Appendix 7.5: Descriptive statistics (retail)

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1. Introduction

1. In this appendix we report the descriptive statistics for the retail supply in Great Britain (GB) of gas and electricity to domestic customers.

2. These statistics are generated primarily using information provided by the Six Large Energy Firms (SLEFs). We are still working with some of these suppliers to ensure that the data they submit is consistent and correct. The results reported in this appendix are based on the information provided as at 30 June 2015. Where we have particular concerns, these are noted alongside the relevant results in this appendix. There are likely to be further revisions to the data post provisional findings

3. The structure of this appendix is as follows. We first provide figures and tables of the descriptive statistics that form the basis of the commentary in the main provisional findings report. These figures and tables are set out in parts 2 to 7 of this appendix under the following headings:

- Average revenue per kWh
- Acquisitions
- Market share
- Customer numbers

- Length of tenure with current supplier
- Complaints

4. We then set out the key data definitions for these statistics in parts 8 to 12 of this appendix under the following headings.

- Customer definition
- Data coverage
- Revenue and costs
- Length of tenure with current supplier
- Acquisitions

Figures and tables

2. Average revenue per kWh

5. The figures and tables in this section show results for the average revenue per kWh. For details on data coverage and data definitions please see the 'data definitions' section (parts 8 to 12).

Revenue per kWh by tariff type and payment type – by supplier

6. The tables in this section show the annual average revenue in £ per kWh separately for each supplier. The revenue is displayed separately for customers in the following four groups:

- Standard variable tariff (SVT) – across all payment types. Standard variable tariff and paying by prepayment (PP).
- Standard variable tariff and paying by standard credit (CR).
- Standard variable tariff (SVT) and paying by direct debit (DD).
- Non-standard tariffs (NST) – across all payment types.
- Non-standard tariff and paying by standard credit (CR).
- Non-standard tariff (SVT) and paying by direct debit (DD).

Table 1: Average revenue per kWh for GB separately by supplier, year and tariff/payment type

British Gas (BG)

				£ per kWh
Electricity tariff/payment type	*2011*	*2012*	*2013*	*2014*
SVT – All	[✂]	[✂]	[✂]	[✂]
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
SVT – DD	[✂]	[✂]	[✂]	[✂]
NST – All	[✂]	[✂]	[✂]	[✂]
NST – CR	[✂]	[✂]	[✂]	[✂]
NST – DD	[✂]	[✂]	[✂]	[✂]

				£ per kWh
Gas tariff/ payment type	*2011*	*2012*	*2013*	*2014*
SVT – All	[✂]	[✂]	[✂]	[✂]
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
SVT – DD	[✂]	[✂]	[✂]	[✂]
NST – All	[✂]	[✂]	[✂]	[✂]
NST – CR	[✂]	[✂]	[✂]	[✂]
NST – DD	[✂]	[✂]	[✂]	[✂]

EDF Energy (EDF)

				£ per kWh
Electricity tariff/payment type	*2011*	*2012*	*2013*	*2014*
SVT – All	[✂]	[✂]	[✂]	[✂]
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
SVT – DD	[✂]	[✂]	[✂]	[✂]
NST – All	[✂]	[✂]	[✂]	[✂]
NST – CR	[✂]	[✂]	[✂]	[✂]
NST – DD	[✂]	[✂]	[✂]	[✂]

				£ per kWh
Gas *tariff/ payment type*	*2011*	*2012*	*2013*	*2014*
SVT – All	[✂]	[✂]	[✂]	[✂]
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
SVT – DD	[✂]	[✂]	[✂]	[✂]
NST – All	[✂]	[✂]	[✂]	[✂]
NST – CR	[✂]	[✂]	[✂]	[✂]
NST – DD	[✂]	[✂]	[✂]	[✂]

E.ON

				£ per kWh
Electricity tariff/payment type	*2011*	*2012*	*2013*	*2014*
SVT – All	[✂]	[✂]	[✂]	[✂]
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
SVT – DD	[✂]	[✂]	[✂]	[✂]
NST - All	[✂]	[✂]	[✂]	[✂]
NST - CR	[✂]	[✂]	[✂]	[✂]
NST - DD	[✂]	[✂]	[✂]	[✂]

				£ per kWh
Gas tariff/ payment type	*2011*	*2012*	*2013*	*2014*
SVT – All	[✂]	[✂]	[✂]	[✂]
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
SVT – DD	[✂]	[✂]	[✂]	[✂]
NST – All	[✂]	[✂]	[✂]	[✂]
NST – CR	[✂]	[✂]	[✂]	[✂]
NST – DD	[✂]	[✂]	[✂]	[✂]

RWE

				£ per kWh
Electricity tariff/ payment type	*2011*	*2012*	*2013*	*2014*
SVT – All	[✂]	[✂]	[✂]	[✂]
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
SVT – DD	[✂]	[✂]	[✂]	[✂]
NST – All	[✂]	[✂]	[✂]	[✂]
NST – CR	[✂]	[✂]	[✂]	[✂]
NST – DD	[✂]	[✂]	[✂]	[✂]

£ per kWh

Gas tariff/ payment type	*2011*	*2012*	*2013*	*2014*
SVT – All	[✂]	[✂]	[✂]	[✂]
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
SVT – DD	[✂]	[✂]	[✂]	[✂]
NST – All	[✂]	[✂]	[✂]	[✂]
NST – CR	[✂]	[✂]	[✂]	[✂]
NST – DD	[✂]	[✂]	[✂]	[✂]

Note: The CMA notes that the data supplied by RWE for electricity NST for standard credit customers might be inaccurate. This data will be reviewed and revised if incorrect

Scottish Power (SP)

£ per kWh

Electricity tariff/payment type	*2011*	*2012*	*2013*	*2014*
SVT – All	[✂]	[✂]	[✂]	[✂]
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
SVT – DD	[✂]	[✂]	[✂]	[✂]
NST – All	[✂]	[✂]	[✂]	[✂]
NST – CR	[✂]	[✂]	[✂]	[✂]
NST – DD	[✂]	[✂]	[✂]	[✂]

£ per kWh

Gas tariff/ payment type	*2011*	*2012*	*2013*	*2014*
SVT – All	[✂]	[✂]	[✂]	[✂]
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
SVT – DD	[✂]	[✂]	[✂]	[✂]
NST – All	[✂]	[✂]	[✂]	[✂]
NST – CR	[✂]	[✂]	[✂]	[✂]
NST – DD	[✂]	[✂]	[✂]	[✂]

SSE

Electricity tariff/ payment type	*2011*	*2012*	*2013*	*£ per kWh* *2014*
SVT – All	[✂]	[✂]	[✂]	[✂]
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
SVT – DD	[✂]	[✂]	[✂]	[✂]
NST – All	[✂]	[✂]	[✂]	[✂]
NST – CR	[✂]	[✂]	[✂]	[✂]
NST – DD	[✂]	[✂]	[✂]	[✂]

Gas tariff/ payment type	*2011*	*2012*	*2013*	*£ per kWh* *2014*
SVT – All	[✂]	[✂]	[✂]	[✂]
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
SVT – DD	[✂]	[✂]	[✂]	[✂]
NST – All	[✂]	[✂]	[✂]	[✂]
NST – CR	[✂]	[✂]	[✂]	[✂]
NST – DD	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis of profiled revenue data submitted by suppliers.
Note: Data is not displayed for NST – PP due to low/no customers falling into this group.[1]

Percentage difference in revenue per kWh between customers on standard variable and direct debit versus other groups – by supplier and year

7. The tables in this section show the percentage difference between the average revenue per kWh from customers on standard variable tariffs paying by direct debit with customers in three different categories:

   - Standard variable tariffs and paying by prepayment.
   - Standard variable tariffs and paying by standard credit.
   - Non-standard tariffs – all payment types.

8. The percentage difference is shown on an annual basis, separately for each supplier, for the period 2011 to 2014. The figures for percentage difference in these tables are calculated using the figures in £ per kWh in the tables in the previous section.[2]

[1] For SSE, customers on loyalty tariffs are classified as non-standard tariffs. Customers on these loyalty tariffs paid the standard variable rate and earned customer loyalty points on third party schemes. [✂]. We will discuss with SSE providing revised results where customers on loyalty tariffs are classified as standard variable. This applies to all figures and tables where we report results for profiled revenue and cost data. For further details, see part 9 (data coverage) in this appendix.
[2] Any differences will be explained by rounding.

Table 2: Percentage difference in average revenue per kWh between SVT-DD and other categories – by supplier and year

British Gas

%

Electricity tariff/ payment type	*2011*	*2012*	*2013*	*2014*
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
NST	[✂]	[✂]	[✂]	[✂]

%

Gas tariff/ payment type	*2011*	*2012*	*2013*	*2014*
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
NST	[✂]	[✂]	[✂]	[✂]

EDF

%

Electricity tariff/ payment type	*2011*	*2012*	*2013*	*2014*
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
NST	[✂]	[✂]	[✂]	[✂]

%

Gas tariff/ payment type	*2011*	*2012*	*2013*	*2014*
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
NST	[✂]	[✂]	[✂]	[✂]

E.ON

%

Electricity tariff/ payment type	*2011*	*2012*	*2013*	*2014*
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
NST	[✂]	[✂]	[✂]	[✂]

%

Gas tariff/ payment type	*2011*	*2012*	*2013*	*2014*
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
NST	[✂]	[✂]	[✂]	[✂]

RWE

%

Electricity tariff/ payment type	*2011*	*2012*	*2013*	*2014*
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
NST	[✂]	[✂]	[✂]	[✂]

Gas tariff/ payment type				*%*
	2011	*2012*	*2013*	*2014*
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
NST	[✂]	[✂]	[✂]	[✂]

Scottish Power

				%
Electricity tariff/ payment type	*2011*	*2012*	*2013*	*2014*
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
NST	[✂]	[✂]	[✂]	[✂]

				%
Gas tariff/ payment type	*2011*	*2012*	*2013*	*2014*
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
NST	[✂]	[✂]	[✂]	[✂]

SSE

				%
Electricity tariff/ payment type	*2011*	*2012*	*2013*	*2014*
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
NST	[✂]	[✂]	[✂]	[✂]

				%
Gas tariff/ payment type	*2011*	*2012*	*2013*	*2014*
SVT – PP	[✂]	[✂]	[✂]	[✂]
SVT – CR	[✂]	[✂]	[✂]	[✂]
NST	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis of profiled revenue data submitted by suppliers.

