Central Standard Time](#)

## Who could benefit from Residential Demand Rate?

- Customers who pay attention to WHAT appliances are running WHEN.
- Customers who have a programmable thermostat.
- Customers who have timers or time delays on their appliances (such as a delay start on the dishwasher).

## Get started

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# Time of Day Energy Rate

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With the Time of Day Energy Rate, you can save money based on the time of the day you use electricity. LG&E and KU can generate electricity for less during evenings, nights and weekends, so the savings are passed on to you during these economy pricing periods. So, by operating appliances during off-peak hours, you would lower your energy usage, which could save you money.

## The Energy and Demand Charges

	LG&E	KU
Off-Peak hours charge per kWh	\$0.05571	\$0.05378
On-Peak hours charge per kWh	\$0.22706	\$0.27284

*The kW charges are the same for the Summer and Winter seasons.*

## Off-Peak and On-Peak demands

On-Peak hours have a higher per kW demand charge than Off-Peak demand. Choose your time zone for your time of day rates.

[Eastern Standard Time](#) or [Central Standard Time](#)

## Who could benefit from Residential Demand Rate?

- Customers who pay attention to WHAT appliances are running WHEN.
- Customers who have a programmable thermostat.
- Customers who have timers or time delays on their appliances (such as a delay start on the dishwasher).

## Get started

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[Contact us](#)



# Understanding Demand

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## An electric meter measures electricity in two ways:

1. kWh = kilowatt hours, which is a measure of consumption
2. kW = kilowatts in 15-minute intervals, which is a measure of demand

A demand measure represents the amount of power the utility must generate to fulfill the customer's power needs.

## Kilowatt vs. Kilowatt hour

One 100-watt light bulb burning for 10 hours consumes 1,000 watt-hours or 1 kWh. The entire time the light bulb is on, it requires or "demands" 100 watts or 0.1 kW from the utility.

**POWER**  
100 WATT

**TIME**  
10 HOURS

**ENERGY CONSUMPTION**  
1000 WATT-HOURS or 1 kWh

**100 WATT X 10 = 1000 WATTS**  
1 HOUR

**10x MORE DEMAND**

**Note:** In both examples, the consumption is 1 kWh, however, look how differently the second situation impacts the utility from a demand perspective. The serving utility must now be prepared to provide 10 times as much "capacity" in response to the "demand" of the 10 light bulbs operating all at once.

This means the utility must have 0.1 kW ready whenever a customer turns on a light.

Similarly, ten 100-watt light bulbs burning for one hour consume 1,000 watt-hours or 1kWh.

A different way to look at demand and consumption is with the scenario of filling a 5 gallon bucket with water.

**1**  
GALLON PER MINUTE  
**DEMAND**

**5**  
GALLONS PER MINUTE  
**DEMAND**

**5**  
GALLON

**5**  
GALLON

**SAME CONSUMPTION**

**Note:** The low flow faucet fills the bucket slower than the high flow faucet. The flow rate is the equivalent to **demand**, and the **5 gallons of water** are equivalent to **consumption**. In this example, filling both buckets has the same "consumption" but very different "demands."



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# Residential Time of Day Rates contact

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## Contact us by phone

If you're interested in learning more about which plan might be right for you, you may contact us in a variety of ways. A representative will be happy to assist you in making the right decision based on your circumstances and energy-use habits.

Our representatives, are available Monday through Friday from 7 a.m. - 7 p.m.

### LG&E residential customers:

[502-589-1444](tel:502-589-1444) or [800-331-7370](tel:800-331-7370)

### KU residential customers:

[800-981-0600](tel:800-981-0600)

Use Speed Dial option [1-2-4](#) to ensure your call is routed to the next available person who can help you.

## Walk in center

See a full list of [walk in center locations](#)

## Online

Or have your account number handy and [Contact us online](#)

