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January 25, 1977

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Frederic J. Coufal, Esquire, Chairman
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Gentlemen:

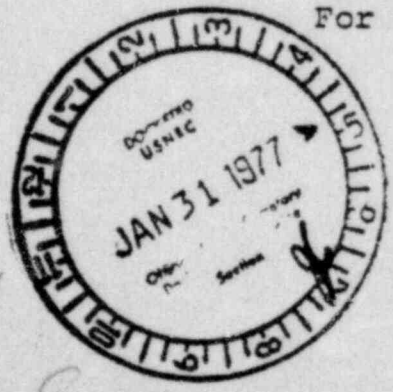
We have copied and are producing for your convenience documents marked for identification as Midland Intervenors Exhibits 17, 18, 19, 20. The source of the original documents is Consumers Power Company witness Phillip Bickel's back-up materials used at the Midland hearing on January 21, 1977.

Respectfully,

Caryl A. Bartelman

Caryl A. Bartelman
One of the Attorneys
For Consumers Power Company

cc: Service List
w/Enclosures



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Midland Int.
17

RESIDENTIAL DOMESTIC AVERAGE USE

Projection - 2% annual growth

Historic Rate - 4% annual growth (during 1960s)

Back-up for 2% growth rate

Saturation Study (JHClimer) Pre-embargo study indicated residential growth slowing to approximately 2.5%

Increasing efficiency of appliances - complex, replacement of modern and old

Conservation and price elasticity. Climer studies since embargo observed actual effect

Judgment of Energy Forecast Executive Review Committee

Midland Intervenors
E-18

ESTIMATE OF DOW CHEMICAL COMPANY'S ELECTRIC DEMAND AND ENERGY CONSUMPTION

Midland Complex

1973 - 1985

Year	On Dow Generation		On Consumers Power		Total	
	MW*	MWh	MW*	MWh	MW*	MWh
1973	120	982,938	81	370,062	172	1,353,000
1974	106	860,600	100	558,230	178	1,418,830
1975	85	657,000	85	463,900	144	1,120,900
1976^{F}	83	648,200	90	462,000 (vs 7.6)	140	1,110,200
1977^{F}	83	683,300	71	432,000	149	1,115,300
1978^{F}	83	683,300	85	483,000	157	1,166,300
1979^{F}	80	630,700	100	567,000	166	1,197,700
1980^{F}	80	630,700	115	651,000	175	1,281,700
1981^{F}	75	595,700	130	742,000	185	1,337,700
1982^{F}**	40	315,400	175	1,093,000	195	1,408,400
1983^{F}**	-	-	190	1,463,000	190	1,463,000
1984^{F}**	-	-	190	1,463,000	190	1,463,000
1985^{F}**	-	-	190	1,463,000	190	1,463,000

*The Dow generation and Consumers Power demands are noncoincident peak demands. The sum of these demands will not equal the total demand shown.

**The estimates for these years assume that Midland #2 will be in commercial operation March 1981 and Midland #1 in commercial operation March 1982.

^{F}Forecasted

11/75 (Revised 11/76)

Midland Intervenor
F. 19

Industrial Sales Growth

Reduced from historic 7% to current 5% estimate due to:

5.5%

1 conservation.

2 potentially fewer kwhr/vehicle due to smaller cars.

3 possibility of reduced Michigan participation in future vehicle production - due to political climate.

Midland Interconnect
Ex. No 20

COMMERCIAL SALES GROWTH RATE

Historic Rate: 9%/yr 1952 - 1973 (See attached graph)

1974 - -0.5% change
1975 - 3.9% growth
1976 Preliminary - Approximately 3.9% growth

Projected post 1977 growth rate - 5.5%

BASIS FOR PROJECTED 5.5% GROWTH RATE

1. Conservation and price elasticity
2. High saturation of lighting and air conditioning. (Prior to 1973 it it was becoming obvious that commercial lighting upgrading and air conditioning additions were reaching a high level and were slowing down. Thus, a decreasing growth rate was projected even before the "Energy Crisis".)
3. Analyses of commercial sales by SIC codes
4. Regression analysis using residential and industrial kWh sales as the independent variables.
5. As an offsetting factor, expected shortages of alternate fuels. This will tend to keep commercial sales higher than they might otherwise be.

The Energy Forecast Executive Review Committee has adopted 5.5% as the projected growth rate based on the above factors. Factors such as price elasticity have not been specifically quantified.

The Committee has been reducing this commercial growth figure starting in October, 1973, based on an anticipated slowdown in commercial construction.