Energy market investigation

Descriptive statistics – retail

11 March 2015

This is one of a series of consultative working papers which will be published during the course of the investigation. This paper should be read alongside the updated issues statement and the other working papers which accompany it. These papers do not form the inquiry group’s provisional findings. The group is carrying forward its information-gathering and analysis work and will proceed to prepare its provisional findings, which are currently scheduled for publication in May 2015, taking into consideration responses to the consultation on the updated issues statement and the working papers. Parties wishing to comment on this paper should send their comments to energymarket@cma.gsi.gov.uk by 18 March 2015.
The Competition and Markets Authority has excluded from this published version of the working paper information which the Inquiry Group considers should be excluded having regard to the three considerations set out in section 244 of the Enterprise Act 2002 (specified information: considerations relevant to disclosure). The omissions are indicated by [\[\]].
## Contents

<table>
<thead>
<tr>
<th>Appendix</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>2</td>
</tr>
<tr>
<td>Appendix 1: Market shares in the retail supply of gas and electricity – domestic</td>
<td>3</td>
</tr>
<tr>
<td>Appendix 2: Market shares in the retail supply of gas and electricity – SME</td>
<td>5</td>
</tr>
<tr>
<td>Appendix 3: Average revenue by tariff type – domestic</td>
<td>6</td>
</tr>
<tr>
<td>Appendix 4: Trends in retail customer numbers – domestic</td>
<td>7</td>
</tr>
<tr>
<td>Appendix 5: Trends in realised retail prices – domestic</td>
<td>9</td>
</tr>
<tr>
<td>Appendix 6: Trends in realised retail prices – SME</td>
<td>11</td>
</tr>
<tr>
<td>Appendix 7: Evolution of costs – domestic</td>
<td>12</td>
</tr>
<tr>
<td>Appendix 8: Evolution of costs – SME</td>
<td>13</td>
</tr>
<tr>
<td>Appendix 9: Comparison of prices and costs – domestic</td>
<td>14</td>
</tr>
<tr>
<td>Appendix 10: Comparison of prices and costs – SME</td>
<td>15</td>
</tr>
<tr>
<td>Appendix 11: Trends in external switching – domestic</td>
<td>16</td>
</tr>
<tr>
<td>Appendix 12: Trends in internal switching – domestic</td>
<td>18</td>
</tr>
<tr>
<td>Appendix 13: Longevity of customer relationships – domestic and SME</td>
<td>21</td>
</tr>
<tr>
<td>Appendix 14: Trends in complaints – domestic</td>
<td>23</td>
</tr>
<tr>
<td>Appendix 15: Customer acquisitions by channel</td>
<td>24</td>
</tr>
</tbody>
</table>
Introduction

1. In this statistical appendix we report the descriptive statistics for the retail supply in Great Britain of gas and electricity to domestic and small and medium-sized enterprise (SME) customers.

2. These statistics are generated primarily using information provided in response to requests sent to the Six Large Energy Firms covering domestic and SME customers.
Appendix 1: Market shares in the retail supply of gas and electricity – domestic

Customer shares of largest six suppliers – Great Britain

1. [ ]

Annual shares of domestic customers of largest six suppliers – electricity

[ ]

Note: [ ].

Annual shares of domestic customers of largest six suppliers – gas

[ ]

Note: [ ].

Industry market shares – Great Britain

2. [ ]
3. [ ]
4. [ ]
5. [ ]

Annual market shares of domestic customers using Cornwall Energy data – electricity

[ ]

Note: [ ].

Annual market shares of domestic customers using Cornwall Energy data – gas

[ ]

Note: [ ].

6. [ ]
Quarterly market shares of domestic customers using meter point data – electricity and gas
Appendix 2: Market shares in the retail supply of gas and electricity – SME

Customer shares of largest six suppliers – Great Britain

Annual shares of SME customers of largest six suppliers – electricity

[
]

Note: [
].

Annual shares of SME customers of largest six suppliers – gas

[
]

Note: [
].