Revenue per kWh by tariff type across the Six Large Energy Firms

9. The tables in this section show the annual weighted average revenue in £ per kWh across all Six Large Energy Firms, with results provided separately for standard variable and non-standard tariffs.[3]

[3] Customer numbers are used to generate the weighted average across all Six Large Energy Firms.

Table 3: Weighted average revenue per kWh across the Six Large Energy Firms separately for SVTs and non-standard tariffs

£ per KWh

	SVT		*NST*	
Year	*Electricity*	*Gas*	*Electricity*	*Gas*
2011	0.122	0.040	0.111	0.035
2012	0.130	0.044	0.119	0.039
2013	0.141	0.046	0.129	0.042
2014	0.150	0.049	0.134	0.044

Source: CMA analysis of profiled revenue data submitted by suppliers.

Percentage difference in revenue per kWh between standard variable and non-standard variable tariffs

10. The tables in this section compare the average revenue in £ per kWh between standard variable and non-standard tariffs. The first table shows the results separately for each supplier and year. The second table shows the weighted average across all the Six Large Energy Firms separately by year. The third table shows the weighted average across all the Six Large Energy Firms across the period 2011 to 2014.[4]

Table 4: Percentage difference in the average revenue per kWh between SVTs and NSTs – by supplier

Electricity *%*

Year	*BG*	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*
2011	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Gas *%*

Year	*BG*	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*
2011	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis of profiled revenue data submitted by suppliers.
Note: A positive figure means that the figure for SVT is higher than the figure for NST. The base for the percentage difference calculation is the NST figure.

[4] The weighted average result for each year is averaged (simple average) across the period 2011 to 2014.

Table 5: Percentage difference in the weighted average revenue per kWh across SLEFs between SVTs and NSTs – by year

		%
Year	*Electricity*	*Gas*
2011	9.8	17.2
2012	9.4	12.0
2013	9.4	10.5
2014	11.3	12.0

Source: CMA analysis of profiled revenue data submitted by suppliers.
Notes:
1. Results for Table 5 are generated using the results from Table 3. Any differences between the results in the tables are due to rounding.
2. A positive figure means that the figure for SVT is higher than the figure for NST. The base for the percentage difference calculation is the NST figure.

Table 6: Percentage difference in the weighted average revenue per kWh across SLEFs between SVTs and NSTs – mean across 2011 to 2014

		%
Time period	*Electricity*	*Gas*
2011 – 2014	10.0	12.9

Source: CMA analysis of profiled revenue data submitted by suppliers.
Notes:
1. Results for Table 6 are generated using the results from Table 5. The weighted average result for each year shown in Table 5 is averaged (simple average) across the period 2011 to 2014 to generate the results shown in Table 6. Any differences between the results in the tables are due to rounding.
2. A positive figure means that the figure for SVT is higher than the figure for NST. The base for the percentage difference calculation is the NST figure.

Revenue per kWh by tariff type across the Six Large Energy Firms, for direct debit customers only

11. The table in this section shows the annual average revenue in £ per kWh for direct debit customers only. Results are presented separately for standard variable and non-standard tariffs and represent the weighted average across all the Six Large Energy Firms.[5]

Table 7: Weighted average revenue per kWh across the Six Large Energy Firms separately for SVTs and NSTs – direct debit customers only

				£ per KWh
	SVT		*NST*	
Year	*Electricity*	*Gas*	*Electricity*	*Gas*
2011	0.116	0.037	0.110	0.035
2012	0.125	0.041	0.118	0.038
2013	0.136	0.045	0.127	0.041
2014	0.144	0.047	0.133	0.043

Source: CMA analysis of profiled revenue data submitted by suppliers.

[5] Customer numbers are used to weight the results.

Percentage difference in revenue per kWh between standard variable and non-standard tariffs, for direct debit customers only

12. The tables in this section compare the average revenue in £ per kWh between standard variable and non-standard tariffs for direct debit customers only. The first table shows the results separately for each supplier and year. The second table shows the weighted average across all the Six Large Energy Firms separately by year. The third table shows the weighted average across all the Six Large Energy Firms across the period 2011 to 2014.[6]

Table 8: Percentage difference in average revenue per kWh between SVTs and NSTs – by supplier – direct debit customers only

Electricity — *%*

Year	*BG*	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*
2011	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Gas — *%*

Year	*BG*	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*
2011	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis of profiled revenue data submitted by suppliers.
Note: A positive figure means that the figure for SVT is higher than the figure for NST. The base for the percentage difference calculation is the NST figure.

Table 9: Percentage difference in the weighted average revenue per kWh across SLEFs between SVTs and NSTs, by year – direct debit customers only

%

Year	*Electricity*	*Gas*
2011	6.0	7.0
2012	5.8	8.5
2013	7.1	9.0
2014	8.4	8.4

Source: CMA analysis of profiled revenue data submitted by suppliers.
Notes:
1. Results for Table 9 are generated using the results from Table 7. Any differences between the results are due to rounding.
2. A positive figure means that the figure for SVT is higher than the figure for NST. The base for the percentage difference calculation is the NST figure.

[6] The weighted average result for each year is averaged (simple average) across the period 2011 to 2014.

Table 10: Percentage difference in the weighted average revenue per kWh across SLEFs between SVTs and NSTs, mean across 2011 to 2014 – direct debit customers only

		%
Time period	*Electricity*	*Gas*
2011 – 2014	6.8	8.2

Source: CMA analysis of profiled revenue data submitted by suppliers.
Notes:
1. Results for Table 10 are generated using the results from Table 9. The weighted average result for each year shown in Table 9 is averaged (simple average) across the period 2011 to 2014 to generate the results shown in Table 10. Any differences between the results are due to rounding.
2. A positive figure means that the figure for SVT is higher than the figure for NST. The base for the percentage difference calculation is the NST figure.

Graphical comparison of SVT and NST by payment type

13. The figures in this section show the average revenue per kWh for each supplier with results shown separately for standard variable and non-standard tariffs. Figures 1 and 2 show the results across all payment types. Figures 3 and 4 show the results for customers paying by direct debit. Figures 5 and 6 show the results for customers paying by standard credit.

Figure 1: Average revenue per kWh for SVT and NST (across all payment methods) – electricity

[✂]

Source: CMA analysis of supplier data.
Note: The CMA notes that the data supplied by RWE for NST for standard credit customers might be inaccurate. This data will be reviewed and revised if incorrect.

Figure 2: Average revenue per kWh for SVT and NST (across all payment methods) – gas

[✂]

Source: CMA analysis of supplier data.

Figure 3: Average revenue per kWh for SVT and NST for direct debit customers only – electricity

[✂]

Source: CMA analysis of supplier data.
Note: Graph includes data up to Q4 2014 for all suppliers.

Figure 4: Average revenue per kWh for SVT and NST for direct debit customers only – gas

[✂]

Source: CMA analysis of supplier data
Note: Graph includes data up to Q4 2014 for all suppliers.

Figure 5: Average revenue per kWh for SVT and NST for standard credit customers only – electricity

[✂]

Source: CMA analysis of supplier data.
Note: The CMA notes that the data supplied by RWE for NST for standard credit customers might be inaccurate. This data will be reviewed and revised if incorrect.

Figure 6: Average revenue per kWh for SVT and NST for standard credit customers only – gas

[✂]

Source: CMA analysis of supplier data.

Revenue per kWh for mid-tier suppliers

14. The table in this section shows the annual average revenue in £ per kWh for First Utility (FU), Ovo Energy and Utility Warehouse (UW).

Table 11: Average revenue per kWh for mid-tier suppliers (First Utility, Ovo Energy and Utility Warehouse)

						£ per KWh
	Electricity			*Gas*		
Year	*FU*	*Ovo*	*UW*	*FU*	*Ovo*	*UW*
2009	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2010	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2011	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis of profiled revenue data submitted by suppliers.
Note: [✂].

Comparison of revenue per kWh between the Six Large Energy Firms and mid-tier suppliers

15. The tables in this section compare the average revenue in £ per kWh between the Six Large Energy Firms and each of the following mid-tier suppliers: First Utility, Ovo Energy and Utility Warehouse. In the first table the difference between the Six Large Energy Firms and mid-tiers is shown across all tariff types. In the second table, the results for the Six Large Energy Firms are shown for standard variable tariffs only.

Table 12: Comparison of average revenue per kWh across suppliers in 2014 – percentage difference between SLEFs and each mid-tier supplier

		%
Tariff	*Electricity*	*Gas*
SLEFs (all tariffs) and FU	4.2	19.4
SLEFs (all tariffs) and Ovo	10.6	11.9
SLEFs (all tariffs) and UW	–1.0	1.5

Source: CMA analysis of profiled revenue data submitted by suppliers.
Note: A positive figure means that the SLEF figure is higher than the figure for the mid-tier. The base for the percentage difference calculation is the mid-tier supplier.

