Appendix 9.2: Analysis of the potential gains from switching

Contents

Introduction

1. This appendix presents the methodology and results of our assessment of the savings in the gas and electricity bills that domestic customers of the Six Large Energy Firms and Mid-tier Suppliers could have made if they had switched to:

   (a) tariffs within the same supplier (internal switching);

   (b) another supplier but to a tariff with the same characteristics (like-for-like switching); or

   (c) any tariff and supplier (flexible switching).

2. The scope of this analysis is all domestic electricity customers with a single-rate or Economy 7 electricity meter and all domestic gas customers, excluding customers on certain specified tariffs (see Annex B for further information on exclusions)

3. We calculated the potential savings available to domestic customers at 14 quarterly snapshot dates from 31 March 2012 to 30 June 2015 (the Relevant Period) using data on: the tariffs to which customers were subscribing on these dates; the numbers of customers subscribing to each tariff on these dates; consumption levels by tariff family;[1] and all tariffs available in the

[1] The tariff families group customers by supplier, region, meter type (Economy 7 or single-rate), payment method, and tariff structure (ie variable-rate, fixed-rate, capped tariffs). For these purposes, variable rate includes customers on standard variable tariff.

market at the snapshot dates, including tariffs offered by Mid-tier and smaller suppliers.[2]

4. The structure of this appendix is as follows:

   (a) We set out the data we have used in our analysis.

   (b) We explain the methodology we have adopted.

   (c) We present our results.

   (d) We summarise and address parties' responses to our analysis.

5. We provide further detail in the annexes:

   (a) Annex A sets out the definitions used in this analysis.

   (b) Annex B describes the data used for this analysis and the steps taken to clean it.

   (c) Annex C explains the steps taken to calculate the annual potential gains from switching.

   (d) Annex D sets out the use of electricity and gas consumption data in the calculation of bills and savings.

   (e) Annex E presents additional results.

Data

6. The data used for the analysis combines three sets of information:

   (a) At each of the quarterly snapshots, a list of the tariffs to which domestic electricity and gas customers[3] of the Six Large Energy Firms and Mid-tier Suppliers were subscribing, and for each tariff listed the number of accounts and details of the tariff.

   (b) For each year and tariff family, estimated annual consumption at 10th, 25th, 50th, 75th and 90th percentiles and mean.

[2] We included First Utility, Ovo Energy, Utility Warehouse, Co-operative Energy, M&S Energy, Sainsbury's Energy and Ebico.
[3] with single-rate electricity meters, single-rate gas meters and Economy 7 electricity meters

(c) For each of the quarterly snapshots a list of all tariffs available to domestic electricity and gas customers[4] and details of each tariff.[5]

7. The information described at a) and b) above was provided by the Six Large Energy Firms and Mid-tier Suppliers. For Centrica, SSE and Ovo Energy their data includes customers of their white label partners.[6]

8. The Mid-tier Suppliers have a small number of prepayment customers. All results reported below include these customers unless stated otherwise. First Utility, Ovo Energy and Utility Warehouse do not offer single fuel gas tariffs and so their single fuel gas accounts are customers who subscribed to dual fuel tariffs but then switched away their electricity supply.

Methodology

9. We calculated the savings available to groups of customers (as defined by their current supplier, region, current tariff characteristics and consumption) allowing under different scenarios for several dimensions of customer choice. These dimensions of choice are as follows (for definitions see Annex A, Table 2):

(a) supplier;

(b) payment method (ie prepayment, standard credit or direct debit)[7];

(c) tariff type (ie standard variable tariff or fixed-term tariff);

(d) for fixed terms tariffs:

(i) tariff structure (ie variable-rate, fixed-rate and capped);

(ii) contract length (ie short-term or long-term)[8]; and

[4] with single-rate electricity meters, single-rate gas meters and Economy 7 electricity meters
[5] Information provided by Energylinx, a PCW.
[6] M&S Energy, Ebico (SSE's white label), Sainsbury's Energy (Centrica's white label) and Woodland Trust Energy (Ovo's white label).
[7] We do not distinguish quarterly DD and monthly DD as different payment methods. Annex B, provides a detailed description of how payment methods were grouped.
[8] The contract length dimension is defined as follows. Some fixed-term tariffs have a fixed end date for their contract (regardless of when exactly a customer signed up), whereas other contracts end based on a contract length that counts from the date the customer signed up. We create a standardised contract length by using the contract ending date of the former to calculate, at first launch of tariff, the maximum length. We then use this standardised measure to classify tariffs into short- and long-term. We define short-term tariffs as those with a contract of up to and including 24 months, and long-term tariffs as those with a contract of more than 24 months.

(iii) whether a tariff is available only to those subscribing online, or sold only or predominantly through online channels, or requires online management of the account and/or paperless billing.

Switching scenarios

10. We defined switching scenarios as a set of assumptions on the tariffs to which a customer would be willing to switch.

11. The scenarios have been identified as follows:

(a) Internal switching scenarios (S1 and S2), which estimate potential gains from switching tariffs within a supplier;

(b) Like-for-like scenarios (S3a and S3b), which allow switching to another supplier but to a tariff with the same characteristics defined by the dimensions set out above (see paragraph 9);[9]

(c) Flexible scenario (S5), which allows customers to switch to any supplier and any tariff.

12. We have the following scenarios as sensitivities of the most flexible scenario (S5):

(a) S4a calculates gains from external switching to any tariff assuming strict preferences over online tariffs;

(b) S4b calculates gains from external switching to any tariff assuming strict preference for payment method;

(c) S4c also limits customer choice to tariffs offered by one of the Six Large Energy Firms;

(d) S5x calculates gains from external switching to any supplier and tariff deducting exit fees from the annual potential savings where exit fees are charged by the current supplier.[10]

13. Table 1 summarises the scenarios that we have defined.

[9] The switching scenarios S3a and S3b allow switching from short to short and from long to long fixed-term tariffs. This restriction does not apply to fixed-term variable-rate products or capped tariffs

[10] We note that [✂].

Table 1: Switching scenario definitions

Scenario	*Parameters that can be changed when switching*	*Parameters that are held fixed when switching*
S1 Internal switch: change tariff structure, but keep payment method	Tariff structure Contract length Online Tariff type^	Supplier Payment method
S2 Internal switch: change tariff structure and payment method	Tariff structure Payment method: only monthly direct debit (DD) and standard credit (SC) (or similar) Contract length Online Tariff type^	Supplier Payment method if prepayment
S3a External like-for-like switch to the Six Large Energy Firms only	Supplier (within the Six Large Energy Firms only)	Payment method Tariff structure* Contract length Online Tariff type^
S3b External like-for-like switch including independents	Supplier (including Mid-tier Suppliers)	Payment method Tariff structure* Contract length Online Tariff type^
S4a External switch: any supplier, online tariff restriction	Supplier (including Mid-tier Suppliers Payment method: only DD and Credit Tariff structure Contract length Tariff Type^	Payment method if prepayment Online (only customers subscribing to online tariffs can switch to other online tariffs)
S4b External switch: any supplier, keep payment method	Supplier (including Mid-tier Suppliers) Tariff structure Contract length Online Tariff type^	Payment method
S4c External switch within the Six Large Energy Firms, keep payment method	Supplier (within the Six Large Energy Firms only) Tariff structure Contract length Online Tariff type^	Payment method
S5 External switch: flexible tariff characteristics, any supplier	Supplier (including Mid-tier Suppliers Payment method: only DD and Credit Tariff structure) Contract length Online Tariff type^	Payment method if prepayment
S5x External switch: flexible tariff characteristics, any supplier and deduction of exit fees where applicable	Supplier (including Mid-tier Suppliers) Payment method: only DD and Credit Tariff structure Contract length Online Tariff type^	Payment method if prepayment

Source: CMA definitions.
^Tariff type identifies customers on SVT tariffs.
*Customers on capped tariffs are allowed to switch to fixed-rate tariffs but not variable-rate tariffs. Customers on fixed-rate tariffs are only allowed to switch to other fixed-rate tariffs.

14. As a conservative approach, in each relevant scenario we excluded tariffs offered by smaller suppliers and all tariffs with unusual characteristics (for example, advance payment tariffs) from the choice set available to

customers.[11] This is because some of the tariffs were products that may have narrow appeal, or had very low prices which we were unable to verify on a systematic basis.

Calculation steps

15. We estimated potential savings for each group of customers (defined by their supplier, region, tariff, payment type, fuel type (ie single fuel electricity, single fuel gas and dual fuel) and level of annual consumption) at each quarterly snapshot from Q1 2012 to Q2 2015.The potential savings were calculated as the difference between customers' current annual bills (applying their current tariff at the quarterly snapshot dates) and the 'cheapest available tariff' for each group of customers (See Annex C for a full explanation of the calculation steps).

16. In calculating the potential gains, we excluded all fixed-term, fixed-rate tariffs where the remaining contract length was less than three months at the date of the quarterly snapshot. The reason for this is that in the following quarter the tariff would have expired and customers on the tariff would have moved to another tariff. We considered that estimating potential gains available to these customers based on the terms of a tariff that was about to expire would not provide a reasonable reference for estimating the benefits available to them from engaging in the market. See Annex B for the complete list of exclusions.

Results

17. In presenting our results, we have focused on the potential savings available to dual fuel customers.[12] We have shown potential savings for single fuel gas and electricity customers in Annex E.

Summary statistics of potential savings

18. The annual potential savings per customer available to dual fuel domestic customers of the Six Large Energy Firms and Mid-tier Suppliers amounted to, on average, across the Relevant Period:

    (a) Internal switching scenarios:

---

[11] The smaller suppliers that were excluded are: Better Energy, Daligas, Ecotricity, Extra Energy, Fairerpower, Flow Energy, GB energy supply, Glide, GnERGY, Good Energy, Green Energy, Green Star Energy, iSupply Energy, Loco2 Energy, Oink Energy, Peterborough Energy, Pioneer Energy, Southend Energy, Spark Energy, Utilita, Woodland Trust Energy and Zog Energy.

[12] The proportion of customers included in the analysis of the gains from switching who are dual fuel is 75% in Q4 2012, 75% in Q4 2013, 76% in Q4 2014 and 76% in Q2 2015. Source: CMA analysis of tariff data request dated 15 September 2014 and 14 July 2015.

(iv) £51–£73 annually (representing savings of between 4 and 6% of the current bill) if they were customers of the Six Large Energy Firms.

(v) £51–£64 annually (representing savings of between 4 and 5% of the current bill) if they were customers of Mid-tier Suppliers.

(b) Like-for-like scenarios:

(i) £40–£65 annually (representing savings of between 4 and 6% of the current bill) if they were customers of the Six Large Energy Firms.

(ii) £42–£72 annually (representing savings of between 3 and 5% of the current bill) if they were customers of Mid-tier Suppliers.

(c) Flexible scenario, deducting exit fees from the annual potential savings where exit fees are charged by the current supplier:

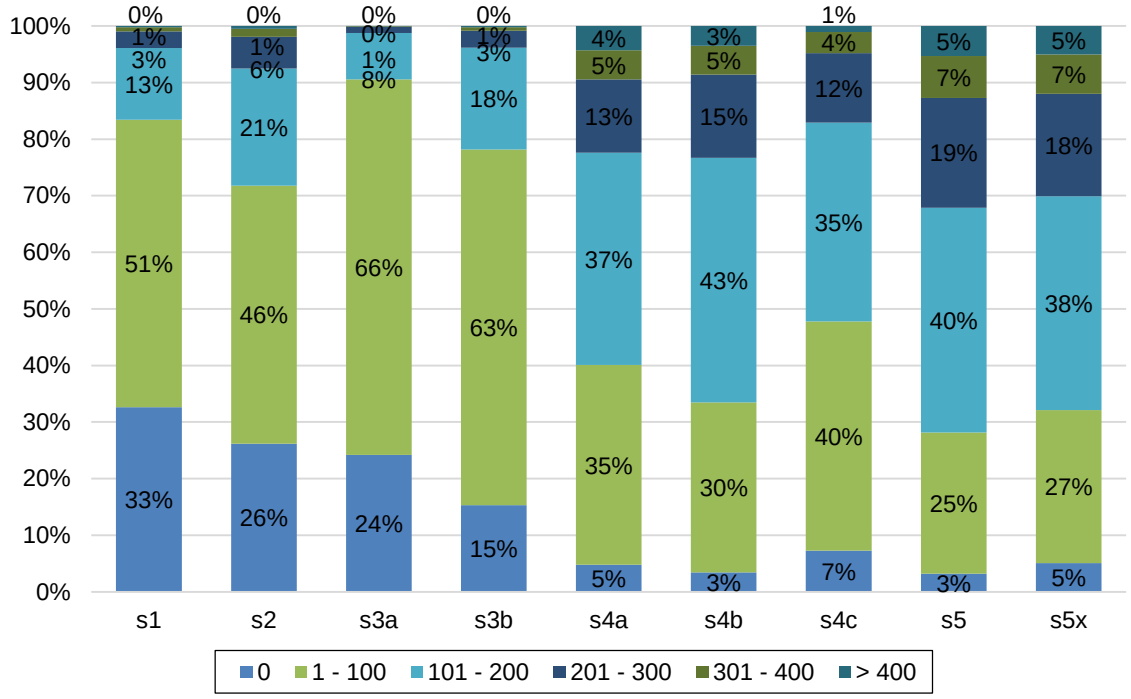
(i) £164 annually from switching to any type of tariff and any payment method offered by any supplier (equivalent to 14% of the current bill).