7. [
]

Quarterly market shares of SME customers using meter point data – electricity

[
]

Note: [
].
Appendix 3: Average revenue by tariff type – domestic

Comparison of average revenue by tariff type

Annual weighted average revenue per kWh across the Six Large Energy Firms by tariff type for Great Britain – electricity

Source: CMA analysis.

Annual weighted average revenue per kWh across the Six Large Energy Firms by tariff type for Great Britain – gas

Source: CMA analysis.
Appendix 4: Trends in retail customer numbers – domestic

Total number of domestic customers by region

1. [×]

Total customer numbers by ‘in-areas’ vs ‘out-areas’ of supply – electricity

[×]

Note: [×].

[×]

Total customer numbers by ‘in-areas’ vs ‘out-areas’ of supply – gas

[×]

Note: [×].

[×]

Total number of domestic customers per year – by tariff type

2. [×]
3. [×]
4. [×]

Total customer numbers by standard/variable and other tariffs – electricity

[×]

Total customer numbers by standard/variable and other tariffs – gas

[×]

Popularity of different tariff types: proportion of domestic customers by tariff type

5. [×]
6. [×]
7. [×]
Monthly proportion of domestic customers by tariff type – electricity

[XXX]

Monthly proportion of domestic customers by tariff type – gas

[XXX]

Total number of domestic customers by tariff type and region

8. [XXX]

9. [XXX]

10. [XXX]

11. [XXX]

12. [XXX]

Total customer numbers by tariff type and region – electricity

[XXX]

Total customer numbers by tariff type and region – gas

[XXX]
Appendix 5: Trends in realised retail prices – domestic

1. [✂]

Trends in realised retail prices for Great Britain

*Annual average revenue per Kw/h across Great Britain of largest six suppliers – electricity*

[✂]

Note: [✂].

*Annual average revenue per Kw/h across Great Britain of largest six suppliers – gas*

[✂]

*Comparison of average revenue by tariff type*

*Monthly average revenue per Kw/h by tariff type (standard/variable versus other) across Great Britain of largest six suppliers – electricity*

[✂]

*Monthly average revenue per Kw/h by tariff type (standard/variable versus other) across Great Britain of largest six suppliers – gas*

[✂]

2. [✂]

*Comparison of in-area and out-of-area average revenue*

*Annual average revenue per Kw/h by supplier by in-area and out-of-area regions*

[✂]

*Comparison of in-area and out-of-area average revenue by tariff type*

*Annual average revenue per Kw/h by supplier by in-area and out-of-area regions and by tariff type (standard/variable tariffs versus other tariffs)*

[✂]
Comparison of average revenue by region by supplier incumbency status

Annual average revenue per KW/h by region by supplier incumbency status – electricity
3. 
4. 

Annual average revenue per KW/h by region by supplier incumbency status – gas
5. 
6. 
Appendix 6: Trends in realised retail prices – SME

Trends in realised retail prices for Great Britain

*Annual average revenue per Kw/h across Great Britain of largest six suppliers – electricity*

[●●]

*Annual average revenue per Kw/h across Great Britain of largest six suppliers – gas*

[●●]
Appendix 7: Evolution of costs – domestic

Great Britain

Annual average energy costs per KW/h for Great Britain – electricity

Annual average energy costs per KW/h for Great Britain – gas

Annual average total direct costs per KW/h for Great Britain – electricity

Annual average total direct costs per KW/h for Great Britain – gas

Region

Annual average network costs per KW/h by region – electricity

Annual average network costs per KW/h by region – gas
Appendix 8: Evolution of costs – SME

Great Britain

Annual average energy costs per KW/h for Great Britain – electricity

[XXX]

Annual average energy costs per KW/h for Great Britain – gas

[XXX]

Annual average total direct costs per KW/h for Great Britain – electricity

[XXX]

Annual average total direct costs per KW/h for Great Britain – gas

[XXX]
Appendix 9: Comparison of prices and costs – domestic

1. [[X]