Table 13: Comparison of average revenue per kWh across suppliers in 2014 – percentage difference between SLEFs (SVTs only) and each mid-tier supplier

		%
Tariff	*Electricity*	*Gas*
SLEFs (SVT) and FU	7.8	24.7
SLEFs (SVT) and Ovo	14.3	16.8
SLEFs (SVT) and UW	2.4	6.0

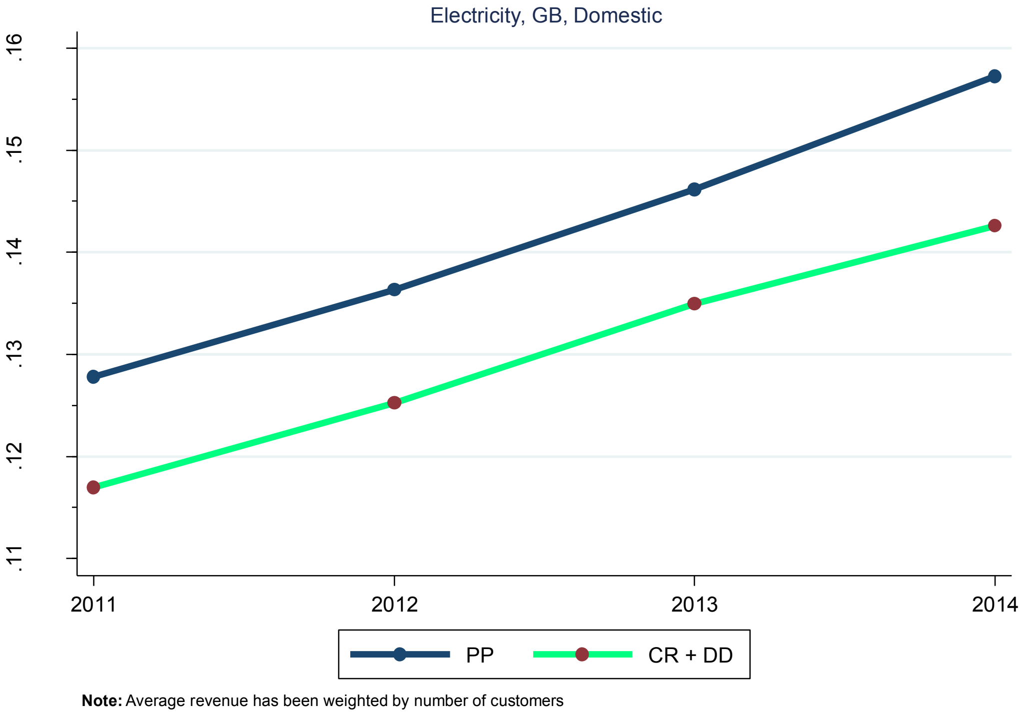
Source: CMA analysis of profiled revenue data submitted by suppliers.
Notes:
1. The calculations of percentage difference use the figures for mid-tiers for 2014 shown in Table 11 and use the figures for the SLEF suppliers for 2014 shown in Table 3. Any differences are due to rounding.
2. A positive figure means that the SLEFs' figure is higher than the figure for the mid-tier. The base for the percentage difference calculation is the mid-tier supplier.

Revenue per kWh by payment type

16. Figures 1 and 2 and Table 14 show the annual weighted average revenue in £ per kWh across all Six Large Energy Firms, with results provided separately for customers paying by prepayment (PP) and those paying by standard credit (CR) or direct debit (DD).[7] The results are shown across all tariff types.

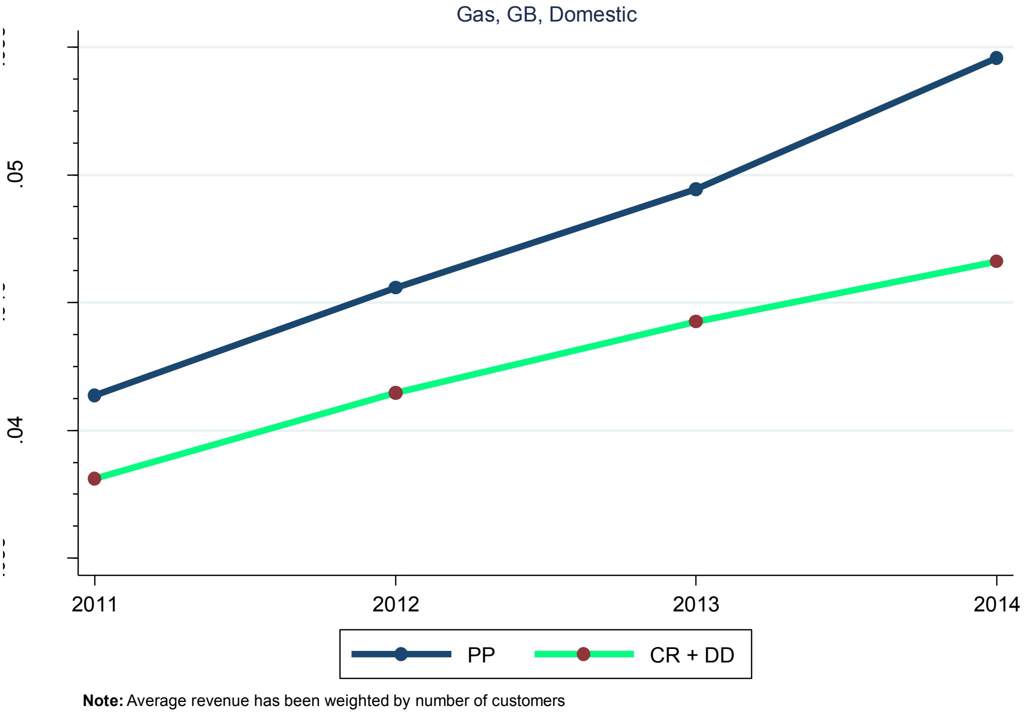
[7] Customer numbers are used to generate the weighted average across all SLEFs. The values shown in Figures 1 and 2 are tabulated in Table 14.

Figure 7: Comparison of weighted average revenue per kWh across SLEFs for prepayment customers and non-prepayment customers – electricity



Source: CMA analysis of profiled revenue data submitted by suppliers.
Note: The figures are tabulated in Table 14.

Figure 8: Weighted average revenue per kWh across SLEFs – gas



Source: CMA analysis of profiled revenue data submitted by suppliers.
Note: The figures are tabulated in Table 14.

Table 14: Comparison of weighted average revenue per kWh across SLEFs for prepayment customers and non-prepayment customers – electricity and gas

			£ per kWh
Year	*Payment method*	*Electricity*	*Gas*
2011	Prepayment	0.128	0.041
2011	Credit + direct debit	0.117	0.038
2012	Prepayment	0.136	0.046
2012	Credit + direct debit	0.125	0.041
2013	Prepayment	0.146	0.049
2013	Credit + direct debit	0.135	0.044
2014	Prepayment	0.157	0.055
2014	Credit + direct debit	0.143	0.047

Source: CMA analysis of profiled revenue data submitted by suppliers.

17. Table 15 shows the annual average revenue in £ per kWh by supplier for prepayment customers. Table 16 shows the annual average revenue in £ per kWh by supplier for standard credit and direct debit customers.

Table 15: Average revenue per kWh for prepayment customers by supplier and year

Electricity						*£ per kWh*
Year	*BG*	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*
2011	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Gas						*£ per kWh*
Year	*BG*	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*
2011	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis of profiled revenue data submitted by suppliers.

Table 16: Average revenue per kWh for standard credit and direct debit customers – by supplier and year

Electricity *£ per kWh*

Year	*BG*	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*
2011	[✄]	[✄]	[✄]	[✄]	[✄]	[✄]
2012	[✄]	[✄]	[✄]	[✄]	[✄]	[✄]
2013	[✄]	[✄]	[✄]	[✄]	[✄]	[✄]
2014	[✄]	[✄]	[✄]	[✄]	[✄]	[✄]

Gas *£ per kWh*

Year	*BG*	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*
2011	[✄]	[✄]	[✄]	[✄]	[✄]	[✄]
2012	[✄]	[✄]	[✄]	[✄]	[✄]	[✄]
2013	[✄]	[✄]	[✄]	[✄]	[✄]	[✄]
2014	[✄]	[✄]	[✄]	[✄]	[✄]	[✄]

Source: CMA analysis of profiled revenue data submitted by suppliers.
Note: SSE has derived slightly different results from those shown in the table above however we have not replaced our results as these are derived from the source dataset that SSE provided in line with the required data definitions. This difference does not have material impact on the results. The results that SSE derived are displayed in the table below.

Table 17: Difference in revenue per kWh by payment type

£ per kWh

Year	*Electricity*	*Gas*
2011	[✄]	[✄]
2012	[✄]	[✄]
2013	[✄]	[✄]
2014	[✄]	[✄]

Source: CMA analysis of profiled revenue data submitted by suppliers.

Percentage difference in revenue per kWh between payment types

18. The tables in this section compare the average revenue in £ per kWh of pre-payment customers with standard credit/direct debit customers. The first table shows the results separately for each supplier and year. The second table shows the weighted average across all the Six Large Energy Firms separately by year. The third table shows the weighted average across all the Six Large Energy Firms across the period 2011 to 2014.[8]

[8] The weighted average result for each year is averaged (simple average) across the period 2011 to 2014.

Table 18: Percentage difference in the average revenue per kWh between pre-payment and non-prepayment – by supplier and year

Electricity *%*

Year	*BG*	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*
2011	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Gas *%*

Year	*BG*	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*
2011	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis of profiled revenue data submitted by suppliers.
Notes:
1. The percentage difference is calculated using results from Tables 15 and 16. Any differences are due to rounding.
2. A positive figure means that the figure for prepayment is higher than the figure for non-prepayment. The base for the percentage difference calculation is the non-prepayment figure.

Table 19: Percentage difference in the weighted average revenue per kWh across SLEFs between prepayment and non-prepayment – by year

%

Year	*Electricity*	*Gas*
2011	9.3	8.6
2012	8.9	9.9
2013	8.3	11.7
2014	10.3	17.1

Source: CMA analysis of profiled revenue data submitted by suppliers.
Notes:
1. The percentage difference is calculated using results from Table 14. Any differences are due to rounding.
2. A positive figure means that the figure for prepayment is higher than the figure for non-prepayment. The base for the percentage difference calculation is the non-prepayment figure.