(ii) £143 annually (equivalent to 11% of the current bill) if they were customers of Mid-tier Suppliers.

Distribution of annual potential savings

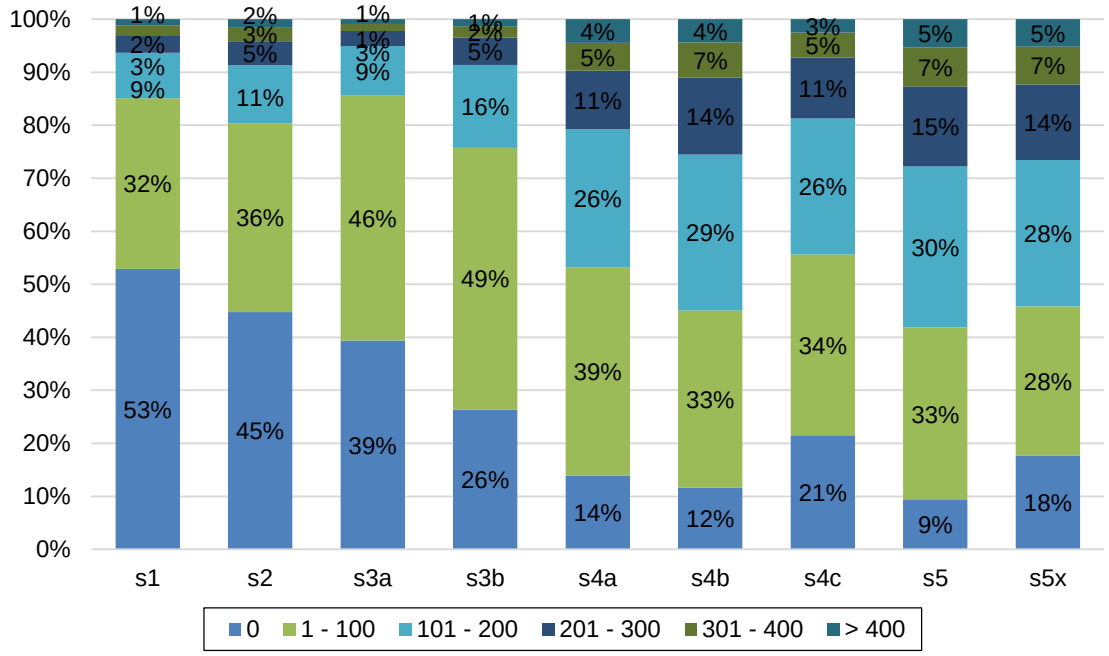
19. Figure 1 and Figure 2 show the distribution of potential savings that were available to dual fuel customers of the Six Large Energy Firms and the Mid-tier Suppliers respectively. It shows the proportions (averaged across the Relevant Period and suppliers) of dual fuel customers who either had no potential savings or whose potential savings fell within the following ranges: £1 to £100, £101 to £200, £201 to £300, £301 to £400 or larger than £400.

Figure 1: Distribution of potential annual savings (in £) for dual fuel customers of the Six Large Energy Firms (simple average of proportions across firms and quarters)



Source: CMA analysis.

Figure 2: Distribution of potential annual savings (in £) for dual fuel customers of Mid-tier Suppliers (simple average of proportions across firms and quarters)



Source: CMA analysis.

Average annual potential savings

20. Table 2 and Table 3 show the weighted average gains (expressed in GBP or as a percentage of the bill) available to the Six Large Energy Firms' and the Mid-tier Suppliers' customers under each scenario. Within each quarter the weighted average savings have been calculated using data on the distribution of consumption, and the weights reflect the number of accounts that belong to each tariff.[13] The estimates include those customers who cannot gain from switching (ie gains equal to zero).

Table 2: Average annual savings available to the Six Large Energy Firms' dual fuel customers

Scenario	*Average (£ per year)*	*Average (% bill)*
S1	51	4
S2	73	6
S3a	40	4
S3b	65	6
S4a	145	13
S4b	150	13
S4c	119	10
S5	172	15
S5x	164	14

Source: CMA analysis.

Table 3: Average annual savings available to the mid-tiers suppliers' dual fuel customers

Scenario	*Average (£ per year)*	*Average (% bill)*
S1	51	4
S2	64	5
S3a	42	3
S3b	72	5
S4a	136	10
S4b	147	11
S4c	108	8
S5	157	12
S5x	143	11

Source: CMA analysis.

21. Table 4 and Table 5 show how the weighted average annual potential savings (expressed in GBP or as a percentage of the bill) differ by tariff type and payment methods under S5x.

[13] In this way, tariffs with more accounts receive a proportionally larger weight in the average than tariffs with fewer accounts. See Annex D for details on how this averaging accounts for different levels of assumption.

Table 4: Average annual savings under S5x for domestic customers of the Six Large Energy Firms by tariff and payment types from Q1 2012 to Q2 2015

Dual or single fuel	*Tariff type*	*Payment type*	*Average savings under S5x (£)*	*Average savings under S5x (%)*
Dual	Non-standard	All	109	9
Dual	SVT	DD	205	16
Dual	SVT	SC	245	23
Dual	SVT	Prepayment	70	8
Single gas	Non-standard	All	96	14
Single gas	SVT	DD	132	19
Single gas	SVT	SC	142	24
Single gas	SVT	Prepayment	48	13
Single electricity	Non-standard	All	55	9
Single electricity	SVT	DD	95	15
Single electricity	SVT	SC	118	23
Single electricity	SVT	Prepayment	45	8

Source: CMA analysis.

Table 5: Average annual savings under S5x for customers of Mid-tier Suppliers by tariff type and payment methods from Q1 2012 to Q2 2015*

Dual or single fuel	*Tariff type*	*Payment type*	*Average savings under S5x (£)*	*Average savings under S5x (%)*
Dual	Non-standard	All	89	5
Dual	SVT	DD	214	16
Dual	SVT	SC	247	21
Dual	SVT	Prepayment	-	-
Single gas	Non-standard	All	43	6
Single gas	SVT	DD	103	14
Single gas	SVT	SC	108	17
Single gas	SVT	Prepayment	-	-
Single electricity	Non-standard	All	35	7
Single electricity	SVT	DD	110	16
Single electricity	SVT	SC	131	20
Single electricity	SVT	Prepayment	-	-

Source: CMA analysis.
*Mid-tier Suppliers' proportion of prepayment customers subscribed to SVTs is small, therefore we do not report the results for these customers.
Note: First Utility, Ovo Energy and Utility Warehouse do not offer single fuel gas tariffs. The single fuel gas accounts included in our analysis were originally subscribed to dual fuel tariffs, but then customers switched away the electricity component.

22. We consider the key results are as follows:

(a) The savings available to SVT customers were, on average, larger than savings available to non-standard tariff customers.

(b) The savings available to customers of the Six Large Energy Firms were, generally, higher than those for the customers of the Mid-tier Suppliers.

(c) The savings available to prepayment customers were, on average, substantially lower than those available to customers on other payment methods, reflecting the more restricted range of tariffs available to them.

(d) The savings available to SC customers were, on average, higher than those available to customers on other payment methods.

(e) The savings available to customers of the Six Large Energy Firms on single fuel tariffs were, on average, comparable to those available to their dual fuel customers.

Comparisons of potential annual savings over time

23. We also looked at how the potential savings from switching have evolved over time. Figure 3 shows the results for the annual potential savings (as % of the bill) for dual fuel customers of the Six Large Energy Firms and the Mid-tier Suppliers under S5x. Figure 3 shows that potential savings have been increasing from Q1 2014 onwards.

Figure 3: Average potential annual savings (% of the bill) available to dual fuel customers of the Six Large Energy Firms and the Mid-tier Suppliers under S5x

[✂]

Source: CMA analysis.
Notes:
1. Within each quarter the weighted averages are calculated using data on the distribution of consumption and the weights reflect the number of accounts that belong to each tariff.
2. Base: all dual fuel customers.

Parties' comments

24. In response to the Provisional Findings and the Provisional Decision on Remedies parties made comments in relation to the data, methodology and interpretation. We summarise parties' arguments in turn.

25. Centrica said:

(a) That[14] modest gains from switching at any given moment are consistent with effective competition where there are different costs associated with different forms of supply, different products (embodying different levels of price assurance for example) and different levels of service and other non-price forms of product differentiation.

(b) That[15] the scenarios assume that price differences can be interpreted as "gains" from switching, even in cases where the products being switched between are very different (e.g. switching from a smoothed price product with cheque payment in arrears and call centre support available to a short fixed-term fixed-price product with advanced payment and online-

[14] Centrica response to Provisional Findings, paragraph 62.
[15] Centrica response to Provisional Findings, paragraph 64.

only communication). Many customers care about these product characteristics, and so would not necessarily consider this switch a "gain" even if it results in a cost saving.

(c) That[16] the gains from switching in the full sample fall from around £103 (9.4% of the bill) in Scenario 3b to £82 (7.6% of the bill) controlling for whether tariffs are online only or not, and to £60 (5.4% of the bill) controlling for tariffs that require payment in advance. These are particularly significant given that the CMA's survey suggests that only 18% of customers would be prepared to switch for £99 or less and only 5% for a saving of £50 or less.

(d) That[17] in some cases customers are switched to products which offer only a temporary discount from SVT, or products which are quickly withdrawn from the market. Without understanding what happens to the prices paid by customers who switch to these products, the CMA cannot assume that they would be better off on a sustained basis. Even for customers who simply switch to a rival SVT, different timings of SVT price changes between suppliers will mean that the "snapshot" gains from switching at the time of the switch cannot be assumed to be consistent over time.

(e) That[18] the comparison of results for Scenario 5x (which shows a significant increase in gains from switching over time) with those for Scenario 3b, suggests that the increase over time seen in Scenario 5x is entirely driven by switches between products with different hedging strategies and therefore different "price smoothing" properties. This means the increase in gains under Scenario 5x is primarily driven by movements in commodity costs, rather than changes in the intensity of competition.

(f) That[19] the analysis does not capture all discounts and rewards. Particularly, Centrica said that CMA's methodology has excluded Warm Home Discounts, which is worth up to £140. Therefore, the CMA is not capturing the fact that some of the apparent "gains to switching" arising from its analysis may be driven by the fact that the customer would lose the Warm Home Discount (or other discounts) if it did switch supplier.

(g) That[20] the CMA should place heavy caution on these results given difficulties it faced in obtaining reliable data from some suppliers. Centrica

---

[16] Centrica response to Provisional Findings, paragraph 65.
[17] Centrica response to Provisional Findings, paragraph 67.
[18] Centrica response to Provisional Decision on Remedies, paragraph 94.
[19] Centrica response to Provisional Decision on Remedies, paragraph 58.
[20] Centrica PDR confidentiality ring submission, paragraph 3.2(e).

also noted that the extent of account exclusions varies a great deal between suppliers and that there is no reason to suppose that these exclusions will be a representative sample of the customer base in terms of prices.

26. EDF Energy said that the difference in potential gains between Mid-tier Suppliers and the Six Large Energy Firms is driven entirely by differences in the distribution of SVT and non-SVT customers and by the targeted acquisition strategy of Mid-tier Suppliers that focuses on offering extremely low introductory tariffs and higher SVT tariffs.

27. E.ON said that[21] gains from switching are likely to be present in most markets and that gains are required for competitive markets to function, as they provide an incentive for customers to engage. Hence, it is not the case that the presence of gains in a market indicates a lack of competition. E.ON said[22] that the CMA customer survey supports this view. In particular nearly 40% of customers said they would require over £200 of potential savings before they would consider switching (indicating that price is not the only factor in a consumer's decision to switch).

28. RWE said:

(a) That[23] the analysis overstates the extent of the gains from switching and thus the likely magnitude of any search and switching barriers by wilfully and irrationally ignoring all of the evidence that (i) customers do not choose their energy supplier on price alone; and (ii) even active searchers and switchers do not necessarily choose the cheapest products available on the market or no doubt even the cheapest products listed on a price comparison website in front of them.

(b) That[24] if there is any product differentiation the estimated gains from switching will be – perhaps greatly – overstated. In short, the CMA has not controlled in the analysis for the implicit value of non-price attributes and so it will inevitably overstate the potential gains from switching and hence the implicit extent of search and switching costs.

(c) That[25] the CMA rebut this argument by saying that if consumers make switching mistakes then the evidence might show that active switchers "leave money on the table". RWE notes that this is not the essence of the

[21] E.ON response to Provisional Findings, paragraph 75.
[22] E.ON response to Provisional Findings, paragraph 76.
[23] RWE response to Provisional Decision on Remedies, paragraph 6.1.
[24] RWE response to Provisional Decision on Remedies, paragraph 17.2.
[25] RWE response to Provisional Decision on Remedies, paragraph 17.3.

CMA's AEC. Rather the CMA's concern is that customers are inert and so not actively switching or searching in sufficient numbers and not that customers who are actively searching are systematically making errors. If the CMA's theory of harm were to change in this respect, its analysis of remedies would also necessarily change.

(d) That[26] the CMA does not take proper account of the evidence on the way in which firms in the industry price and the implications of that pricing structure for a proper competition analysis. In particular, the CMA does not deal appropriately with the important "waterbed" (or "see-saw" pricing) effects that are both predicted by economic theory and are central to domestic retail pricing in the energy supply industry.