Annual average revenue and costs for Great Britain by supplier and fuel type

[X]
Appendix 10: Comparison of prices and costs – SME

1. [✗]
Appendix 11: Trends in external switching – domestic

1. [x]

External switching, Great Britain

2. [x]

Annual numbers of accounts gained and lost (millions) for Great Britain – electricity

[xxx]

Annual numbers of accounts gained and lost (millions) for Great Britain – gas

[xxx]

3. [x]

Monthly numbers of accounts gained and lost (millions) for Great Britain by fuel type

[xxx]

External switching by tariff type, Great Britain

4. [x]

Annual numbers of accounts gained and lost (millions) by supplier and by tariff type – electricity

[xxx]

Annual numbers of accounts gained and lost (millions) by supplier and by tariff type – gas

[xxx]

External switching by payment type, Great Britain

Annual numbers of accounts gained and lost (thousands) – electricity

[xxx]
Number of wins, by tariff type, by in-area and out-of-area

5. 

6. 

7. 

Annual number of customers won by tariff type and by in-area and-of-area – electricity

Annual number of customers won by tariff type and by in-area and-of-area – gas
Appendix 12: Trends in internal switching – domestic

Great Britain

*Annual numbers of customers switching internally – electricity*

[●●]

*Annual numbers of customers switching internally – gas*

[●●]

*Monthly numbers of customers switching internally – electricity*

[●●]

*Monthly numbers of customers switching internally – gas*

[●●]

Internal switching by tariff type, Great Britain

*Annual numbers of customers switching to standard variable tariff – electricity*

[●●]

*Annual numbers of customers switching to standard variable tariff (millions) – gas*

[●●]

*Annual numbers of customers switching to non-standard tariffs – electricity*

[●●]

*Annual numbers of customers switching to non-standard tariffs – gas*

[●●]

*Monthly numbers of customers switching to standard variable tariff – electricity*

[●●]
Monthly numbers of customers switching to standard variable tariff – gas

[☉☉]

Monthly numbers of customers switching to non-standard tariffs – electricity

[☉☉]

Monthly numbers of customers switching to non-standard tariffs (millions) – gas

[☉☉]
Internal switching outcomes for customers previously on non-standard tariffs, Great Britain

Proportion of customers switching internally to standard variable by fuel type and by year (Base: customers that were previously on no-standard tariff)

[●●]

Number of customers switching internally to standard variable and non-standard by fuel type and by year (Base: customers switching internally that were previously on no-standard tariff)

[●●]
Appendix 13: Longevity of customer relationships – domestic and SME

1. [×]

Longevity of customer relationship with supplier British Gas by fuel type – domestic

[×]

Longevity of customer relationship with supplier EDF by fuel type – domestic

[×]

Longevity of customer relationship with supplier E.ON by fuel type – domestic

[×]

Longevity of customer relationship with supplier RWE by fuel type – domestic

[×]

Longevity of customer relationship with supplier SP by fuel type – domestic

[×]

Longevity of customer relationship with supplier SSE by fuel type – domestic

[×]

Longevity of customer relationship with supplier British Gas by fuel type – SME

[×]
Longevity of customer relationship with supplier EDF by fuel type – SME

[ görünüm]

Longevity of customer relationship with supplier RWE by fuel type – SME

[ görünüm]

Longevity of customer relationship with supplier SP by fuel type – SME

[ görünüm]

Longevity of customer relationship with supplier SSE by fuel type – SME

[ görünüm]
Appendix 14: Trends in complaints – domestic

Total number of complaints by year across the largest six suppliers

Number of complaints by year for each of the largest six suppliers

Proportion of complaints by category by year separately for: British Gas, EDF, E.ON, SP and SSE

Proportion of complaints by category by year for: British Gas, EDF, E.ON, SP and SSE
Appendix 15: Customer acquisitions by channel

Customer acquisitions by channel, by year and by supplier: largest six suppliers and mid-tier suppliers – domestic

Legend for graphs

[]  []
Customer acquisitions by channel, by year and by supplier: largest six suppliers and mid-tier suppliers – SME

Legend for graphs

[inciple] [inciple]