Table 20: Percentage difference in the weighted average revenue per kWh across SLEFs between prepayment and non-prepayment customers – mean across 2011 to 2014

%

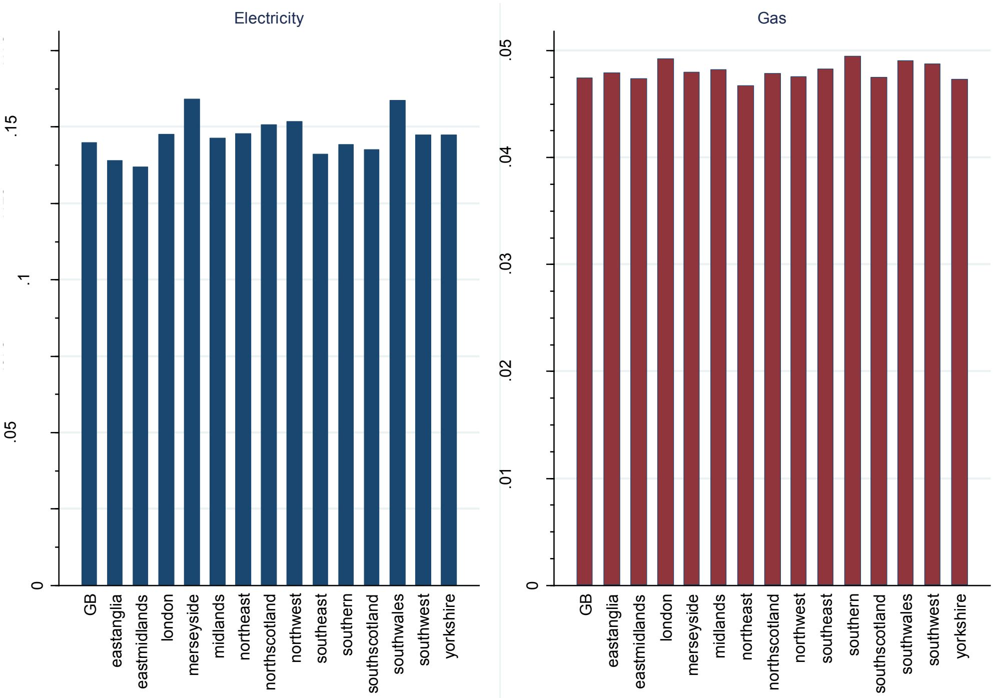
Time period	*Electricity*	*Gas*
2011 – 2014	9.2	11.8

Source: CMA analysis of profiled revenue data submitted by suppliers.
Notes:
1. The percentage difference is calculated using results from Table 19. A simple average of the annual figure is calculated to obtain the average across the period 2011 to 2014. Any differences are due to rounding.
2. A positive figure means that the figure for prepayment is higher than the figure for non-prepayment. The base for the percentage difference calculation is the non-prepayment figure.

Revenue per kWh by region

19. The figure and table in this section show the annual average revenue in £ per kWh separately for each region.

Figure 9: Weighted average revenue per kWh across SLEFs in 2014



Source: CMA analysis of profiled revenue data submitted by suppliers.
Notes:
1. Graph includes data up to Q4 2014 for all suppliers.
2. Average revenue per kWh has been weighted by number of customers.
3. GB figures are weighted averages across all SLEFs.
4. For electricity: for regions Merseyside & North Wales and South Scotland – average revenue per kWh figures relate to all suppliers; for all other regions, average revenue per kWh figures do not include Scottish Power as they were not able to provide data for other regions.
5. For gas: GB includes all suppliers; for all other regions, average revenue per kWh figures do not include Scottish Power.
6. The figures are tabulated in Table 20.
7. The CMA notes that the regional revenue data supplied by RWE may need to be revised (reference: RWE letter sent to the CMA on 30 June 2015 3.21pm).

Table 21: Weighted average revenue per kWh across SLEFs in 2014

	£ per KWh	
Region	*Electricity*	*Gas*
GB	0.145	0.047
East Anglia	0.139	0.048
East Midlands	0.137	0.047
London	0.148	0.049
Merseyside & North Wales	0.159	0.048
Midlands	0.146	0.048
North East	0.148	0.047
North Scotland	0.151	0.048
North West	0.152	0.048
South East	0.141	0.048
Southern	0.144	0.049
South Scotland	0.143	0.047
South Wales	0.159	0.049
South West	0.147	0.049
Yorkshire	0.147	0.047

Source: CMA analysis of profiled revenue data submitted by suppliers.
Notes: Average revenue per kWh has been weighted by number of customers.

Revenue and costs per kWh

20. Table 22 shows the weighted average revenue and direct cost per kWh across the Six Large Energy Firms. The results for revenue are presented separately for standard variable tariffs and for all tariffs.

Table 22: Weighted average realised price and weighted average direct cost per kWh across standard-variable tariffs and non-standard tariffs across SLEFs

			£ per KWh
Year	*Tariff type*	*Electricity revenue*	*Electricity direct costs*
2011	SVT	0.122	
2012	SVT	0.130	
2013	SVT	0.141	
2014	SVT	0.150	
2011	All tariffs	0.119	0.101
2012	All tariffs	0.127	0.109
2013	All tariffs	0.137	0.117
2014	All tariffs	0.145	0.121

			£ per KWh
Year	*Tariff type*	*Gas revenue*	*Gas direct costs*
2011	SVT	0.040	
2012	SVT	0.044	
2013	SVT	0.046	
2014	SVT	0.049	
2011	All tariffs	0.038	0.032
2012	All tariffs	0.042	0.035
2013	All tariffs	0.045	0.038
2014	All tariffs	0.047	0.040

Source: CMA analysis of profiled revenue and cost data submitted by suppliers.
Note: This table contains the data that relates to Figure 7 in Appendix 7.2: Cost pass-through.

21. 2. Average revenue and direct costs per kWh has been weighted by each supplier's market share (based on customer numbers – meter points) in that year within domestic gas or electricity. Table 23 presents the weighted

average revenue and direct cost per kWh for each of the Six Large Energy Firms. The results for revenue are presented separately for standard variable tariffs and for all tariffs.

Table 23: Average realised price and average direct cost per kWh across standard-variable tariffs and non-standard tariffs of each of SLEFs separately

British Gas

£ per KWh

Year	*Electricity revenue for all tariffs*	*Electricity revenue for SVTs*	*Electricity direct costs*
2004			
2005	[✂]	[✂]	[✂]
2006	[✂]	[✂]	[✂]
2007	[✂]	[✂]	[✂]
2008	[✂]	[✂]	[✂]
2009	[✂]	[✂]	[✂]
2010	[✂]	[✂]	[✂]
2011	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]

£ per KWh

Year	*Gas revenue for all tariffs*	*Gas revenue for SVTs*	*Gas direct costs*
2004			
2005	[✂]	[✂]	[✂]
2006	[✂]	[✂]	[✂]
2007	[✂]	[✂]	[✂]
2008	[✂]	[✂]	[✂]
2009	[✂]	[✂]	[✂]
2010	[✂]	[✂]	[✂]
2011	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]

Source: CMA analysis of profiled revenue and cost data submitted by supplier.
Note: This table contains the underlying data that relates to Figure 8 in Appendix 7.2: Cost pass-through.

EDF

£ per KWh

Year	*Electricity revenue for all tariffs*	*Electricity revenue for SVTs*	*Electricity direct costs*
2004	[✂]	[✂]	[✂]
2005	[✂]	[✂]	[✂]
2006	[✂]	[✂]	[✂]
2007	[✂]	[✂]	[✂]
2008	[✂]	[✂]	[✂]
2009	[✂]	[✂]	[✂]
2010	[✂]	[✂]	[✂]
2011	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]

£ per KWh

Year	*Gas revenue for all tariffs*	*Gas revenue for SVTs*	*Gas direct costs*
2004	[✂]	[✂]	[✂]
2005	[✂]	[✂]	[✂]
2006	[✂]	[✂]	[✂]
2007	[✂]	[✂]	[✂]
2008	[✂]	[✂]	[✂]
2009	[✂]	[✂]	[✂]
2010	[✂]	[✂]	[✂]
2011	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]

Source: CMA analysis of profiled revenue and cost data submitted by supplier.
Note: This table contains the underlying data that relates to Figure 9 in Appendix 7.2: Cost pass-through.

E.ON

£ per KWh

Year	*Electricity revenue for all tariffs*	*Electricity revenue for SVTs*	*Electricity direct costs*
2004	[✂]	[✂]	[✂]
2005	[✂]	[✂]	[✂]
2006	[✂]	[✂]	[✂]
2007	[✂]	[✂]	[✂]
2008	[✂]	[✂]	[✂]
2009	[✂]	[✂]	[✂]
2010	[✂]	[✂]	[✂]
2011	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]

£ per KWh

Year	*Gas revenue for all tariffs*	*Gas revenue for SVTs*	*Gas direct costs*
2004	[✂]	[✂]	[✂]
2005	[✂]	[✂]	[✂]
2006	[✂]	[✂]	[✂]
2007	[✂]	[✂]	[✂]
2008	[✂]	[✂]	[✂]
2009	[✂]	[✂]	[✂]
2010	[✂]	[✂]	[✂]
2011	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]

Source: CMA analysis of profiled revenue and cost data submitted by supplier.
Note: This table contains the underlying data that relates to Figure 10 in Appendix 7.2: Cost pass-through.

RWE

£ per KWh

Year	*Electricity revenue for all tariffs*	*Electricity revenue for SVTs*	*Electricity direct costs*
2004	[✂]	[✂]	[✂]
2005	[✂]	[✂]	[✂]
2006	[✂]	[✂]	[✂]
2007	[✂]	[✂]	[✂]
2008	[✂]	[✂]	[✂]
2009	[✂]	[✂]	[✂]
2010	[✂]	[✂]	[✂]
2011	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]

£ per KWh

Year	*Gas revenue for all tariffs*	*Gas revenue for SVTs*	*Gas direct costs*
2004	[✂]	[✂]	[✂]
2005	[✂]	[✂]	[✂]
2006	[✂]	[✂]	[✂]
2007	[✂]	[✂]	[✂]
2008	[✂]	[✂]	[✂]
2009	[✂]	[✂]	[✂]
2010	[✂]	[✂]	[✂]
2011	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]

Source: CMA analysis of profiled revenue and cost data submitted by supplier.
Note: This table contains the underlying data that relates to Figure 11 in Appendix 7.2: Cost pass-through.

Scottish Power

£ per KWh

Year	*Electricity revenue for all tariffs*	*Electricity revenue for SVTs*	*Electricity direct costs*
2004	[✂]	[✂]	[✂]
2005	[✂]	[✂]	[✂]
2006	[✂]	[✂]	[✂]
2007	[✂]	[✂]	[✂]
2008	[✂]	[✂]	[✂]
2009	[✂]	[✂]	[✂]
2010	[✂]	[✂]	[✂]
2011	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]

£ per KWh

Year	*Gas revenue for all tariffs*	*Gas revenue for SVTs*	*Gas direct costs*
2004	[✂]	[✂]	[✂]
2005	[✂]	[✂]	[✂]
2006	[✂]	[✂]	[✂]
2007	[✂]	[✂]	[✂]
2008	[✂]	[✂]	[✂]
2009	[✂]	[✂]	[✂]
2010	[✂]	[✂]	[✂]
2011	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]

Source: CMA analysis of profiled revenue and cost data submitted by supplier.
Note: This table contains the underlying data that relates to Figure 12 in Appendix 7.2: Cost pass-through.