(e) That[27] the potential gains available to SVT customers are used as evidence that these customers are disengaged and that suppliers have unilateral market power over them, whilst implicitly assuming that the potential gains from switching available to non-standard customers are consistent with a competitive market in which customers are engaged. This is inconsistent when the gains for SVT customers and non-standard customers differ by as little as £33, and the potential gains do not differ very much between those who have, and those who have not, switched recently. Such a finding is consistent with consumers valuing non-price attributes and inconsistent with the CMA's primary thesis that engaged customers are price sensitive and so benefit from low prices while disengaged customers pay high prices and so would gain enormously from switching tariff.

(f) That[28] the CMA does not properly consider the implications for its analysis of the fact that pricing structures, such as those RWE previously described as 'see-saw' pricing can be actively desirable in driving competition between suppliers. In particular, the existence of 'gains from switching' cannot properly be used to sustain evidence of a competition problem. Rather the CMA is only providing evidence establishing that prices vary; equating price variance with 'gains from switching' is a misnomer.

(g) That[29] the CMA does not properly address the implications of its finding that its 'gains from switching' (price differences) are almost as high for those on non-standard tariffs as for those on SVTs. The CMA's view is

---

[26] RWE response to Provisional Decision on Remedies, paragraph 6.3.
[27] RWE response to Provisional Findings, paragraph 60.3.
[28] RWE response to Provisional Findings, paragraph 113.1.
[29] RWE response to Provisional Findings, paragraph 113.2.

that high barriers to engagement result in unilateral market power over SVT customers. However, the CMA does not even begin to explain why non-standard customers appear to have similar 'unexploited gains', even though they are known to have engaged recently in energy markets and have generally reported that search and switching were easy.

(h) That[30] the CMA should properly conclude that non-price attributes, tariff structures and indeed suppliers' sales and marketing efforts are each relevant to explain why the CMA observes price variation. That means its gains from switching analysis is systematically overstating the true 'gains from switching' and does not constitute reliable evidence of a barrier to switching or engagement.

(i) That[31] because SVT customers generally do not face exit fees and fixed tariff customers often do, the CMA overstates the gains available to SVT customers.

29. Scottish Power said:

(a) That[32] price dispersion goes hand in hand with competition and only with a certain degree of price dispersion will consumers be persuaded to engage with the market. The estimated gains from switching of around £137 for customers on non-standard tariffs (i.e., those that have actively engaged and switched within the last year) is evidence of this level of gain being a normal part of any market and consistent with the survey finding that customers require savings in order to incentivise them to switch (i.e., £120 median, £182 mean).

(b) That [33] the level of price dispersion cannot be used as a reliable measure of the level of competition in any given market; for example, the fact that PPM customers have low potential gains from switching may be an indicator of the limited number of tariffs available to these customers rather than evidence they are engaged.

(c) That[34] any assessment of apparent gains from switching should not expect those gains to be lower than 11-12% in the context of the current switching process; Scottish Power had estimated gains from switching for groups of customers with different measures of engagement (as defined by responses to selected engagement questions in the survey) and found

---

[30] RWE response to Provisional Findings, paragraph 113.5.
[31] RWE response to Provisional Findings, paragraph 243.2.
[32] Scottish Power response to Provisional Findings, paragraph 1.11 and 1,12.
[33] Scottish Power response to Provisional Findings, paragraph 3.19.
[34] Scottish Power response to Provisional Findings, paragraph 3.24 to 3.25.

that even the most active groups (those that had switched in the past year or were on a non-standard tariff) had available savings under Scenario 5 of at least 11-12% of their bill.

(d) That[35] customers who are on non-standard tariff paying by standard credit have potential gains from switching of 20%. However, the fact that these customers are on a non-standard tariff this indicates they made an active choice, including to pay by standard credit, and this may reflect the fact that it gives them more control over their payments and is a form of credit that may be significantly cheaper than alternative forms of available credit to the customer.

30. SSE said:

(a) That[36] the gains from switching analysis overstates the gains available, as well as ignoring relevant evidence on drivers of customer decision-making (e.g., in relation to the importance of non-price factors such as quality of services) from the CMA's customer survey. The gains available from switching are only £76-£117 for the median dual fuel customer, before other relevant factors that will influence customer engagement and switching levels, such as search costs, are taken into account.

(b) That[37] the customer survey shows that the vast majority (65-81%) of consumers who are not likely to switch supplier in the next three years required savings that would exceed their potential gains from switching. The gains from switching analysis therefore does not show that consumers are disengaged, but that they are exercising rational choice in their search and purchasing decisions.

(c) That [38] the CMA's customer survey establishes that non-price factors are a significant driver of consumer decision-making and that the CMA has largely ignored this in its gains from switching analysis (in which the CMA wrongly assumes that consumers' decisions to switch suppliers are entirely price-driven).

(d) That[39] for low-income customers (who the CMA suggests are less likely to switch) on average face significantly lower potential gains from switching than customers with higher levels of income, and do not require lower gains to switch. SSE said that the evidence therefore contradicts the

---

[35] Scottish Power response to Provisional Findings, paragraph 3.26.
[36] SSE response to Provisional Findings, paragraph 3.2.12.
[37] SSE response to Provisional Findings, paragraph 3.2.12.
[38] SSE response to Provisional Findings, paragraph 3.2.8.
[39] SSE response to Provisional Findings, paragraph 3.2.20.

CMA's unevidenced assumption that low-income groups should be more likely to switch suppliers.

(e) That[40] price differentials will always exist in any competitive market to stimulate external switching and other forms of customer engagement (and benchmarking against other consumer industries suggests that customers in the energy sector are highly engaged and competition is working well).

(f) That[41] the dynamics of the competitive energy market mean that there will always be savings available, even when customers switch on a regular basis (e.g., in the previous quarter). Even if every domestic customer in the UK switched supplier once every year, quarterly changes in the cheapest tariff could mean that 80% of customers would still stand to save from switching in any given quarter over the 10-quarter period considered by the CMA. This suggests that the results presented by the CMA relating to the proportion of customers who could save by switching at any one time are consistent with a high level of customer engagement, and do not provide any meaningful evidence of customer inertia.

31. We have addressed most of these points in Section 9 of the Final Report. In particular all those raised by EON, Scottish Power, SSE and Centrica's points as set out at 25(a) to 25(e) and RWE's points as set out at 28(a) to 28(h). We address the remaining points below.

32. With regard to Centrica's point 25(f), Centrica said that the analysis does not capture all discounts and rewards, in particular Warm Home Discounts. Centrica is correct that our analysis does not include all discounts (see Annex B for further details). However, we consider that this may have resulted in both under-or over-estimates of the annual potential gains from switching available to some customers. We also note that the analysis includes direct debit and dual fuel discounts and discounts for paperless billing which appear to have accounted for a large proportion of the total value of discounts offered by Six Large Energy Firms (see Appendix 8.3).

33. With regard to Warm Home Discounts, since April 2015 all of the Six Large Energy Firms and Mid-tier Suppliers have participated in the scheme. However, for April 2014 to March 2015 Ovo and Co-operative Energy did not participate and before this none of the Mid-tier suppliers participated. [42] A customer who was eligible for a Warm Home Discount would not have

---

[40] SSE response to Provisional Findings, paragraph 2.1.1b.
[41] SSE response to Provisional Findings, paragraph 3.2.21 to 3.2.22.
[42] https://www.ofgem.gov.uk/environmental-programmes/social-programmes/warm-home-discount/warm-home-discount-reports-and-statistics.

received this payment if they switched to a Mid-tier Supplier that was not participating in the scheme at the time. This is not factored into our analysis.

34. In the year April 2014 to March 2015, the total value of rebates paid was £326m and around 1.15 million rebates worth £140 were paid. [43] This compares with 31 million domestic energy customer[44] and so less than 4% of customers. This would also be a problem only where the cheapest available tariff is offered by a non-participating Mid-tier Supplier (see Table 102).

35. With regard to Centrica's point 25(g), in Annex B we explain that our analysis excludes (i) tariffs outside the scope of our analysis and (ii) tariffs whose data points were erroneous or inconsistent.[45] We consider that only the latter might affect the interpretation of our results, as suggested by Centrica, as the former was applied consistently across all suppliers. The proportion of accounts excluded because of erroneous data points is small relative to each supplier's customer base in each quarter of the analysis. We are therefore confident that exclusions (i) and (ii) do not have any material effect on the interpretation of our results.

36. With regards to EDF Energy's point (see paragraph 26) that differences in potential gains between Mid-tier Suppliers and the SLEFs are driven solely by the different mix of the customer base and different acquisition strategy, we note that potential gains will also be function of how tariffs offered by the Mid-tier Suppliers compare with those that have been offered by the Six Large Energy Firms.

37. With regards to RWE's point 28(i), this point is addressed at paragraph 12(d) above.

[43] https://www.ofgem.gov.uk/sites/default/files/docs/2015/11/whd_annual_report_publish.pdf.
[44] Source: Cornwall.
[45] See Annex B, paragraph 5.

Annex A: Definitions

1. This annex lists the definitions used in the three datasets: the supplier tariff data, consumption data and Energylinx data on available tariffs.

Tariffs, accounts and customer types

2. 'Tariff' refers to the product that is being supplied to the customer. It contains a set of characteristics that describe the product, such as: fuel type (single fuel, dual fuel, twin fuel), the terms of the price in the contract (variable, fixed, capped), payment method (DD, credit, prepayment and other), the price of the product, discounts directly associated with the product[46] and other relevant characteristics.

3. Where a household purchases both gas and electricity, it would have two 'accounts'. 'Customer' refers to a household that may have one or two accounts with one or two suppliers. Our datasets contain information on the number of accounts rather than customers.

4. We define three customer types with respect to their consumption of electricity and gas:

   (a) 'Dual fuel' customers have electricity and gas accounts with the same supplier and receive a dual fuel discount.

   (b) 'Twin fuel' customers have electricity and gas accounts with the same supplier but do not receive any dual fuel discount. For suppliers that do not offer dual fuel discounts or tariffs, all customers who have both electricity and gas accounts with them would be classified as twin fuel customers.

   (c) 'Single fuel' customers have either an electricity or gas account with a given supplier. This includes customers who have accounts for electricity and gas with two different suppliers, and customers who only use one fuel (electricity).

Regions

5. Tariffs and accounts for both gas and electricity have been allocated to the 14 PES regions, as defined in the table below.

[46] Discounts that are generally available to customers, that is, are not specifically attached to particular tariffs, are not included in this definition. Examples of such discounts include prompt payment discounts that are awarded to any credit customers paying their bill promptly.

Table 1: PES regions of GB

Region	*Also known as*
East Midlands	-
East Anglia	Eastern
London	-
Merseyside and North Wales	Manweb
Midlands	-
North East	Northern
North West	Norweb
South Wales	SWALEC
South West	SWEB
North Scotland	Scottish Hydro
South Scotland	Scottish Power
South East	Seeboard
Southern	Southern Electric
Yorkshire	-

Source: CMA definitions.

Tariff structure and characteristics

6. Tariff structure and characteristics are defined in the table that follows. We note that many of these characteristics are not mutually exclusive.

Table 2: Tariff structure, characteristics and definitions

Tariff characteristics	*Definition*
Variable tariff	The price of a variable tariff is not guaranteed for any period of time and can be increased or decreased by the supplier. This includes tracker tariffs. Tariffs that have a fixed-term contract but do not include a promise of a certain price level (or up to a certain price level) over the contract period are also classified as variable.
Fixed tariff	A tariff that guarantees a certain fixed price until a defined end date, or for a defined period of time. This does not include tariffs that have an expiration date but allow the price to vary (see 'variable tariff').
Capped tariff	A tariff that guarantees a price no higher than a pre-determined level, until a defined end date or for a defined period of time.
Online tariff (supplier data, narrow definition)	A tariff that is available only to those subscribing online. Where the same tariff is available to customers using online and any other distribution channel (such as those contacting suppliers by telephone), these are not defined as online. We note that some tariffs that were marketed as online tariffs would not be classified as such using this definition, as they were also available through other sales channels.
Online tariff (supplier data, wide definition)	A tariff available through online channels only or sold predominantly through online channels or a tariff that requires online management of the account and/or paperless billing.
Online tariff (Energylinx data)	A tariff where the customer must supply an email address and complete the application to switch to the tariff online. This does not necessarily mean that the customer will receive paperless energy bills.
Social tariff	These were tariffs that were available to customers struggling to pay their bills. This has now been replaced by the WHD scheme. This may include other tariffs not mandated by the WHD but available to 'vulnerable' customers, whether it be due to low income, age, illness or disability, at a price that must be at most the same as the cheapest standard alternative for a customer within that region on each payment type.
Green tariff	A tariff that comes with a promise by the supplier to either meet the customer's usage with generation from renewable energy sources, or to contribute to environmental schemes. This should include all tariffs whose primary marketed attribute is being 'green' or 'sustainable', regardless of whether the 'green' status of that tariff has been accredited by certain external institutions.
Dynamic teleswitch tariff	Tariff suited for dynamically teleswitched meters (DTS) (typically designed for households with electric heating).
Tracker tariff	A tariff that is usually set at a percentage above or below a variable tariff or a certain external index.
Economy 7 tariff	A tariff that offers cheaper energy for seven off-peak hours during the night. Available to customers who have an Economy 7 or similar meter.
Time of use tariff	A tariff that offers energy for different prices depending on the time of the day, other than the Economy 7 tariff above.
Bundled tariff	A tariff where additional services or products are supplied, such as boiler maintenance. This does not include bolt-ons that are not attached to specific tariffs.
White label tariff*	A tariff relating to an energy product produced by a supplier that other companies rebrand and market under their own name.
Win-back tariff	A tariff offered to retain existing customers at risk of switching that is not publicly marketed.
Exit fee	Exit fee applied if the customer changes tariff before it expires.