SSE

£ per KWh

Year	*Electricity revenue for all tariffs*	*Electricity revenue for SVTs*	*Electricity direct costs*
2008	[✂]	[✂]	[✂]
2009	[✂]	[✂]	[✂]
2010	[✂]	[✂]	[✂]
2011	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]

£ per KWh

Year	*Gas revenue for all tariffs*	*Gas revenue for SVTs*	*Gas direct costs*
2008	[✂]	[✂]	[✂]
2009	[✂]	[✂]	[✂]
2010	[✂]	[✂]	[✂]
2011	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]

Source: CMA analysis of profiled revenue and cost data submitted by supplier.
Note: This table contains the underlying data that relates to Figure 13 in Appendix 7.2: Cost pass-through.

3. Acquisitions

22. The figures and tables in this section show results for the number of customers acquired. For details on data coverage and data definitions please consult the 'data definitions' section (in particular part 8 on customer definitions, part 9 on data coverage and part 12 on acquisitions).

Acquisitions by tariff type

23. The figures and tables in this section show the proportion of acquisitions onto standard variable tariffs and the proportion of acquisitions onto non-standard tariffs.

Acquisitions onto standard variable tariffs

Table 24: Proportion of acquisitions onto SVTs by supplier

Electricity

%

Year	*Energy suppliers*					
	BG	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*
2009	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2010	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2011	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Gas

%

Year	*Energy suppliers*					
	BG	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*
2009	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2010	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2011	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis of supplier data.
Notes: Acquisitions data is based on meter points except for Scottish Power where data is based on 'individual within a meter point', ie each period of 'occupancy' of a supplied meter point is considered to be a 'customer'.

Acquisitions onto non-standard tariffs

Table 25: Proportion of acquisitions onto NSTs by year and supplier

Electricity

Year	*Energy supplier*					*%*
	BG	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*
2009	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2010	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2011	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Gas

Year	*Energy supplier*					*%*
	BG	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*
2009	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2010	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2011	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis of supplier data.
Notes: Acquisitions data is based on meter points except for Scottish Power where data is based on 'individual within a meter point' ie each period of 'occupancy' of a supplied meter point is considered to be a 'customer'.

Acquisitions by payment type

24. Figure 9 shows the proportion of standard variable acquisitions that are pre-payment and the proportion of standard variable acquisitions that are standard credit or direct debit. Results are presented separately for each of the Six Large Energy Firms.

Figure 9: Proportion of standard variable acquisitions across payment types, by supplier, 2014

[✂]

Source: CMA analysis of supplier data.
Notes:
1. Graph covers GB data up to Q4 2014 for all suppliers.
2. Acquisitions data is based on meter points except for Scottish Power where data is based on 'individual within a meter point' ie each period of 'occupancy' of a supplied meter point is considered to be a 'customer'.

25. The figures displayed in Figure 9 are tabulated in Table 26 below.

Table 26: Proportion of standard variable acquisitions by payment type, by supplier, 2014

			%
Supplier	*Payment type*	*Electricity*	*Gas*
BG	Prepayment	[✂]	[✂]
BG	Credit + direct debit	[✂]	[✂]
EDF	Prepayment	[✂]	[✂]
EDF	Credit + direct debit	[✂]	[✂]
E.ON	Prepayment	[✂]	[✂]
E.ON	Credit + direct debit	[✂]	[✂]
RWE	Prepayment	[✂]	[✂]
RWE	Credit + direct debit	[✂]	[✂]
SP	Prepayment	[✂]	[✂]
SP	Credit + direct debit	[✂]	[✂]
SSE	Prepayment	[✂]	[✂]
SSE	Credit + direct debit	[✂]	[✂]

Source: CMA analysis of supplier data.
Note: Graph covers GB data up to Q4 2014 for all suppliers.

Figure 10: Proportion of acquisitions across payment type and tariff type, 2014

[✂]

Source: CMA analysis of supplier data.
Notes:
1. Graph covers GB data up to Q4 2014 for all suppliers.
2. Acquisitions data is based on meter points except for Scottish Power where data is based on 'individual within a meter point' ie each period of 'occupancy' of a supplied meter point is considered to be a 'customer'.

26. The figures displayed in Figure 10 are tabulated in Table 27 below.

Table 27: Proportion of customers on SVT and NST by supplier, 2014

%

Supplier	*Tariff type*	*Payment type*	*Electricity*	*Gas*
BG	Standard	Prepayment	[✂]	[✂]
BG	Standard	Credit + direct debit	[✂]	[✂]
BG	Non-standard	All	[✂]	[✂]
EDF	Standard	Prepayment	[✂]	[✂]
EDF	Standard	Credit + direct debit	[✂]	[✂]
EDF	Non-standard	All	[✂]	[✂]
E.ON	Standard	Prepayment	[✂]	[✂]
E.ON	Standard	Credit + direct debit	[✂]	[✂]
E.ON	Non-standard	All	[✂]	[✂]
RWE	Standard	Prepayment	[✂]	[✂]
RWE	Standard	Credit + direct debit	[✂]	[✂]
RWE	Non-standard	All	[✂]	[✂]
SP	Standard	Prepayment	[✂]	[✂]
SP	Standard	Credit + direct debit	[✂]	[✂]
SP	Non-standard	All	[✂]	[✂]
SSE	Standard	Prepayment	[✂]	[✂]
SSE	Standard	Credit + direct debit	[✂]	[✂]
SSE	Non-standard	All	[✂]	[✂]

Source: CMA analysis of supplier data.
Note: Graph covers GB data up to Q4 2014 for all suppliers.

27. Table 28 provides a further breakdown of the figures shown in Table 27. It shows for each supplier the proportion of customers by payment type with results calculated separately for acquisitions onto standard variable tariffs and non-standard tariffs.

Table 28: Proportion of customers acquired onto SVT and NSTs by payment type and by supplier, 2014

				%
Supplier	*Tariff type*	*Payment type*	*Electricity*	*Gas*
BG	Standard	Credit	[✂]	[✂]
BG	Standard	Direct debit	[✂]	[✂]
BG	Standard	Prepayment	[✂]	[✂]
BG	Non-standard	Credit	[✂]	[✂]
BG	Non-standard	Direct debit	[✂]	[✂]
BG	Non-standard	Prepayment	[✂]	[✂]
EDF	Standard	Credit	[✂]	[✂]
EDF	Standard	Direct debit	[✂]	[✂]
EDF	Standard	Prepayment	[✂]	[✂]
EDF	Non-standard	Credit	[✂]	[✂]
EDF	Non-standard	Direct debit	[✂]	[✂]
EDF	Non-standard	Prepayment	[✂]	[✂]
E.ON	Standard	Credit	[✂]	[✂]
E.ON	Standard	Direct debit	[✂]	[✂]
E.ON	Standard	Prepayment	[✂]	[✂]
E.ON	Non-standard	Credit	[✂]	[✂]
E.ON	Non-standard	Direct debit	[✂]	[✂]
E.ON	Non-standard	Prepayment	[✂]	[✂]
RWE	Standard	Credit	[✂]	[✂]
RWE	Standard	Direct debit	[✂]	[✂]
RWE	Standard	Prepayment	[✂]	[✂]
RWE	Non-standard	Credit	[✂]	[✂]
RWE	Non-standard	Direct debit	[✂]	[✂]
RWE	Non-standard	Prepayment	[✂]	[✂]
SP	Standard	Credit	[✂]	[✂]
SP	Standard	Direct debit	[✂]	[✂]
SP	Standard	Prepayment	[✂]	[✂]
SP	Non-standard	Credit	[✂]	[✂]
SP	Non-standard	Direct debit	[✂]	[✂]
SP	Non-standard	Prepayment	[✂]	[✂]
SSE	Standard	Credit	[✂]	[✂]
SSE	Standard	Direct debit	[✂]	[✂]
SSE	Standard	Prepayment	[✂]	[✂]
SSE	Non-standard	Credit	[✂]	[✂]
SSE	Non-standard	Direct debit	[✂]	[✂]
SSE	Non-standard	Prepayment	[✂]	[✂]

Source: CMA analysis of supplier data.
Note: Graph covers GB data up to Q4 2014 for all suppliers.

Acquisitions by channel and tariff type

28. Table 29 provides a further breakdown the acquisitions by channel and by tariff type for British Gas.

Table 29: Proportion of British Gas acquisitions by channel, separate figures for SVT acquisitions and NST acquisitions, 2014

%

Channel	*SVT*	*NST*
Telesales	[✂]	[✂]
Own website	[✂]	[✂]
Price comparison websites	[✂]	[✂]
Home movers	[✂]	[✂]
White labels and partnerships	[✂]	[✂]
Face-to-face (home)	[✂]	[✂]
Face-to-face (outside)	[✂]	[✂]
Relationships with property industry	[✂]	[✂]
Other	[✂]	[✂]
Total	100.0	100.0

Source: CMA analysis of supplier data.
Notes:
1. Acquisitions data is based on meter points.
2. Home mover acquisitions are defined as when a customer moves into a site not supplied by supplier British Gas and converts this to a site supplied by British Gas, and British Gas has a record of the customer being a British Gas customer at a previous site.

4. Market share

29. The tables in this section shows the market shares for Great Britain and the incumbent market share with each region. They tabulate the results shown in Section 7 of the main report. Market shares are based on meter points and are based on CMA analysis of Cornwall Energy data.

Table 30: Quarterly market shares of domestic electricity and gas customers for Great Britain (meter points)

Electricity %

Financial quarter	*Energy supplier*						
	BG	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*	*Independents*
2011 Q2	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2011 Q3	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2011 Q4	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012 Q1	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012 Q2	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012 Q3	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012 Q4	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013 Q1	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013 Q2	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013 Q3	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013 Q4	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014 Q1	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014 Q2	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014 Q3	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014 Q4	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2015 Q1	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2015 Q2	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Gas *%*

Financial quarter	*Energy supplier*						
	BG	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*	*Independents*
2011 Q2	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2011 Q3	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2011 Q4	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012 Q1	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012 Q2	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012 Q3	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012 Q4	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013 Q1	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013 Q2	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013 Q3	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2013 Q4	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014 Q1	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014 Q2	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014 Q3	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2014 Q4	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2015 Q1	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
2012 Q2	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis of Cornwall Energy data.
Note: Market shares for 'independents' include other independents and three mid-tier suppliers: First Utility, Ovo Energy and Utility Warehouse.

Table 31: Market shares of domestic electricity and gas customers by region in 2014 (meter points)

Electricity *%*

Region	*Incumbent*	*Other*
Great Britain	[✂]	[✂]
East Anglia	[✂]	[✂]
East Midlands	[✂]	[✂]
London	[✂]	[✂]
Merseyside & North Wales	[✂]	[✂]
Midlands	[✂]	[✂]
North East	[✂]	[✂]
North Scotland	[✂]	[✂]
North West	[✂]	[✂]
South East	[✂]	[✂]
Southern	[✂]	[✂]
South Scotland	[✂]	[✂]
South Wales	[✂]	[✂]
South West	[✂]	[✂]
Yorkshire	[✂]	[✂]

Gas *%*

Region	*Incumbent*	*Other*
Great Britain	[✂]	[✂]
East Anglia	[✂]	[✂]
East Midlands	[✂]	[✂]
London	[✂]	[✂]
Merseyside & North Wales	[✂]	[✂]
Midlands	[✂]	[✂]
North East	[✂]	[✂]
North Scotland	[✂]	[✂]
North West	[✂]	[✂]
South East	[✂]	[✂]
Southern	[✂]	[✂]
South Scotland	[✂]	[✂]
South Wales	[✂]	[✂]
South West	[✂]	[✂]
Yorkshire	[✂]	[✂]

Source: CMA analysis of Cornwall Energy data.
Note: The incumbent gas supplier is British Gas. The incumbent electricity supplier is E.ON for East Midlands, East Anglia, North West; EDF for London, South East, South West; RWE for Midlands, North East, Yorkshire; Scottish Power for South Scotland, Merseyside and North Wales; SSE for North Scotland, Southern, South Wales.

5. Customer numbers

30. The figures and tables in this section show results for customer numbers under the following headings:

- Customer numbers by tariff type
- Customer numbers by region and tariff type

31. For details on data coverage and data definitions please see the ‘data definitions’ section of this appendix (in particular part 8 on customer definitions and part 9 on data coverage).

Customer numbers by tariff type

32. Figure 11 shows the proportion of domestic customers that are on the standard variable by year and supplier. It also shows the weighted average across all the Six Large Energy Firms.[9] Table 32 tabulates the results shown in Figure 8.

Figure 11: Proportion of domestic customers on the standard variable tariff – by supplier and by year[10]

[✂]

Source: CMA analysis of supplier data.
Notes:
1. Graph covers data up to Q4 2014 from all SLEF suppliers. The weighted average across all SLEF suppliers is weighted by the number of customers.
2. RWE could only provide data for 2010 to 2014 so the weighted average before 2010 excludes RWE.
3. The CMA notes that the 2010 data for customer number by tariff type supplied by RWE may need to be revised (reference: RWE letter sent to the CMA on 30 June 2015 1.45pm). RWE made changes to the contractual status of certain tariffs on 1 May 2010 in order to comply with Ofgem rules. These changes affect the categorisation of tariffs as SVT and NST and are only reflected in RWE’s submitted data at the end of December 2010 (ie seven months after the recategorisation of tariffs actually took place).

[9] Note that RWE could only provide data for 2010 to 2014 so the weighted average before 2010 excludes RWE.
[10] For SSE, customers on loyalty tariffs are classified as NSTs. Customers on these loyalty tariffs paid the standard variable rate and earned customer loyalty points on third party schemes. [✂]. We will discuss with SSE providing revised results where customers on loyalty tariffs are classified as standard variable. This applies to all figures and tables in this section where we report results for customer numbers. For further details, see part 9 (data coverage) in this appendix.

Table 32: Proportion of domestic customers on the standard variable tariff – by supplier and by year

Electricity

Year	*Energy supplier*						
	BG	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*	*SLEF*
2006	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.822
2007	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.786
2008	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.742
2009	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.701
2010	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.693
2011	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.706
2012	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.715
2013	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.690
2014	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.706

Gas

Year	*Energy supplier*						
	BG	*EDF*	*E.ON*	*RWE*	*SP*	*SSE*	*SLEF*
2006	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.824
2007	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.779
2008	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.732
2009	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.679
2010	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.677
2011	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.687
2012	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.696
2013	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.667
2014	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	0.687

Source: CMA analysis of supplier data.
Notes:
1. Graph covers data up to Q4 2014 from all SLEF suppliers.
2. The weighted average across all SLEF suppliers is weighted by the number of customers.
3. RWE could only provide data for 2010 to 2014 so the weighted average before 2010 excludes RWE.
4. The CMA notes that the 2010 data for customer number by tariff type supplied by RWE may need to be revised (reference: RWE letter sent to the CMA on 30 June 2015 1.45pm). RWE made changes to the contractual status of certain tariffs on 1 May 2010 in order to comply with Ofgem rules. These changes affect the categorisation of tariffs as SVT and NST and are only reflected in RWE's data.

Customer numbers by region and tariff type – incumbent and entrant analysis

33. Figure 12 shows, for electricity, the proportion of customers on standard variable tariff in each regional electricity incumbent's 'in-area' region and the proportion in regions where they are the entrant. The results are shown for the proportion of customers on non-standard tariffs, separately by incumbent / entrant region.

Figure 12: Share of SVT customers by incumbent / entrant region for 2014 – electricity

[✂]

Source: CMA analysis of supplier data.
Notes: For each supplier, the column for 'incumbent' refers to the regions where supplier is the regional electricity incumbent (in-area). The column for 'entrant' refers to the regions where the supplier is not the regional electricity incumbent (out-of-area). The CMA notes that the regional customer number data supplied by RWE may need to be revised (reference: RWE letter sent to the CMA on 30 June 2015 3.21pm).

34. Figure 13 shows, for gas, the proportion of customers on standard variable tariff in each regional electricity incumbent's in-area region and the proportion in regions where they are not the regional electricity incumbent. The results

are shown for the proportion of customers on non-standard tariffs, separately by in-area / out-of-area region.

Figure 13: Share of SVT customers by in-area / out-of-area region for 2014 – gas

[✂]

Source: CMA analysis of supplier data.
Notes: For each supplier, 'in-area' refers to the regions where supplier is the regional electricity incumbent, 'out-of-area' regions where the supplier is not the regional electricity incumbent. Scottish Power is not included for gas due to unavailability of data. The CMA notes that the regional customer number data supplied by RWE may need to be revised (reference: RWE letter sent to the CMA on 30 June 2015 3.21pm).

35. Table 33 tabulates the results shown in Figures 9 and 10.

Table 33: Share of SVT customers by in-area/out-of-area region for 2014 – electricity and gas

Supplier	*Incumbency*	*Electricity SVT*	*Electricity NST*
EDF	In-area	[✂]	[✂]
EDF	Out-of-area	[✂]	[✂]
EON	In-area	[✂]	[✂]
EON	Out-of-area	[✂]	[✂]
RWE	In-area	[✂]	[✂]
RWE	Out-of-area	[✂]	[✂]
SP	In-area	[✂]	[✂]
SP	Out-of-area	[✂]	[✂]
SSE	In-area	[✂]	[✂]
SSE	Out-of-area	[✂]	[✂]

Supplier	*Incumbency*	*Gas SVT*	*Gas NST*
EDF	In-area	[✂]	[✂]
EDF	Out-of-area	[✂]	[✂]
EON	In-area	[✂]	[✂]
EON	Out-of-area	[✂]	[✂]
RWE	In-area	[✂]	[✂]
RWE	Out-of-area	[✂]	[✂]
SSE	In-area	[✂]	[✂]
SSE	Out-of-area	[✂]	[✂]

Source: CMA analysis of supplier data.
Notes: For each supplier, in-area refers to the regions where the supplier is the regional electricity incumbent, out-of-area regions where the supplier is not the regional electricity incumbent. Scottish Power is not included for gas due to unavailability of data. The CMA notes that the regional customer number data supplied by RWE may need to be revised (reference: RWE letter sent to the CMA on 30 June 2015 3.21pm).

36. Figure 14 shows, for electricity, the number of customers on standard variable tariff in each regional electricity incumbent's 'in-area' region and the proportion in regions where they are the entrant. The results are shown for the number of customers on non-standard tariffs, separately by incumbent/entrant region.

Figure 14: Number of SVT customers by incumbent / entrant region for 2014 – electricity

[✂]

Notes: For each supplier, the column for 'incumbent' refers to the regions where supplier is the regional electricity incumbent (in-area). The column for 'entrant' refers to the regions where the supplier is not the regional electricity incumbent (out-of-area). The CMA notes that the regional customer number data supplied by RWE may need to be revised (reference: RWE letter sent to the CMA on 30 June 2015 3.21pm).

37. Figure 15 shows, for gas, the number of customers on SVTs in each regional electricity incumbent's in-area region and the number in regions where they

are not the regional electricity incumbent. The results are shown for the proportion of customers on NSTs, separately by in-area/out-of-area region.

Figure 15: Number of SVT customers by incumbent/entrant region for 2014 – gas

[✄]

Source: CMA analysis of supplier data.
Notes: For each supplier, 'in-area' refers to the regions where supplier is the regional electricity incumbent, 'out-of-area' regions where the supplier is not the regional electricity incumbent. Scottish Power is not included for gas due to unavailability of data. The CMA notes that the regional customer number data supplied by RWE may need to be revised (reference: RWE letter sent to the CMA on 30 June 2015 3.21pm).