Source: CMA definitions.
*Centrica, OVO Energy and SSE provided information on their white label tariffs in their datasets. All white label tariffs were assessed together with other tariffs of that specific supplier.

Annex B: Data cleaning

1. This annex summarises the structure of the supplier data (tariff and consumption datasets) and the Energylinx data of available tariffs, and the steps we took in cleaning these datasets for the analysis.

Tariff data

2. The tariff dataset includes information on the majority of domestic gas and electricity tariffs at each end of quarterly snapshots from 31 March 2008 (Q1 2008) to 30 June 2015 (Q2 2015).

3. The datasets were constructed such that each row contains the tariff name, information on the number of accounts, prices, discounts, payment method, fuel type and other relevant characteristics of a specific gas or electricity tariff. Each tariff is listed in multiple rows to accommodate the following:

   (a) Separate rows to indicate dual fuel, twin fuel and single fuel customers, and the associated prices and discounts.

   (b) Separate rows for each payment method associated with a product (credit, debit, prepayment or other), and the associated prices and discounts.

   (c) Economy 7 and other time-of-use tariffs are also entered in rows that are separate from the equivalent standard meter tariffs, if any.

4. The data includes discounts that are directly associated with a tariff and excludes discounts that were widely available such as prompt payment discounts, loyalty rewards, credits and rebated and vulnerable customer discounts.

Exclusions

5. We have excluded two set of observations:

   (a) tariffs outside the scope of our analysis. This includes niche products, tariffs that have complex pricing structure or limited eligibility. The following observations have been excluded from our analysis:

      (i) All green tariffs. Customers who subscribed to such tariffs are likely to value non-monetary characteristics of the tariff;

      (ii) All social tariffs or other tariffs where eligibility was restricted to certain types of households;

(iii) All time-of-use tariffs other than Economy 7. The pricing structures for these tariffs can vary considerably according to meter type and across suppliers;

(iv) All tariffs where the price includes a bundle of energy and non-energy products (for example, broadband services);

(v) All Independent Gas Transporter tariffs;

(vi) All non-domestic tariffs;

(vii) All deemed tariffs

(viii) All tariffs whose eligibility was restricted to specific set of customers (staff, developer and pilot tariffs);

(ix) All collective switching tariffs;

(x) All customers with an uncommon payment method (flagged as 'other');

(b) tariffs whose data points were erroneous or inconsistent. This includes tariffs where suppliers were not able to provide accurate information for. The following observations have been excluded from our analysis:

(i) Missing data (unknown region, zero unit price);

(ii) All tariffs where the price structure was inconsistent with the tariff description, or the price was not plausible (for example, extremely high);

(iii) All tariffs introduced after the date of the quarterly snapshot, or those whose contract ended before the date of the quarterly snapshot;

(iv) All tariffs offered by the Six Large Energy Firms with less than 1,000 accounts across all regions, within a given quarter.

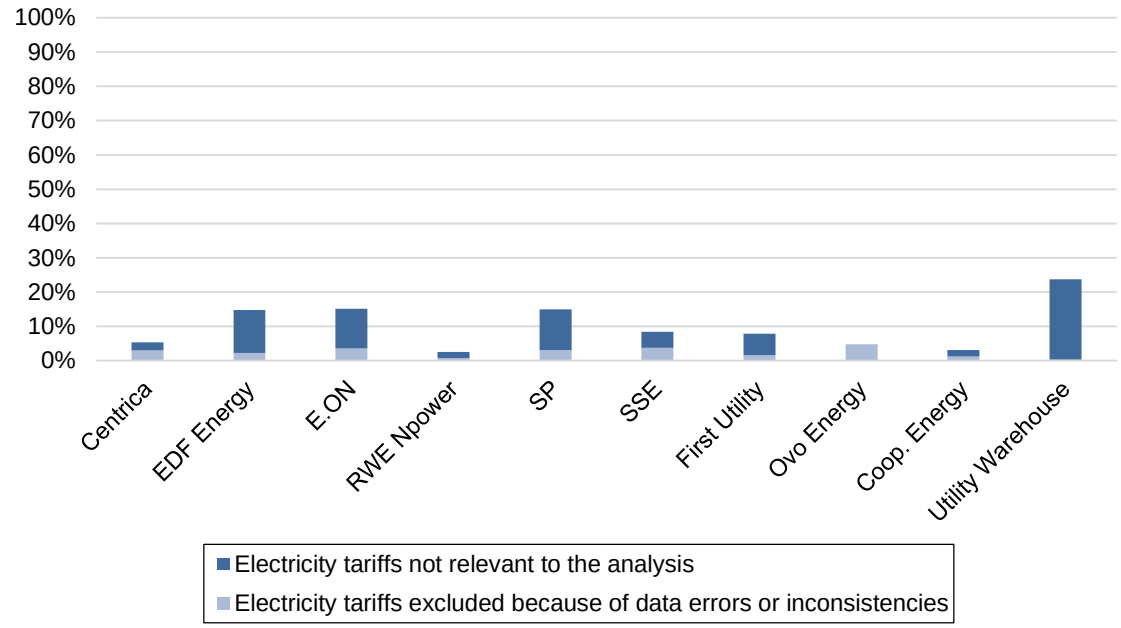
6. Figure 1 and Figure 2 below show the proportion of electricity and gas accounts excluded from the analysis split by set of exclusions.[47]

7. Generally, the exclusions related to erroneous or inconsistent data points accounted for around 2% of customer accounts whereas those related to tariffs not relevant to our analysis around 20% or less of customer accounts. We note that the proportion of excluded accounts is highest for Utility

[47] We note that some suppliers excluded a list of tariffs outside the scope of our analysis from the datasets they submitted. This explains why for the proportion of accounts excluded from the analysis varies between suppliers.

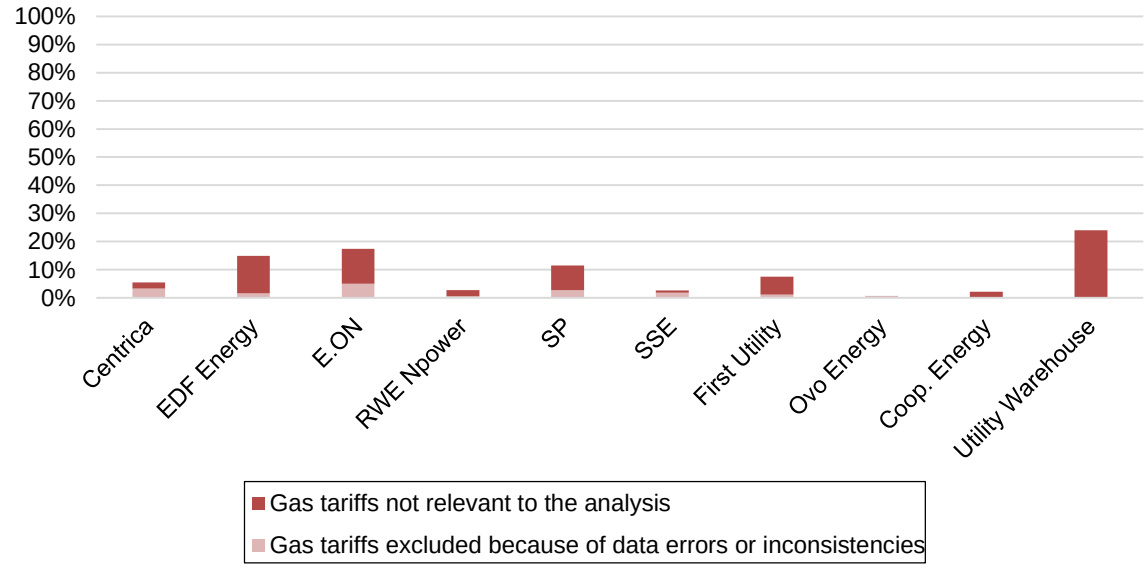
Warehouse's electricity and gas dataset. This is because Utility Warehouse mainly offered bundles of energy and non-energy products which have not been included in our analysis (see Annex B, paragraph 5(a)(iv)).

Figure 1: Proportion of electricity accounts excluded from the analysis



Source: CMA analysis.

Figure 2: Proportion of gas accounts excluded from the analysis



Source: CMA analysis.

8. We also excluded some tariffs from the dual fuel analysis where we were unable to combine gas and electricity tariffs to form a dual fuel bill. Table 1 shows the number of electricity accounts that we were unable to pair with gas tariffs.

Table 1: Number of electricity accounts that could not be matched to a gas tariff in the data

	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
Q1 2012	-	-	45	3,452	33	16	26	119	13	140
Q2 2012	-	1	45	3,108	22	26	25	145	34	137
Q3 2012	-	-	65	1,228	26	46	22	176	180	143
Q4 2012	-	-	318	1,184	17	21	19	158	223	144
Q1 2013	-	-	164	606	18	-	16	13	-	138
Q2 2013	-	-	724	590	16	-	55	7	-	140
Q3 2013	1	-	749	567	18	-	56	10	-	138
Q4 2013	5	-	514	247	371	-	44	10	-	93
Q1 2014	1	10,318	404	-	173	-	31	63	-	129
Q2 2014	2	7,558	74	-	253	-	18	69	-	152
Q3 2014	-	28	78	-	113	-	15	112	-	162
Q4 2014	-	62	66	-	118	-	15	284	2	163
Q1 2015	-	-	70	29	150	4,294	17	96	14	-
Q2 2015	-	-	52	78	183	451	16	117	62	-

Source: CMA analysis.

Payment type categorisation

9. Payment types are grouped into four broad categories: DD (DD), standard credit (SC), prepayment (PP) and other. Accounts within the latter category were excluded from the analysis. The table below summarises how the categorisation was done in each of the Six Large Energy Firms' and Mid-tier Suppliers' data.

Table 2: Payment type categorisation for the Six Large Energy Firms

Supplier	*Category*	*Payment type*
Centrica	DD	Direct Debit – VDD, Direct Debit – CPS Standing Order
	SC	CPS – APT (Annual Payment Tariff) CPS – QEP (Quarterly Equal Payments) Cash/Cheque Fuel Direct Pending Fuel Direct
	PP	Prepayment
	Other	Magnetic Card
EDF Energy	DD	Budget Direct Debit (Monthly) (DD) Direct Debit Whole Amount (Monthly) (DD-WAM) Direct Debit Whole Amount (Quarterly) (DD-WAQ) Direct Debit Payment Plan Direct Debit Whole Amount
	SC	Cash/Cheque Whole Amount (Monthly) (CC-WAM) Cash/Cheque Whole Amount (Quarterly) (CC-WAQ) Cash/Cheque (Monthly) (CC-M) Cash/Cheque (Quarterly) (CC-Q) Cash/Cheque Cash/Cheque Payment Plan Payment Plan Card Standing Order Payment Plan
	PP	Prepayment (PK) Domestic Power Key User

E.ON	DD	Fixed Direct Debit Variable Direct Debit
	SC	On Demand Payment On Demand Unmonitored Payment Card Regular Cash Payment Standing Order Pay Plus
	PP	Prepayment Prepayment Meter Driven Billing
RWE	DD	Monthly Fixed Direct Debit Monthly Variable Direct Debit Quarterly Variable Direct Debit Legacy Monthly Fixed Direct Debit Legacy Receipt of Bill – Direct Debit
	SC	DWP/Fuel Direct Half-Yearly Receipt of Bill Monthly Receipt of Bill Payment Card Easy Pay Quarterly Receipt of Bill Regular Payment Scheme Monthly Regular Payment Scheme Fortnightly Regular Payment Scheme Weekly Legacy Weekly/Fortnightly/Monthly Regular Payment Scheme by Card Legacy Receipt of Bill – Credit
	PP	Prepayment Card Legacy Prepayment Card
Scottish Power	DD	Direct Debit Bankers order
	SC	Receipt of Bill Direct Debit Cash Card (Monthly) and Card (Weekly) Receipt of Bill Bankers Order Receipt of Bill Cash Receipt of Bill Card Pay in Advance Fuel Direct
	PP	Prepayment
SSE	DD	Direct Debit Variable Monthly Direct Debit Annual Direct Debit Standing Order
	SC	Budget Card Booklet Credit Card Cheque Cash Debit Card Direct Credit BACS
	PP	Pay As You Go
Co-operative Energy	DD CR PP	Monthly - fixed DD Quarterly - pay on bill PPM Electricity PPM Gas
First Utility	DD	Variable direct debt payment Direct Debit payment for a fixed amount
	SC	BACS Cash Cheque Credit Card
	PP	PayPoint prePayDebtTransfer
Ovo Energy	DD	Monthly Direct Debit Monthly Variable Direct Debit
	SC	Monthly Cash/Cheque

	PP	Prepayment Meter
Utility Warehouse	DD	Monthly Direct Debit Monthly Variable Direct Debit Quarterly Direct Debit Quarterly Variable Direct Debit
	SC	Monthly Debit/Credit Card Monthly Cash/Cheque Quarterly Debit/Credit Card Quarterly Cash/Cheque
	PP	Prepayment Meter

Source: Correspondence between the CMA and the parties.

Contract length

10. Fixed-rate, capped and variable-rate fixed-term tariffs can have either a fixed termination date (regardless of when the customer subscribed) or fixed duration of the contract that takes effect from the time the customer subscribes to the tariff. For tariffs with the former type of contract, we calculated the contract length as the difference, in months, between the date the tariff was first introduced into the market and the date the contract terminates. For tariffs that were in the market for a long period of time, this may overestimate the actual length of the contract.

Consumption data

11. The consumption dataset includes information on annual gas and electricity usage of suppliers' customers at the 10th, 25th, 50th, 75th and 90th percentiles and mean, by PES region, tariff structure , payment method and whether or not the tariff is an Economy 7 tariff (for electricity only). The data we collected does not distinguish between single fuel and dual fuel or SVT and variable-rate fixed-term tariffs, and does not include customers on green, social tariffs and tariffs with uncommon payment methods. For Economy 7 tariffs, we also collected regional data on the proportion of total consumption that is consumed during the off-peak and peak periods.

12. All consumption figures are derived from Estimated Annual Consumption (electricity) and Annual Quantity (for gas) measures on an annual basis.[48] These measures were available from all suppliers on a consistent basis.

Energylinx data

13. The Energylinx dataset lists tariffs offered by all suppliers (the Six Large Energy Firms as well as Mid-tier Suppliers and other smaller suppliers) to domestic customers for electricity and gas at each quarterly snapshot date.

[48] As at 31 December 2012, 31 December 2013, 30 December 2014 and 30 June 2015.

The dataset does not include time-of-use tariffs other than Economy 7, green tariffs and social tariffs. The structure of the dataset is otherwise the same as that of the supplier tariff data.

14. The table below summarises the way payment methods were categorised in this dataset. We have excluded the category ‘other’ from all switching scenarios.

Table 3: Payment type categorisation and descriptions from the Energylinx dataset

Payment type	*Description*	*Category*
Monthly Direct Debit	Equal monthly DDs based on a set proportion of the annual billing amount.	DD
Quarterly Direct Debit	This effectively is a quarterly bill that is then paid in full, usually around 14 days after it is sent.	DD
Standing Order	Rarely available, this is when the customer sets a specific payment from their account every month.	SC
Quarterly Cash/Cheque	Billed every quarter and paid by cash or cheque.	SC
Prepayment Meter	Where the customer has a meter that requires paying for energy before it is delivered.	PP
Advance Payment	Where the customer pays in advance for their energy delivery.	This does not apply to any tariff within the time frame for the project.
Monthly Card	The customer will pay towards their future energy bills by paying on a monthly basis.	Other
Monthly Debit/Credit Card	Similar to monthly cash/cheque in that the customer is provided with a bill on a monthly basis and payment is made by debit card and continuous payment authority has been provided.	SC
Monthly Variable Direct Debit	Where the monthly DD varies on a month-to-month basis, typically changed due to the customer receiving a monthly bill based on actual consumption.	DD
Quarterly Equal Payments	Payment made each quarter, typically in advance, set at one quarter of their expected annual energy spend.	Other
Monthly Cash/Cheque	Also known as 'Cash Cheque Whole Amount Monthly' where the customer is paying for their actual consumption for the month.	SC
Regular Cash	This may be weekly, fortnightly or monthly.	SC
Quarterly Debit Card	Similar to quarterly cash/cheque in that the customer is provided with a bill on a quarterly basis and payment is made by debit card and continuous payment authority has been provided.	SC

Source: Correspondence between the CMA and Energylinx.

Annex C: Potential savings calculation steps

1. This annex described the steps we undertook to calculate the annual potential savings.

Step 1: Calculating the current bill

2. First, we calculate the current bill; that is, the annual bill of a customer subscribing to a tariff at the quarterly snapshot dates based on the levels of consumption that characterise the tariff family (see paragraph 3). For Economy 7 users we take account of the proportion of electricity used during the off-peak and peak times of the day.[49]

3. For single fuel tariffs, the calculated bill is a bill for only one fuel. For dual fuel and twin fuel tariffs, this is a combined gas and electricity bill.

4. To aid the calculation of dual fuel and twin fuel bills we asked the suppliers to indicate, for each electricity tariff, the gas tariff that was most commonly subscribed to by dual fuel customers on the electricity tariff. In a small number of cases the information provided was erroneous (for example, the gas tariff referred to as the most common matching pair did not exist in that quarter or region) and these tariffs had to be excluded from the dual fuel analysis. In a small number of cases, where the corresponding gas tariff could not be found, we assumed that the gas tariff was the standard variable evergreen tariff.

5. Our methodology for combining electricity and gas tariffs assumes that both accounts have the same payment method. Most of the resulting dual fuel bills are also of the same tariff structure but a small number of accounts have different types for gas and electricity. Where this is the case, we use the electricity tariff's characteristics in conducting the search for the cheapest alternative tariff.

6. For dual fuel customers we assume that their level of consumption of electricity is in the same part of the consumption distribution as their gas consumption. That is, we assume that a low consuming electricity customer is also a low consuming gas customer. We have no reason to expect that this assumption would result in a systematic error that would bias our results. The bill calculation uses the standing charge, unit rate and other price information, as well as all tariff-specific discounts. The calculated bill is an annualised bill based on the price of the tariff at the end-of-quarter date.

[49] See Annex B for a more detailed description of the consumption data.

7. The discounts we account for in the bill calculation are dual fuel discounts, discounts associated with payment type, and other discounts directly associated with the tariff (for example, an online discount that is part of an online tariff). Data does not include prompt-pay discounts, cash-backs or other financial or non-financial rewards that are not directly associated with the tariff

Step 2: Calculating the bill for the cheapest alternative tariff

8. Next, for each scenario we searched for the cheapest available tariff for each customer type (as defined by supplier, region, current tariff characteristics and consumption) as follows:

   (a) For each type of customer, we filtered all available tariffs to keep only those that met the criteria set in the switching scenario.

   (b) For each of the tariffs we identified by *(a)*, we calculated an annual energy bill for each consumption level (as defined by the 10th, 25th, 50th, 75th and 90th percentiles and the mean consumption).

   (c) For each consumption level, we identified the tariff (and the value of the associated bill) that offered the lowest possible bill.

   (d) We recorded the result from *(c)* as the best available bill for that type of customer for that quarter in that switching scenario.

Step 3: Calculating the potential savings

9. The annualised potential savings for each customer group was calculated as the difference between the current bill from step 1 and best available tariff from step 2, or zero if the difference was negative.

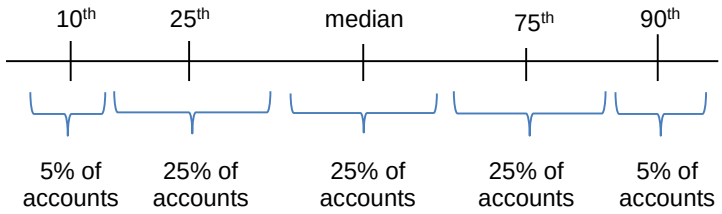
Annex D: Consumption assumptions

1. This annex explains the methodology for how we have used the consumption data in summarising the average, the range, or the distribution of the potential gains from switching.

2. For each product in our dataset we know the number of accounts associated with each of those products at the quarterly snapshot date. In addition, each of the products belongs to a tariff family (see paragraph 3 of the appendix), and for each tariff family we have data on six points of the consumption distribution: the three quartiles, the tenth and 90th percentiles, and the mean.

3. In creating summary statistics for the potential gains from switching we allocate the customers subscribed to each product to the known points of the consumption distribution. First, we assume that the three quartiles represent a third of the customers each. Second, we assume that the tenth and 90th points in the consumption distribution represent 5% of the customers each. Finally, we consider the remaining 15% of the customers to either be very low or very high consumption (likely lower than the 7.5th or higher than the 92.5th percentile of the distribution) and as such they are excluded from the summary statistics. Figure 1 illustrates these assumptions.

Figure 1: Allocation of customer accounts to points in the consumption distribution



Source: CMA analysis.

4. We note that using these assumptions would be equivalent to using the simple mean consumption value if the consumption distribution was symmetric. However, in practice the consumption distribution is skewed with a small number of very high consumption consumers. Such high consumption values are not accounted for in our analysis. For this reason our estimate of the average bill, and average gains, for the assumed consumption distribution tends to be slightly lower than what the equivalent estimate for the overall mean consumption level would be.

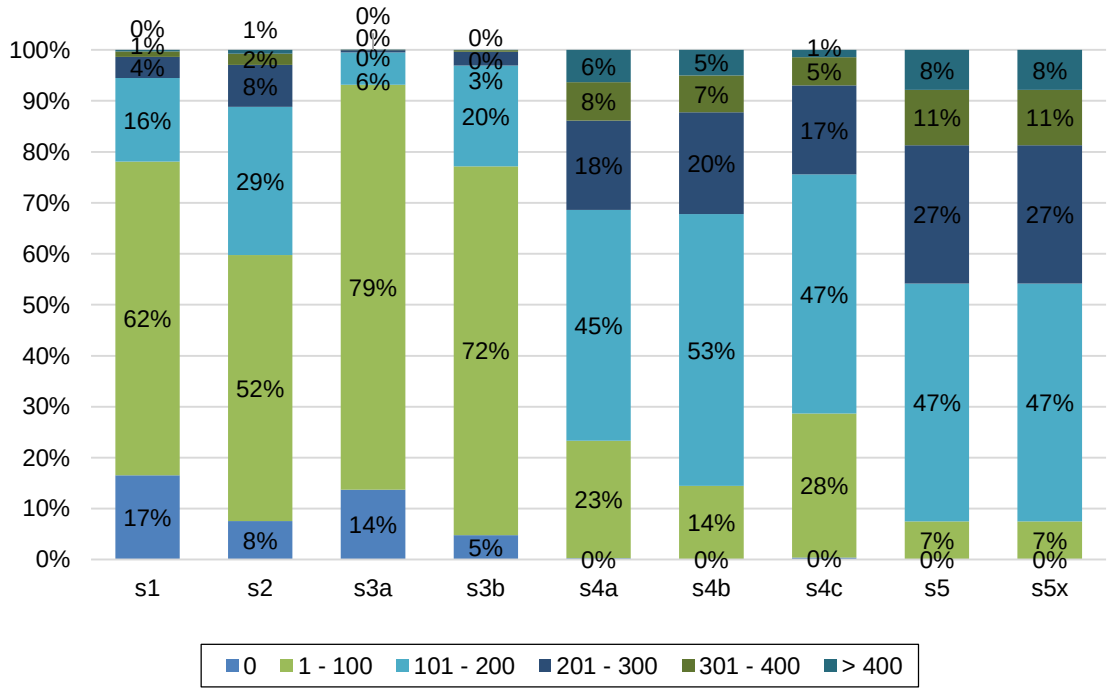
Annex E: Additional tables

Distribution of potential annual savings

Dual fuel

Six Large Energy Firms

Figure 1: Distribution of potential annual savings for dual fuel SVT customers (no pre-payment) of the Six Large Energy Firms



Source: CMA analysis.

Table 1: **Distribution of potential annual savings for dual fuel customers of the Six Large Energy Firms (simple average of proportions across firms and quarters)**

						%
	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	33	51	13	3	1	0
S2	26	46	21	6	1	0
S3A	24	66	8	1	0	0
S3B	15	63	18	3	1	0
S4A	5	35	37	13	5	4
S4B	3	30	43	15	5	3
S4C	7	40	35	12	4	1
S5	3	25	40	19	7	5
S5X	5	27	38	18	7	5

Source: CMA analysis.

Table 2: Distribution of potential annual savings for dual fuel SVT customers of the Six Large Energy Firms (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	29	54	13	3	1	0
S2	22	46	23	6	2	1
S3A	17	77	6	0	0	0
S3B	9	72	17	2	0	0
S4A	2	34	40	14	6	5
S4B	1	27	47	16	6	4
S4C	4	39	38	14	4	1
S5	1	21	41	21	8	6
S5X	1	21	41	21	8	6

Source: CMA analysis.

Table 3: Distribution of potential annual savings for dual fuel SVT customers (no-prepayment) of the Six Large Energy Firms (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	17	62	16	4	1	0
S2	8	52	29	8	2	1
S3A	14	79	6	0	0	0
S3B	5	72	20	3	0	0
S4A	0	23	45	18	8	6
S4B	0	14	53	20	7	5
S4C	0	28	47	17	5	1
S5	0	7	47	27	11	8
S5X	0	7	47	27	11	8

Source: CMA analysis.

Table 4: Distribution of potential annual savings for dual fuel SVT DD customers of the Six Large Energy Firms (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	11	62	20	5	1	0
S2	11	62	20	5	1	0
S3A	14	80	6	1	0	0
S3B	7	77	15	2	0	0
S4A	0	33	40	14	7	6
S4B	0	11	51	22	9	7
S4C	0	20	51	20	7	2
S5	0	11	51	22	9	7
S5X	0	11	51	22	9	7

Source: CMA analysis.

Table 5: Distribution of potential annual savings for dual fuel SVT credit customers of the Six Large Energy Firms (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	26	61	10	2	0	0
S2	0	36	46	13	4	1
S3A	14	79	7	0	0	0
S3B	2	65	28	4	0	0
S4A	0	6	54	24	9	7
S4B	0	21	59	17	3	1
S4C	1	43	41	13	3	1
S5	0	1	40	36	14	9
S5X	0	1	40	36	14	9

Source: CMA analysis.