38. Table 34 tabulates the results shown in Figures 9b and 10b.

Table 34: Number of SVT customers by incumbent/entrant region for 2014 – electricity and gas

Supplier	*Incumbency*	*Electricity SVT*	*Electricity NST*
EDF	In-area	[✄]	[✄]
EDF	Out-of-area	[✄]	[✄]
EON	In-area	[✄]	[✄]
EON	Out-of-area	[✄]	[✄]
RWE	In-area	[✄]	[✄]
RWE	Out-of-area	[✄]	[✄]
SP	In-area	[✄]	[✄]
SP	Out-of-area	[✄]	[✄]
SSE	In-area	[✄]	[✄]
SSE	Out-of-area	[✄]	[✄]

Supplier	*Incumbency*	*Gas SVT*	*Gas NST*
EDF	In-area	[✄]	[✄]
EDF	Out-of-area	[✄]	[✄]
EON	In-area	[✄]	[✄]
EON	Out-of-area	[✄]	[✄]
RWE	In-area	[✄]	[✄]
RWE	Out-of-area	[✄]	[✄]
SSE	In-area	[✄]	[✄]
SSE	Out-of-area	[✄]	[✄]

Source: CMA analysis of supplier data.
Notes: For each supplier, 'in-area' refers to the regions where supplier is the regional electricity incumbent, 'out-of-area' regions where the supplier is not the regional electricity incumbent. Scottish Power is not included for gas due to unavailability of data. The CMA notes that the regional customer number data supplied by RWE may need to be revised.

6. Length of tenure with current supplier

39. The tables in this section show the proportion of each supplier's current customer base who have been its customers for less than 2 years, 2 to 3 years, 4 to 5 years, 6 and 10 years, more than 10 years. A weighted average across the Six Large Energy Firms is also shown.

40. For details of data definitions please see the 'data definitions' section of this appendix (in particular part 8 on customer definitions and part 11 on tenure).

Table 35: Length of customer relationship with the Six Large Energy Firms

Electricity					*%*
Energy supplier	*Tenure in years*				
	< 2	*2 to 3*	*4 to 5*	*6 to 10*	*10+*
SLEF average	26	16	14	19	25
BG	[✂]	[✂]	[✂]	[✂]	[✂]
EDF	[✂]	[✂]	[✂]	[✂]	[✂]
E.ON	[✂]	[✂]	[✂]	[✂]	[✂]
RWE	[✂]	[✂]	[✂]	[✂]	[✂]
SP	[✂]	[✂]	[✂]	[✂]	[✂]
SSE	[✂]	[✂]	[✂]	[✂]	[✂]

Gas					*%*
Energy supplier	*Tenure in years*				
	< 2	*2 to 3*	*4 to 5*	*6 to 10*	*10+*
SLEF average	26	17	14	19	23
BG	[✂]	[✂]	[✂]	[✂]	[✂]
EDF	[✂]	[✂]	[✂]	[✂]	[✂]
EON	[✂]	[✂]	[✂]	[✂]	[✂]
RWE	[✂]	[✂]	[✂]	[✂]	[✂]
SP	[✂]	[✂]	[✂]	[✂]	[✂]
SSE	[✂]	[✂]	[✂]	[✂]	[✂]

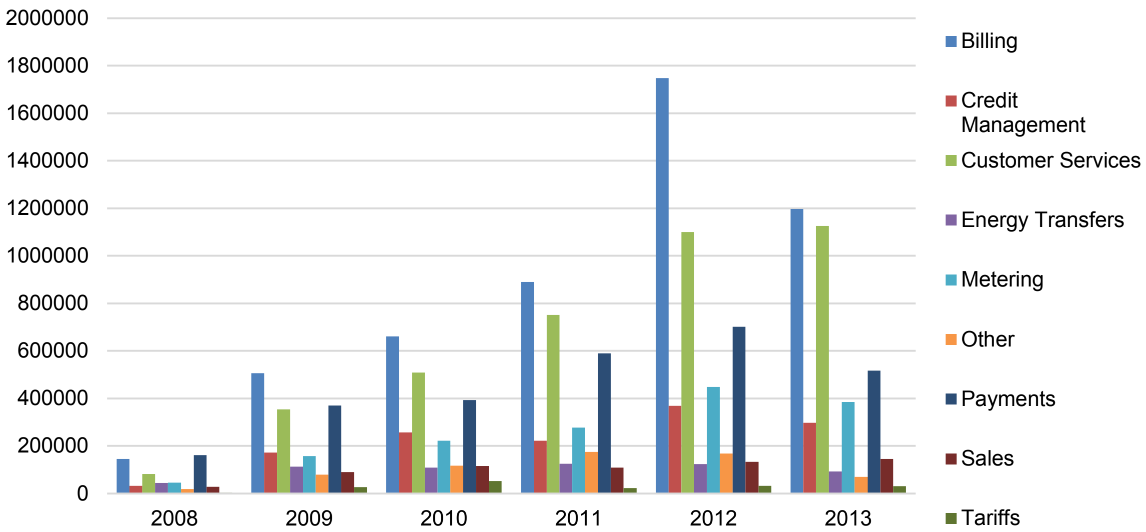
Source: CMA analysis of data submitted by the Six Large Energy Firms.
Notes:
1. The SLEF average has been obtained by weighting the tenure proportions by the total number of customers each SLEF had for GB in 2014.
2. For each of the suppliers, gas and electricity data was extracted on the following dates:

- BG: June 2014
- EDF: August 2014
- E.ON: 28 June 2014
- RWE: Between 4 and 8 July 2014
- SP: 3 September 2014
- SSE: 24 September 2014

7. Complaints

41. Figure 16 shows the total number of complaints by category for British Gas, EDF, E.ON, Scottish Power and SSE.

Figure 16: Total number of complaints by category by year for: British Gas, EDF, E.ON, SP and SSE



Source: CMA analysis of supplier data.
Note: Complaints numbers are a total of the recorded complaints across British Gas, EDF, E.ON, SP and SSE.

Data definitions

8. Customer definition

42. For data on customer numbers, suppliers have defined a customer as an 'individual within a meter point'. Each period of 'occupancy' of a supplied meter point is considered to be a 'customer'. A meter point is defined as a distinct electricity MPAN (Metering Point Administration Number) or gas MPRN (Meter Point Reference Number). Supplier IT systems track changes of supplier at a given meter point on a consistent basis. Some suppliers reported to the CMA that using an alternative definition of customers based on tracking individuals between a number of addresses would provide unreliable information.

43. The exceptions are Scottish Power and SSE. For Scottish Power, electricity customer numbers provided for the period prior to December 2011 are the number of products provided to a site. From January 2012, the customer number reported are the number of MPANs. Gas customer numbers are the number of products throughout the whole period reported. Scottish Power informed the CMA that it believed that for the domestic segment the number of meter points would not be significantly different to the number of customers as there are few domestic customers with multiple meters per account.

44. For SSE, customer numbers are based on the count of unique sites where an active account existed in the relevant period. For most of the domestic customer base, the number of accounts will equal the number of meter points, so one domestic electricity (or gas) account will tend to refer to one electricity (or gas) meter.

45. For data on customers acquired, data is based on meter points except for Scottish Power where data is based on 'individual within a meter point' and SSE where data is at site level.[11]

46. Customers are classified by suppliers as domestic depending on the information supplied by the customer.

[11] As for customer numbers, for most domestic customers, a given electricity (or gas) account will tend to refer to one electricity (or gas) meter.

9. Data coverage

White labels and other relationships

47. White labels are included in figures for revenue, volumes, customer numbers, acquisitions by tariff type and payment type and acquisitions by channel.

48. RWE figures for 2007 to 2014 exclude Telecom Plus with the exception of figures for Great Britain in 2006 where RWE were not able to exclude Telecom Plus from the figures (Telecom Plus was acquired by RWE in 2006).

Regional data availability

49. Scottish Power could only provide some regionally disaggregated data. Regional electricity data for Scottish Power for revenue, costs and volume is presented only for South Scotland and Merseyside and North Wales. Data for gas is only provided for the whole of the Great Britain.

50. For British Gas, regional electricity and gas data presented on revenue per kWh for 2009 is based on 11 months of data (January to December excluding April). British Gas was unable to provide accurate revenue data for April 2009 with many regions (including East Anglia, East Midlands, London and South Wales) reporting higher than average revenues offset by lower revenues in the Norweb region.

51. For SSE, data on revenue per kWh for some regions is not based on the full 12 months of each calendar year. The CMA has excluded certain months from the analysis that arise due to manual adjustments made to the SSE billing system by back office staff to correct errors in recorded volume figures in previous months. These manual adjustments cause negative and positive spikes in the monthly time series. In general the correction occurs in a subsequent month in the same year so do not affect the annual time series. However where the correction is made in the following calendar year, this causes spikes in the annual time series and an erroneous set of annual data. For this reason months where these occurrences fall over two calendar years are excluded from the analysis presented by the CMA. This affects: Scottish Hydro gas data for 2011 and 2012 (December 2011 and February 2012 is excluded); MANWEB gas data for 2012 (June 2012 is excluded)[12]; South Scotland electricity data (December 2012 and January 2013 is excluded);

[12] SSE are due to confirm to the CMA on which subsequent month there is a correction for the volume error in the original data for June 2012.

Southern gas data for 2013 and 2014 (December 2013 and February 2014 is excluded).

Region categorisation

52. Customers have been assigned to PES regions based on their registered postcodes. E.ON reported that there may be some overlap in regions for gas customer accounts.[13]

Tariff categorisation

53. For E.ON, direct debit is defined as fixed direct debit. Variable direct debit is included within standard credit.

54. For SSE, customers on loyalty tariffs are classified as standard variable in data on acquisitions by tariff type. Customers on loyalty tariffs are classified as non-standard tariffs in SSE's profiled revenue, costs and customer numbers data. Customers on these loyalty tariffs paid the standard variable rate and earned customer loyalty points on third party schemes.[14] [✄].[15] We will discuss with SSE providing revised results where customers on loyalty tariffs are classified as standard variable.

10. Data definition: revenue and costs

55. Descriptive statistics are generated using profiled revenue and cost data submitted by suppliers in response to our retail supply financial and market questionnaire where we asked for billed consumption and the revenue and direct costs associated with billed consumption.