Table 6: Distribution of potential annual savings for dual fuel SVT prepayment customers of the Six Large Energy Firms (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	71	26	2	0	0	0
S2	71	26	2	0	0	0
S3A	26	68	5	1	0	0
S3B	22	69	8	1	0	0
S4A	6	71	22	1	0	0
S4B	6	70	23	1	0	0
S4C	17	77	6	1	0	0
S5	6	70	23	1	0	0
S5X	6	70	23	1	0	0

Source: CMA analysis.

Table 7: Distribution of potential annual savings for dual fuel customers subscribed to non-standard tariffs of the Six Large Energy Firms (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	42	44	11	2	0	0
S2	37	43	15	4	1	0
S3A	43	41	14	3	0	0
S3B	31	41	21	5	1	1
S4A	12	39	31	11	4	3
S4B	8	39	35	12	4	2
S4C	15	45	28	9	2	1
S5	8	34	36	14	5	3
S5X	14	41	29	10	3	2

Source: CMA analysis.

Mid-tier Suppliers

Table 8: Distribution of potential annual savings for dual fuel customers of the four Mid-tier Suppliers (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	53	32	9	3	2	1
S2	45	36	11	5	3	2
S3A	39	46	9	3	1	1
S3B	26	49	16	5	2	1
S4A	14	39	26	11	5	4
S4B	12	33	29	14	7	4
S4C	21	34	26	11	5	3
S5	9	33	30	15	7	5
S5X	18	28	28	14	7	5

Source: CMA analysis.

Table 9: Distribution of potential annual savings for dual fuel SVT customers of the four Mid-tier Suppliers (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	59	25	8	4	2	1
S2	48	29	12	6	3	2
S3A	30	60	8	1	0	0
S3B	22	59	14	3	1	0
S4A	2	34	33	16	8	7
S4B	2	23	37	22	9	7
S4C	3	29	38	20	7	3
S5	0	20	37	23	11	9
S5X	0	20	37	23	11	9

Source: CMA analysis.

Table 10: Distribution of potential annual savings for dual fuel SVT customers (no-prepayment) of the four Mid-tier Suppliers (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	59	25	8	4	2	1
S2	48	29	12	6	3	2
S3A	30	60	8	1	0	0
S3B	22	59	14	3	1	0
S4A	2	34	33	16	8	7
S4B	2	23	37	22	9	7
S4C	3	29	38	20	7	3
S5	0	20	37	23	11	9
S5X	0	20	37	23	11	9

Source: CMA analysis.

Table 11: Distribution of potential annual savings for dual fuel SVT DD customers of the four Mid-tier Suppliers (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	54	26	10	5	2	2
S2	54	26	10	5	2	2
S3A	26	64	8	1	0	0
S3B	20	62	14	3	1	0
S4A	2	35	34	16	7	7
S4B	0	20	38	23	10	8
S4C	1	27	40	21	7	4
S5	0	20	38	23	10	8
S5X	0	20	38	23	10	8

Source: CMA analysis.

Table 12: Distribution of potential annual savings for dual fuel SVT credit customers of the four Mid-tier Suppliers (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	82	17	1	0	0	0
S2	9	45	27	11	5	3
S3A	50	37	11	2	0	0
S3B	34	39	17	6	2	1
S4A	3	28	31	19	10	10
S4B	10	39	29	14	5	2
S4C	17	39	27	13	4	2
S5	1	15	35	21	16	12
S5X	1	15	35	21	16	12

Source: CMA analysis.

Table 13: Distribution of potential annual savings for dual fuel customers subscribed to non-standard tariffs of the four Mid-tier Suppliers (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	50	35	9	3	2	1
S2	43	39	10	4	3	2
S3A	49	33	10	4	2	2
S3B	32	41	16	6	3	2
S4A	25	40	19	8	4	4
S4B	21	40	22	8	5	3
S4C	37	35	16	6	4	3
S5	17	41	23	9	6	4
S5X	32	32	19	7	5	4

Source: CMA analysis.

Single fuel electricity

Six Large Energy Firms

Table 14: Distribution of potential annual savings for single fuel electricity customers of the Six Large Energy Firms (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	63	4	0	0	0	63
S2	65	9	1	0	0	65
S3A	74	4	0	0	0	74
S3B	78	7	1	0	0	78
S4A	74	18	2	1	0	74
S4B	75	19	3	1	0	75
S4C	77	14	2	1	0	77
S5	64	27	5	1	0	64
S5X	64	27	5	1	0	64

Source: CMA analysis.

Table 15: Distribution of potential annual savings for single fuel electricity SVT customers of the Six Large Energy Firms (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	29	66	4	0	0	0
S2	22	66	10	1	0	0
S3A	17	79	4	0	0	0
S3B	10	82	7	1	0	0
S4A	2	75	19	3	1	0
S4B	2	75	19	3	1	0
S4C	4	78	15	2	1	0
S5	2	63	29	5	1	0
S5X	2	63	29	5	1	0

Source: CMA analysis.

Table 16: Distribution of potential annual savings for single fuel electricity SVT customers (no-prepayment) of the Six Large Energy Firms (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	14	80	5	1	0	0
S2	5	81	12	2	0	0
S3A	17	79	4	0	0	0
S3B	8	83	8	1	0	0
S4A	1	72	23	3	1	0
S4B	0	72	23	4	1	0
S4C	1	77	18	3	1	0
S5	0	57	35	6	1	0
S5X	0	57	35	6	1	0

Source: CMA analysis.

Table 17: Distribution of potential annual savings for single fuel electricity SVT DD customers of the Six Large Energy Firms (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	10	81	8	1	0	0
S2	10	81	8	1	0	0
S3A	18	77	4	0	0	0
S3B	11	82	6	1	0	0
S4A	2	79	16	3	1	0
S4B	0	65	28	5	1	0
S4C	0	72	22	4	1	0
S5	0	65	28	5	1	0
S5X	0	65	28	5	1	0

Source: CMA analysis.

Table 18: Distribution of potential annual savings for single fuel electricity SVT credit customers of the Six Large Energy Firms (simple average of proportions across firms and quarters

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	17	79	3	0	0	0
S2	1	81	16	2	0	0
S3A	16	81	3	0	0	0
S3B	5	85	9	1	0	0
S4A	0	66	29	4	1	0
S4B	0	78	19	2	1	0
S4C	1	82	15	2	0	0
S5	0	49	42	7	2	1
S5X	0	49	42	7	2	1

Source: CMA analysis.

Table 19: Distribution of potential annual savings for single fuel electricity SVT prepayment customers of the Six Large Energy Firms (simple average of proportions across firms and quarters

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	83	16	1	0	0	0
S2	83	16	1	0	0	0
S3A	19	77	4	0	0	0
S3B	18	77	4	0	0	0
S4A	8	86	5	0	0	0
S4B	7	86	6	1	0	0
S4C	14	82	4	0	0	0
S5	7	86	6	1	0	0
S5X	7	86	6	1	0	0

Source: CMA analysis.

Table 20: Distribution of potential annual savings for single fuel electricity customers subscribed to non-standard tariffs of the Six Large Energy Firms (simple average of proportions across firms and quarters

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	49	47	3	0	0	0
S2	42	53	5	1	0	0
S3A	50	46	4	1	0	0
S3B	43	52	5	1	0	0
S4A	21	66	11	2	0	0
S4B	13	72	12	2	1	0
S4C	21	67	10	2	0	0
S5	10	71	15	3	1	0
S5X	17	67	13	2	1	0

Source: CMA analysis.

Mid-tier suppliers

Table 21: Distribution of potential annual savings for single fuel electricity customers of the four Mid-tier Suppliers (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	64	32	3	1	0	0
S2	55	39	4	1	0	0
S3A	42	49	7	1	0	0
S3B	35	55	8	2	1	0
S4A	24	57	13	4	1	0
S4B	17	58	18	4	2	1
S4C	24	55	15	4	1	1
S5	16	57	20	5	2	1
S5X	23	49	20	5	2	1

Source: CMA analysis.

Table 22: Distribution of potential annual savings for single fuel electricity SVT customers of the four Mid-tier Suppliers (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	64	31	4	1	0	0
S2	51	41	6	1	0	0
S3A	26	65	7	2	0	0
S3B	21	67	9	3	1	0
S4A	5	69	19	5	2	1
S4B	3	60	26	7	3	1
S4C	4	65	22	6	2	1
S5	2	57	30	8	3	1
S5X	2	57	30	8	3	1

Source: CMA analysis.

Table 23: Distribution of potential annual savings for single fuel electricity SVT customers (no-prepayment) of the four Mid-tier Suppliers (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	64	31	4	1	0	0
S2	51	41	6	1	0	0
S3A	26	65	7	2	0	0
S3B	21	67	9	3	1	0
S4A	5	69	19	5	2	1
S4B	3	60	26	7	3	1
S4C	4	65	22	6	2	1
S5	2	57	30	8	3	1
S5X	2	57	30	8	3	1

Source: CMA analysis.

Table 24: Distribution of potential annual savings for single fuel electricity SVT DD customers of the four Mid-tier Suppliers (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	60	34	5	1	0	0
S2	60	34	5	1	0	0
S3A	23	67	7	2	0	0
S3B	20	68	9	2	1	0
S4A	6	70	17	4	1	1
S4B	2	58	29	7	3	1
S4C	3	64	24	6	3	1
S5	2	58	29	7	3	1
S5X	2	58	29	7	3	1

Source: CMA analysis.

Table 25: Distribution of potential annual savings for single fuel electricity SVT credit customers of the four Mid-tier Suppliers (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	80	19	1	0	0	0
S2	11	74	11	3	1	0
S3A	35	57	6	2	0	0
S3B	26	60	11	3	1	0
S4A	3	62	25	6	3	1
S4B	9	66	18	4	2	0
S4C	13	66	16	4	1	0
S5	1	49	35	10	3	1
S5X	1	49	35	10	3	1

Source: CMA analysis.

Table 26: Distribution of potential annual savings for single fuel electricity customers subscribed to non-standard tariffs of the four Mid-tier Suppliers (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	63	34	2	1	0	0
S2	59	37	3	1	0	0
S3A	60	33	6	1	0	0
S3B	48	43	7	1	0	0
S4A	43	46	8	2	0	0
S4B	32	55	10	2	0	1
S4C	44	44	9	2	0	0
S5	29	57	10	3	0	1
S5X	45	42	9	3	0	1

Source: CMA analysis.

Single fuel gas

Six Large Energy Firms

Table 27: Distribution of potential annual savings for single fuel gas customers of the Six Large Energy Firms (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	56	42	1	0	0	0
S2	32	64	4	0	0	0
S3A	10	84	6	0	0	0
S3B	9	85	6	0	0	0
S4A	2	61	32	5	1	0
S4B	2	58	33	6	1	0
S4C	3	57	32	6	1	0
S5	2	44	43	10	1	0
S5X	2	45	42	10	1	0

Source: CMA analysis.

Table 28: Distribution of potential annual savings for single fuel gas SVT customers of the Six Large Energy Firms (simple: average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	58	41	1	0	0	0
S2	32	64	3	0	0	0
S3A	6	89	5	0	0	0
S3B	6	89	5	0	0	0
S4A	1	63	31	4	1	0
S4B	1	60	33	6	1	0
S4C	3	59	32	6	1	0
S5	1	45	43	10	1	0
S5X	1	45	43	10	1	0

Source: CMA analysis.

Table 29: Distribution of potential annual savings for single fuel gas SVT customers (no-prepayment) of the Six Large Energy Firms (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	51	48	1	0	0	0
S2	18	78	4	0	0	0
S3A	5	89	6	0	0	0
S3B	4	90	6	0	0	0
S4A	0	54	39	6	1	0
S4B	0	50	41	8	1	0
S4C	0	51	40	8	1	0
S5	0	31	54	13	2	0
S5X	0	31	54	13	2	0

Source: CMA analysis.

Table 30: Distribution of potential annual savings for single fuel gas SVT DD customers of the Six Large Energy Firms (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	38	60	2	0	0	0
S2	38	60	2	0	0	0
S3A	5	86	9	0	0	0
S3B	4	86	9	0	0	0
S4A	1	59	35	4	1	0
S4B	0	34	54	11	1	0
S4C	0	34	53	11	1	0
S5	0	34	54	11	1	0
S5X	0	34	54	11	1	0

Source: CMA analysis.

Table 31 Distribution of potential annual savings for single fuel gas SVT credit customers of the Six Large Energy Firms (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	62	37	1	0	0	0
S2	1	92	6	1	0	0
S3A	5	92	3	0	0	0
S3B	4	93	4	0	0	0
S4A	0	50	43	6	1	0
S4B	0	64	30	5	0	0
S4C	1	66	29	5	0	0
S5	0	29	55	14	2	0
S5X	0	29	55	14	2	0

Source: CMA analysis.

Table 32: Distribution of potential annual savings for single fuel gas SVT prepayment customers of the Six Large Energy Firms (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	86	14	0	0	0	0
S2	86	14	0	0	0	0
S3A	12	87	0	0	0	0
S3B	12	88	0	0	0	0
S4A	5	94	2	0	0	0
S4B	5	94	2	0	0	0
S4C	12	88	0	0	0	0
S5	5	94	2	0	0	0
S5X	5	94	2	0	0	0

Source: CMA analysis.

Table 33: Distribution of potential annual savings for single fuel gas customers subscribed to non-standard tariffs of the Six Large Energy Firms (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	40	57	4	0	0	0
S2	26	66	8	0	0	0
S3A	39	46	14	1	0	0
S3B	38	46	14	1	0	0
S4A	9	45	38	7	1	0
S4B	6	44	40	10	1	0
S4C	6	45	37	10	1	0
S5	5	34	45	13	2	0
S5X	6	51	35	7	1	0

Source: CMA analysis.

Mid-tier Suppliers

Table 34: Distribution of potential annual savings for single fuel gas customers of the four Mid-tier Suppliers (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	81	19	0	0	0	0
S2	73	26	1	0	0	0
S3A	37	59	4	0	0	0
S3B	36	59	4	0	0	0
S4A	17	61	19	3	0	0
S4B	17	52	27	4	0	0
S4C	19	51	26	4	0	0
S5	13	51	30	6	1	0
S5X	16	48	30	6	1	0

Source: CMA analysis.

Table 35: Distribution of potential annual savings for single fuel gas SVT customers of the four Mid-tier Suppliers (simple: average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	78	22	0	0	0	0
S2	67	32	1	0	0	0
S3A	31	67	3	0	0	0
S3B	30	67	3	0	0	0
S4A	8	67	22	3	0	0
S4B	7	55	33	5	0	0
S4C	9	53	33	5	0	0
S5	4	52	37	7	1	0
S5X	4	52	37	7	1	0

Source: CMA analysis.

Table 36: Distribution of potential annual savings for single fuel gas SVT customers (no-prepayment) of the four Mid-tier Suppliers (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	78	22	0	0	0	0
S2	67	32	1	0	0	0
S3A	31	67	3	0	0	0
S3B	30	67	3	0	0	0
S4A	8	67	22	3	0	0
S4B	7	55	33	5	0	0
S4C	9	53	33	5	0	0
S5	4	52	37	7	1	0
S5X	4	52	37	7	1	0

Source: CMA analysis.

Table 37: Distribution of potential annual savings for single fuel gas SVT DD customers of the four Mid-tier Suppliers (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	77	23	0	0	0	0
S2	77	23	0	0	0	0
S3A	24	73	3	0	0	0
S3B	23	74	3	0	0	0
S4A	7	70	20	2	0	0
S4B	2	53	38	6	0	0
S4C	2	53	38	6	0	0
S5	2	53	38	6	0	0
S5X	2	53	38	6	0	0

Source: CMA analysis.

Table 38: Distribution of potential annual savings for single fuel gas SVT credit customers of the four Mid-tier Suppliers (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	82	18	0	0	0	0
S2	41	55	4	0	0	0
S3A	48	50	2	0	0	0
S3B	47	50	2	0	0	0
S4A	10	58	27	5	1	0
S4B	20	57	20	3	0	0
S4C	27	51	20	3	0	0
S5	8	46	34	10	1	0
S5X	8	46	34	10	1	0

Source: CMA analysis.

Table 39: Distribution of potential annual savings for single fuel gas customers subscribed to non-standard tariffs of the four Mid-tier Suppliers (simple average of proportions across firms and quarters)

%

	0	*1 - 100*	*101 - 200*	*201 - 300*	*301 - 400*	*> 400*
S1	88	12	0	0	0	0
S2	85	14	1	0	0	0
S3A	53	40	6	1	0	0
S3B	51	41	7	1	0	0
S4A	38	48	12	2	0	0
S4B	40	46	12	1	0	0
S4C	42	45	12	1	0	0
S5	33	49	16	3	0	0
S5X	43	39	15	3	0	0

Source: CMA analysis.

Average potential annual savings

Dual fuel

Six Large Energy Firms

Table 40: Average potential annual savings available to dual fuel customers across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	36	83	51	3	7	4
S2	51	113	73	5	10	6
S3A	13	52	40	1	4	4
S3B	35	79	65	3	7	6
S4A	93	156	145	8	14	13
S4B	109	164	150	9	15	13
S4C	77	134	119	7	12	10
S5	123	185	172	11	17	15
S5X	123	177	164	11	16	14

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: dual fuel customers.

Table 41: Average potential annual savings available to dual fuel SVT customers across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	37	105	54	3	8	5
S2	62	148	82	5	12	7
S3A	6	55	38	1	5	4
S3B	27	82	63	2	7	6
S4A	111	184	156	10	16	14
S4B	125	177	161	11	15	14
S4C	95	147	129	8	12	11
S5	144	210	186	13	18	17
S5X	144	210	186	13	18	17

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: dual fuel SVT customers.

Table 42: Average potential annual savings available to dual fuel SVT (no-prepayment) customers across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	44	129	67	4	10	6
S2	77	182	102	7	15	9
S3A	6	53	40	1	5	4
S3B	32	93	71	3	8	6
S4A	132	213	181	11	18	16
S4B	150	202	186	13	17	16
S4C	121	166	155	10	14	13
S5	175	244	219	15	20	19
S5X	175	244	219	15	20	19

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: dual fuel SVT (no-prepayment) customers.

Table 43: Average potential annual savings available to dual fuel SVT DD customers across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	59	149	80	5	11	6
S2	59	149	80	5	11	6
S3A	8	50	39	1	4	3
S3B	25	67	61	2	5	5
S4A	120	189	167	10	15	13
S4B	164	214	205	13	17	16
S4C	135	179	171	11	15	14
S5	164	214	205	13	17	16
S5X	164	214	205	13	17	16

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: dual fuel SVT DD customers.

Table 44: Average potential annual savings available to dual fuel SVT credit customers across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	17	103	44	2	9	4
S2	107	223	141	10	20	13
S3A	3	76	42	0	7	4
S3B	49	128	89	4	11	8
S4A	164	244	208	15	21	20
S4B	110	185	151	11	17	15
S4C	84	156	126	7	14	12
S5	203	281	245	19	25	23
S5X	203	281	245	19	25	23

Source: CMA analysis.
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: dual fuel SVT credit customers.

Table 45: **Average potential annual savings available to dual fuel SVT prepayment customers across the Six Large Energy Firms**

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	0	15	9	0	2	1
S2	0	15	9	0	2	1
S3A	6	64	31	1	5	3
S3B	13	72	37	1	6	4
S4A	41	98	66	5	11	8
S4B	46	103	70	6	11	8
S4C	11	70	36	1	6	4
S5	46	103	70	6	11	8
S5X	46	103	70	6	11	8

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: dual fuel SVT prepayment customers.

Table 46: Average potential annual savings available to dual fuel customers subscribed to non-standard tariffs across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	24	56	42	2	5	3
S2	31	66	52	3	6	4
S3A	21	56	45	2	5	4
S3B	45	85	69	4	7	6
S4A	71	156	117	6	13	10
S4B	88	164	125	8	14	11
S4C	55	133	95	5	11	8
S5	97	184	138	8	16	12
S5X	80	124	109	6	10	9

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: dual fuel customers subscribed to non-standard tariffs.

Mid-tier Suppliers

Table 47: **Average potential annual savings available to dual fuel customers across the four Mid-tier Suppliers**

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	13	81	51	1	6	4
S2	19	102	64	1	8	5
S3A	17	60	42	2	4	3
S3B	42	80	72	3	6	5
S4A	96	176	136	8	13	10
S4B	109	211	147	9	16	11
S4C	59	182	108	5	14	8
S5	111	219	157	9	16	12
S5X	90	219	143	7	16	11

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: dual fuel customers.

Table 48: Average potential annual savings available to dual fuel SVT customers across the four Mid-tier Suppliers

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	8	162	52	0	11	4
S2	14	220	73	1	15	5
S3A	11	52	36	1	3	3
S3B	18	84	58	2	5	4
S4A	144	249	185	12	17	14
S4B	151	217	202	13	16	15
S4C	122	181	166	10	14	12
S5	182	249	219	15	17	17
S5X	182	249	219	15	17	17

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: dual fuel SVT customers.

Table 49: Average potential annual savings available to dual fuel SVT (no-prepayment) customers across the four Mid-tier Suppliers

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	8	162	52	0	11	4
S2	14	220	73	1	15	5
S3A	11	52	36	1	3	3
S3B	18	84	58	2	5	4
S4A	144	249	185	12	17	14
S4B	151	217	202	13	16	15
S4C	122	181	166	10	14	12
S5	182	249	219	15	17	17
S5X	182	249	219	15	17	17

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: dual fuel SVT (no-prepayment) customers.

Table 50: Average potential annual savings available to dual fuel SVT DD customers across the four Mid-tier Suppliers

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	8	222	61	0	15	4
S2	8	222	61	0	15	4
S3A	12	58	38	1	4	3
S3B	18	90	56	1	6	4
S4A	127	253	178	10	17	13
S4B	167	253	214	14	17	16
S4C	131	197	174	11	14	13
S5	167	253	214	14	17	16
S5X	167	253	214	14	17	16

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: dual fuel SVT DD customers.

Table 51: Average potential annual savings available to dual fuel SVT credit customers across the four Mid-tier Suppliers

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	0	15	5	0	1	0
S2	83	214	146	7	16	12
S3A	0	44	27	0	3	2
S3B	3	94	63	0	7	5
S4A	189	244	222	14	20	18
S4B	65	171	133	5	14	11
S4C	56	153	120	4	12	9
S5	224	281	247	17	23	20
S5X	224	281	247	17	23	20

Source: CMA analysis.
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: dual fuel SVT credit customers.

Table 52: Average potential annual savings available to dual fuel customers subscribed to non-standard tariffs across the four Mid-tier Suppliers

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	34	63	51	2	5	4
S2	34	76	58	3	6	5
S3A	27	128	46	2	9	4
S3B	73	138	82	6	10	7
S4A	80	153	102	6	11	8
S4B	92	197	107	7	14	8
S4C	43	186	66	4	13	5
S5	93	200	113	7	15	9
S5X	67	200	89	5	15	7

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: dual fuel customers subscribed to non-standard tariffs.

Single fuel electricity

Six Large Energy Firms

Table 53: Average potential annual savings available to single fuel electricity customers across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	16	36	27	3	6	5
S2	32	68	44	6	12	8
S3A	16	45	30	3	8	5
S3B	24	58	41	4	9	7
S4A	53	89	72	10	15	13
S4B	57	90	74	10	15	13
S4C	46	78	63	8	13	11
S5	72	108	90	13	18	16
S5X	71	107	89	13	18	16

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel electricity customers.

Table 54: Average potential annual savings available to single fuel electricity SVT customers across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	16	38	29	3	7	5
S2	32	72	47	6	13	8
S3A	17	47	31	3	9	6
S3B	26	61	42	4	10	7
S4A	54	93	75	10	16	14
S4B	58	94	77	10	16	14
S4C	47	82	66	8	13	11
S5	73	113	94	13	19	17
S5X	73	113	94	13	19	17

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel electricity SVT customers.

Table 55: Average potential annual savings available to single fuel electricity SVT (no-prepayment) customers across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	17	56	35	3	10	6
S2	37	86	58	7	16	11
S3A	17	51	32	3	10	6
S3B	28	62	45	5	12	8
S4A	64	104	84	12	20	16
S4B	68	103	86	12	19	15
S4C	57	91	75	10	17	13
S5	90	126	107	16	23	19
S5X	90	126	107	16	23	19

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel electricity SVT (no-prepayment) customers.

Table 56: Average potential annual savings available to single fuel electricity SVT DD customers across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	22	71	42	4	11	7
S2	22	71	42	4	11	7
S3A	21	50	33	3	8	5
S3B	27	59	41	4	9	7
S4A	52	87	70	8	14	11
S4B	81	115	95	13	18	15
S4C	70	103	85	11	16	14
S5	81	115	95	13	18	15
S5X	81	115	95	13	18	15

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel electricity SVT customers.

Table 57: Average potential annual savings available to single fuel electricity SVT credit customers across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	10	49	29	2	9	5
S2	49	100	73	9	19	14
S3A	13	56	30	3	12	6
S3B	29	72	50	5	15	9
S4A	75	123	97	15	25	19
S4B	57	100	78	11	20	15
S4C	46	89	66	9	18	12
S5	98	142	118	19	28	23
S5X	98	142	118	19	28	23

Source: CMA analysis.
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel electricity SVT credit customers.

Table 58: Average potential annual savings available to single fuel electricity SVT prepayment customers across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	0	17	5	0	3	1
S2	0	17	5	0	3	1
S3A	15	57	30	3	8	5
S3B	17	58	32	3	8	5
S4A	28	73	42	6	12	8
S4B	31	75	45	6	12	8
S4C	20	63	35	4	9	6
S5	31	75	45	6	12	8
S5X	31	75	45	6	12	8

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel electricity SVT prepayment customers.

Table 59: Average potential annual savings available to single fuel electricity customers subscribed to non-standard tariffs across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	12	28	19	2	4	3
S2	17	36	25	3	6	4
S3A	11	33	23	2	6	4
S3B	14	41	28	2	7	5
S4A	28	60	49	5	10	8
S4B	37	65	55	6	11	9
S4C	28	56	46	5	9	7
S5	46	76	63	8	13	11
S5X	43	71	55	6	12	9

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel electricity customers subscribed to non-standard tariffs.