Source

56. For EDF and RWE, the source for revenue and costs information supplied to the CMA is their profit and loss (P&L) accounts. For E.ON, the source for revenue and costs information is based on their accounting records and supporting documentations. For British Gas it is the British Gas general ledger. Scottish Power reported that the data is provided on the basis of latest aged P&L accounts position across the relevant months. SSE's revenue data has as its source individual customer account invoices from its customer

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[13] Due to the nature of gas local distribution zone regions, there may be some overlap for gas customer accounts, as these have been disaggregated using postcode-based PES region conversions.
[14] Avios and argos points.
[15] SSE had 4.54 million customers in total in 2014.

billing system[16] and cost data is calculated using the P&L report as the source.

Revenue

57. Revenue is that arising from the supply of electricity and gas volumes. The data excludes VAT and is net of discounts.[17] The revenue data includes an estimate of unbilled value for the amount of unbilled volume supplied. In order to harmonise revenue definitions across suppliers, we asked suppliers to reassign items where these are material.[18] Further information for each supplier on the revenue and cost data they have supplied is provided below.

EDF

58. Revenue figures for EDF shown in this appendix exclude prior year adjustments (PYA) which comprises of unbilled amendments and miscellaneous income which affects revenues, volumes and costs. PYA relate to historic changes across multiple months for previous years. Some but not all of these can be related to any specific single month. The CMA has excluded previous year adjustments reported by EDF in the revenue figures reported in this appendix. These adjustments are however reported in their financial accounts meaning that the values presented may differ from those in the financial accounts.

59. EDF reported that these PYA may not be material for the purposes of showing the relationship between revenue and billed consumption. EDF does not believe there is any systematic upwards or downwards bias due to PYA. The relative size of PYA appears to be immaterial.[19]

SSE

60. SSE reported that its revenue, volumes and cost data are reasonable approximations at an annual level[20] with the following caveats:

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[16] The monthly phasing of billing data takes account of the phasing of customer demand across months.
[17] Except for social tariff discounts (for example the Warm Home Discounts and Cold Weather Payments) which are assigned to direct costs (social and environmental obligations) rather than netted off revenue. E.ON and SSE are exceptions. For E.ON, since 2013 Age UK loyalty payments are netted off revenue. Prior to this they were assigned to indirect costs. This amount is not material ([✂]% of total revenue in 2013). For SSE, see details in the supplier-specific section.
[18] The revenue data includes revenues from early termination fees and excludes the value of the write-back of unclaimed credit balances as well as revenues from energy services (such as energy efficiency installations).
[19] [✂].
[20] Including revenue and volumes by tariff type and payment type.

(a) prior to June 2011 for the South Wales area the electricity revenue data is too high and the gas data is too low due to the way the Easywarm tariff has been allocated in its reports;

(b) where customers are supplied both electricity and gas the full adjustment for social tariff discounts is applied to electricity direct costs only;[21] and

(c) manual adjustments are made to the SSE billing system by back office staff to correct errors in recorded volume figures in previous months.[22]

61. In addition, SSE reported that since the revenue and consumption volume information is drawn from billing data at the end of the time series, some of the expected volume in the consumption period will not have been billed (SSE's domestic billing is either quarterly or six monthly). Therefore the revenue and volumes in the datasets will be understated towards the end of the time series (currently provided to end 31 December 2014). SSE reported that this will be corrected when updated data is provided at a later date.

62. For the period up to March 2014, the cost of social tariffs has been netted off the profiled revenue data. From April 2014, the cost of social tariffs is included within direct costs. This amount is immaterial for gas (representing an average of around one-hundredth of a penny for the period April 2008 to March 2014 (£0.00010578 per kWh)).[23] For electricity, the amount represents an average £0.00123 per kWh for the period April 2008 to March 2014. We consider that this amount is material for the analysis as it is likely that most of the customers receiving social discounts are on an SVT rather than a NST. As an example, SSE's results for the percentage difference in revenue per kWh between SVTs and NSTs are likely to be an underestimate in the period up to April 2014 relative to the alternative case where the data definitions for revenue as set out in paragraph 57 are adhered to. [✂].

Costs

63. We collected data on the average direct cost per kWh. The cost items included are:

(a) Cost of wholesale energy, including costs of shaping, transmission losses or theft, and costs of balancing and imbalance.

[21] SSE reported that this would not significantly distort the results.
[22] The CMA has excluded certain months from the analysis to take account of this, see the 'regional data availability' section of this appendix for further details.
[23] This partly reflects the application of the discount to the electricity account only where a customer is supplied by SSE for both electricity and gas.

(b) Network costs (transmission and distribution).

(c) Environmental and social obligations including Warm Home Discounts, Cold Weather Payments, CERT, CESP, ECO, ROC, FIT, WHD and LEC/CCL.[24]

Metering costs are excluded from data on direct costs. The exception is SSE which included metering costs and all indirect costs within the profiled cost data that it submitted. We will discuss with SSE providing revised results where indirect costs and metering costs are excluded from the direct costs data submitted.

11. Data definition: tenure

64. Customers are defined as an individual within a meter point so if a customer of supplier X moves into a property already supplied by supplier X, the length of time that the customer has spent with supplier X would be reset to zero in the tenure provided by the Six Large Energy Firms. Figures are reported separately for gas and electricity. Therefore a dual fuel customer could have different tenures for their gas and electricity products. The exception is SSE where tenure is at site level[25] so registration and length of tenure is driven by how long a site is supplied by SSE, not the individual residing at that site.

12. Data definition: acquisitions

65. As outlined in the ‘customer definitions’ section, acquisitions data is based on meter points[26] except for Scottish Power where data is based on ‘individual within a meter point’ ie each period of 'occupancy' of a supplied meter point is considered to be a 'customer'.

66. Figures on acquisitions by channel are presented by fuel type. A single fuel customer who subsequently converts to being a dual fuel customer counts as two separate single fuel acquisitions. Specifically, a single fuel customer that subsequently decides to source both fuels from the same supplier is treated as follows:

(a) The original acquisition of the single fuel customer is included in the acquisition counts for that fuel type at the date the customer is acquired.

[24] Costs relating to the administration of the various environmental and social obligation schemes (for example, managing and reporting compliance against the delivery of the scheme, filing returns, settlement costs) are assigned to indirect costs and not included in this analysis.
[25] For most domestic customers, a given electricity (or gas) account will tend to refer to one electricity (or gas) meter. For others, multiple meters may be associated with a single electricity (or gas) account.
[26] For SSE, acquisitions data is at site level ie counts as an acquisition only if the site changes supplier.

(b) The subsequent conversion of the single fuel customer to a dual fuel customer is included in the acquisition counts for the other fuel type at the date the conversion occurred.

67. New supply points are included in the acquisitions data.

Acquisitions by tariff type and payment type

68. Figures for the annual number of acquisitions represent the aggregate value of the monthly time series. The monthly time series is extracted at the end of each calendar month. Dates may vary slightly between suppliers and therefore the monthly wins from supplier X to supplier Y reported by supplier Y may not match up to the losses of supplier X to supplier Y. Further details on when the monthly acquisitions data is extracted are shown in Table 36.[27]

Table 36: Extraction dates for monthly data on the number of customer acquisitions

Energy supplier	*Extraction date*
British Gas	End of each calendar month
EDF	End of each calendar month. For the number of customer acquisitions and losses this compares the difference in account totals from the end of the last week in the previous month to the end of the last week in the current month
E.ON	Switching data is extracted weekly based on accounts that have changed from one tariff to another from one Saturday to the next. These figures are then summed for each reporting month
RWE	End of each calendar month
SSE	End of each calendar month (last working day of the month)
Scottish Power	End of each calendar month

69. E.ON reported that information on non-standard tariffs also includes tariffs which are ‘unknown’.

Acquisition by channel

70. For British Gas, EDF, RWE, SSE and Scottish Power, data on acquisitions by channel is based on acquisitions on the ‘sale date’. Because there is a time lag between sale date and supplier date, the sales data will include a number that are subsequently rejected due to objections raised by other suppliers, rejections by industry and customer cancellations. For E.ON, data on acquisitions by channel is based on the date the customer account went live with E.ON, so there are no subsequent rejections due to objections raised by other suppliers, rejections by industry and customer cancellations.

[27] SSE clarified that its data on acquisitions by tariff type and payment type were net figures (ie did not include sales which were subsequently lost).

71. Data is based on calendar years except for SSE where it is based on their financial year (ending March). For SSE, data for 2009 relates to the year ending March 2010 ie 2009/10, data for 2010 relates to the year ending March 2011 ie 2010/11 etc.

72. Further notes for specific suppliers are provided below.

EDF

73. EDF data for domestic acquisitions by channel is incomplete with the number of domestic acquisitions for EDF underestimated by around 13% over those three years. This particularly affects the period up to December 2010. EDF reported that the shortfall is likely to be evenly distributed across different channels meaning that the proportion of acquisitions by channel should not be materially affected.

74. Data for home movers is only complete for 2012 onwards. Prior to this date EDF report that there is no robust way to identify home movers.

75. Data for relationships with property industry were not robustly maintained in EDF's information systems – figures are noticeably lower prior to 2012 compared to 2012 onwards.

E.ON

76. Gains through cashback websites are included in the figures for the 'own website' channel.

77. The figures for acquisitions through 'partnerships with other organisations' (grouped together with white labels in the descriptive statistics) do not include all acquisitions via this route. Not included are acquisitions via E.ON's partnership with Tesco which are instead included within the figures for 'face-to-face' channels as sales tended to occur within Tesco stores. The face-to-face channel was closed in May 2014.

SSE

78. Included within the 'white label' category are all sales for of M&S Energy white label products, telesales for the Ebico white label and website sales for the Ebico white label. Home moves for Ebico products are included within home moves.

79. Figures for domestic acquisitions through SSE's own website for 2009 are not available by fuel type. SSE has allocated all sales through its own website in

2009 to electricity however some of these sales will actually be gas sales. The figures by fuel type has been reported for other years.

80. Domestic acquisitions through cashback websites are not available by fuel type. All sales have been applied to the reported electricity figures however some of these sales will actually be gas sales.