Mid-tier Suppliers

Table 60: Average potential annual savings available to single fuel electricity customers across the four Mid-tier Suppliers

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	14	27	18	2	4	3
S2	19	45	25	2	7	4
S3A	11	56	29	2	8	4
S3B	15	66	36	2	9	5
S4A	25	97	58	4	14	9
S4B	40	121	72	6	17	11
S4C	30	110	62	5	15	9
S5	41	127	78	6	18	12
S5X	34	127	75	5	18	11

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel electricity customers.

Table 61: Average potential annual savings available to single fuel electricity SVT customers across the four Mid-tier Suppliers

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	11	92	23	1	13	3
S2	17	172	35	2	25	5
S3A	11	96	37	2	13	5
S3B	14	110	45	2	15	6
S4A	54	177	84	8	26	12
S4B	68	152	105	11	21	15
S4C	58	143	93	9	20	13
S5	86	177	115	13	26	17
S5X	86	177	115	13	26	17

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel electricity SVT customers.

Table 62: Average potential annual savings available to single fuel electricity SVT (no-prepayment) customers across the four Mid-tier Suppliers

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	11	92	23	1	13	3
S2	17	172	35	2	25	5
S3A	11	96	37	2	13	5
S3B	14	110	45	2	15	6
S4A	54	177	84	8	26	12
S4B	68	152	105	11	21	15
S4C	58	143	93	9	20	13
S5	86	177	115	13	26	17
S5X	86	177	115	13	26	17

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel electricity SVT (no-prepayment) customers.

Table 63: Average potential annual savings available to single fuel electricity SVT DD customers across the four Mid-tier Suppliers

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	12	186	27	1	26	4
S2	12	186	27	1	26	4
S3A	11	122	38	2	16	5
S3B	13	132	45	2	17	6
S4A	43	191	79	7	26	11
S4B	75	191	110	12	26	16
S4C	62	176	97	10	24	14
S5	75	191	110	12	26	16
S5X	75	191	110	12	26	16

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel electricity SVT DD customers.

Table 64: Average potential annual savings available to single fuel electricity SVT credit customers across the four Mid-tier Suppliers

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	0	7	6	0	1	1
S2	47	158	65	7	24	10
S3A	0	71	32	0	9	5
S3B	3	89	47	0	12	7
S4A	53	164	105	8	25	17
S4B	27	114	81	4	17	13
S4C	22	111	74	3	16	12
S5	88	164	131	13	25	21
S5X	88	164	131	13	25	21

Source: CMA analysis.
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel electricity SVT credit customers.

Table 65: Average potential annual savings available to single fuel electricity customers subscribed to non-standard tariffs across the four Mid-tier Suppliers

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	9	27	13	1	4	2
S2	9	30	16	2	4	2
S3A	10	75	22	2	11	3
S3B	15	82	27	3	11	4
S4A	16	94	32	3	13	5
S4B	26	114	39	4	16	6
S4C	17	107	31	3	15	5
S5	27	117	41	4	16	7
S5X	17	117	35	3	16	5

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel electricity customers.

Single fuel gas

Six Large Energy Firms

Table 66: Average potential annual savings available to single fuel gas customers across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	2	34	15	0	5	2
S2	13	68	33	2	11	5
S3A	3	56	46	1	9	7
S3B	4	57	47	1	9	8
S4A	35	108	95	7	18	16
S4B	39	114	100	8	19	17
S4C	30	107	92	5	16	14
S5	50	134	119	10	22	20
S5X	50	130	115	10	21	19

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel gas customers.

Table 67: Average potential annual savings available to single fuel gas SVT customers across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	2	34	13	0	5	2
S2	13	72	32	2	12	5
S3A	2	57	47	0	9	7
S3B	3	58	48	1	9	8
S4A	39	107	95	8	18	16
S4B	43	112	99	9	19	17
S4C	31	105	90	5	16	14
S5	55	133	118	11	22	20
S5X	55	133	118	11	22	20

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel gas SVT customers.

Table 68: Average potential annual savings available to single fuel gas SVT (no-prepayment) customers across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	3	51	17	1	8	3
S2	22	108	40	4	18	6
S3A	3	60	52	0	9	8
S3B	4	61	53	1	9	8
S4A	51	115	107	9	18	17
S4B	57	121	113	10	19	18
S4C	52	117	108	9	17	16
S5	78	146	137	14	23	22
S5X	78	146	137	14	23	22

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel gas SVT (no-prepayment) customers.

Table 69: Average potential annual savings available to single fuel gas SVT DD customers across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	4	79	26	1	12	4
S2	4	79	26	1	12	4
S3A	4	73	62	1	10	9
S3B	5	73	63	1	10	9
S4A	35	109	99	6	15	14
S4B	66	142	132	10	20	19
S4C	65	142	131	10	20	19
S5	66	142	132	10	20	19
S5X	66	142	132	10	20	19

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel gas SVT DD customers.

Table 70: Average potential annual savings available to single fuel gas SVT credit customers across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	2	37	9	0	6	1
S2	34	124	52	6	21	8
S3A	2	49	43	0	8	7
S3B	3	51	45	1	9	8
S4A	66	121	114	13	21	20
S4B	49	104	97	10	18	17
S4C	40	95	89	7	15	14
S5	91	148	142	17	25	24
S5X	91	148	142	17	25	24

Source: CMA analysis.
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel gas SVT credit customers.

Table 71: Average potential annual savings available to single fuel gas SVT prepayment customers across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	0	4	1	0	1	0
S2	0	4	1	0	1	0
S3A	1	40	27	0	8	5
S3B	2	40	28	0	8	6
S4A	22	63	48	6	17	13
S4B	22	63	48	6	17	13
S4C	1	40	27	0	8	5
S5	22	63	48	6	17	13
S5X	22	63	48	6	17	13

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel gas SVT prepayment customers.

Table 72: Average potential annual savings available to single fuel gas customers subscribed to non-standard tariffs across the Six Large Energy Firms

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	4	35	26	1	6	4
S2	12	47	40	2	8	6
S3A	8	50	43	1	7	6
S3B	8	51	43	1	7	6
S4A	18	119	99	3	17	15
S4B	26	128	107	5	19	16
S4C	25	125	105	4	18	15
S5	32	147	124	6	22	18
S5X	32	112	96	6	16	14

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel gas customers subscribed to non-standard tariffs.

Mid-tier Suppliers

Table 73: Average potential annual savings available to single fuel gas customers across the four Mid-tier Suppliers

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	0	5	2	0	1	0
S2	0	14	7	0	2	1
S3A	9	35	24	1	4	3
S3B	9	36	25	1	4	3
S4A	38	80	63	6	11	9
S4B	28	103	75	4	14	11
S4C	28	102	75	4	14	10
S5	43	114	87	7	16	12
S5X	37	114	85	6	16	12

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel gas customers.

Table 74: Average potential annual savings available to single fuel gas SVT customers across the four Mid-tier Suppliers

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	0	3	2	0	0	0
S2	0	13	8	0	2	1
S3A	0	34	25	0	4	3
S3B	0	34	25	0	4	3
S4A	40	83	73	6	12	10
S4B	25	107	92	4	15	13
S4C	25	106	92	4	15	13
S5	40	118	104	6	17	15
S5X	40	118	104	6	17	15

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel gas SVT customers.

Table 75: Average potential annual savings available to single fuel gas SVT (no-prepayment) customers across the four Mid-tier Suppliers

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	0	3	2	0	0	0
S2	0	13	8	0	2	1
S3A	0	34	25	0	4	3
S3B	0	34	25	0	4	3
S4A	40	83	73	6	12	10
S4B	25	107	92	4	15	13
S4C	25	106	92	4	15	13
S5	40	118	104	6	17	15
S5X	40	118	104	6	17	15

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel gas SVT (no-prepayment) customers.

Table 76: Average potential annual savings available to single fuel gas SVT DD customers across the four Mid-tier Suppliers

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	0	4	3	0	0	0
S2	0	4	3	0	0	0
S3A	0	35	28	0	4	4
S3B	0	35	28	0	4	4
S4A	46	75	69	7	10	9
S4B	46	111	103	7	15	14
S4C	46	111	103	7	15	14
S5	46	111	103	7	15	14
S5X	46	111	103	7	15	14

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel gas SVT DD customers.

Table 77: Average potential annual savings available to single fuel gas SVT credit customers across the four Mid-tier Suppliers

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	0	2	1	0	0	0
S2	0	44	22	0	6	3
S3A	0	30	16	0	4	2
S3B	0	30	16	0	4	2
S4A	36	110	83	6	17	13
S4B	12	95	66	2	14	10
S4C	12	91	64	2	13	9
S5	36	143	108	6	22	17
S5X	36	143	108	6	22	17

Source: CMA analysis.
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel gas SVT credit customers.

Table 78: Average potential annual savings available to single fuel gas customers subscribed to non-standard tariffs across the four Mid-tier Suppliers

	£			%		
	Min	*Max*	*Avg*	*Min*	*Max*	*Avg*
S1	0	13	3	0	2	0
S2	0	21	5	0	3	1
S3A	10	44	24	2	5	3
S3B	11	47	25	2	6	4
S4A	15	62	39	3	8	6
S4B	18	81	39	3	11	6
S4C	17	79	38	3	11	5
S5	22	90	48	4	13	7
S5X	15	90	43	3	13	6

Source: CMA analysis.
Notes:
1. The minimum and maximum correspond to the firms with the lowest and highest average savings respectively.
2. The average is a weighted average across the quarters and uses consumption at different levels of the consumption distribution. The weights reflect the number of accounts that belong to each tariff.
3. Base: single fuel gas customers subscribed to non-standard tariffs customers.

Annual potential savings for domestic customers of the Six Large Energy Firms on different tariffs and payment methods – S1 and S2

Table 79: Average potential annual savings under S1 and S2 for domestic customers of the Six Large Energy Firms on different tariffs and payment methods from Q1 2012 to Q2 2015

Dual or single fuel	Tariff type	Payment type	Average savings under S1 (£)	Average savings under S2 (£)	Average savings under S1 (%)	Average savings under S2 (%)
Dual	Non-standard	All	42	52	3	4
Dual	SVT	DD	80	80	6	6
Dual	SVT	SC	44	141	4	13
Dual	SVT	Prepayment	9	9	1	1
Single gas	Non-standard	All	26	40	4	6
Single gas	SVT	DD	26	26	4	4
Single gas	SVT	SC	9	52	1	8
Single gas	SVT	Prepayment	1	1	0	0
Single electricity	Non-standard	All	19	25	3	4
Single electricity	SVT	DD	42	42	7	7
Single electricity	SVT	SC	29	73	5	14
Single electricity	SVT	Prepayment	5	5	1	1

Source: CMA analysis.

Comparison of potential savings over time

Figure 2: Average potential annual savings (% of the bill) available to dual fuel customers of the Six Large Energy Firms and the Mid-tier Suppliers under S3b

[✂]

Source: CMA analysis.

Table 80: Average potential annual savings (£ per year) available to dual fuel customers of the Six Large Energy Firms under S3b

£

	q1/12	q2/12	q3/12	q4/12	q1/13	q2/13	q3/13	q4/13	q1/14	q2/14	q3/14	q4/14	q1/15	q2/15
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis.

Table 81: Average potential annual savings (£ per year) available to dual fuel customers of the Mid-tier Suppliers under S3b

£

	q1/12	q2/12	q3/12	q4/12	q1/13	q2/13	q3/13	q4/13	q1/14	q2/14	q3/14	q4/14	q1/15	q2/15
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis.

Table 82: Average potential annual savings (£ per year) available to dual fuel SVT customers of the Six Large Energy Firms under S1

£

	q1/12	q2/12	q3/12	q4/12	q1/13	q2/13	q3/13	q4/13	q1/14	q2/14	q3/14	q4/14	q1/15	q2/15
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis.

Table 83: Average potential annual savings (% of the bill) available to dual fuel SVT customers of the Six Large Energy Firms under S1

%

	q1/12	q2/12	q3/12	q4/12	q1/13	q2/13	q3/13	q4/13	q1/14	q2/14	q3/14	q4/14	q1/15	q2/15
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis.

Table 84: Average potential annual savings (£ per year) available to dual fuel SVT customers of the Six Large Energy Firms under S5x

£

	q1/12	q2/12	q3/12	q4/12	q1/13	q2/13	q3/13	q4/13	q1/14	q2/14	q3/14	q4/14	q1/15	q2/15
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis.

Table 85: Average potential annual savings (% per year) available to dual fuel SVT customers of the Six Large Energy Firms under S5x

%

	q1/12	q2/12	q3/12	q4/12	q1/13	q2/13	q3/13	q4/13	q1/14	q2/14	q3/14	q4/14	q1/15	q2/15
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis.

Table 86: Average potential annual savings (£ per year) available to dual fuel SVT customers of the Mid-tier Suppliers under S5x

£

	q1/12	q2/12	q3/12	q4/12	q1/13	q2/13	q3/13	q4/13	q1/14	q2/14	q3/14	q4/14	q1/15	q2/15
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis.

Table 87: Average potential annual savings (% per year) available to dual fuel SVT customers of the Mid-tier Suppliers under S5x

%

	q1/12	q2/12	q3/12	q4/12	q1/13	q2/13	q3/13	q4/13	q1/14	q2/14	q3/14	q4/14	q1/15	q2/15
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]	[✂]

Source: CMA analysis.

Table 88: Average potential annual savings (£ per year) under all scenarios for domestic customers of the Six Large Energy Firms on SVT non-prepayment tariffs from Q1 2012 to Q2 2015

£

	q1/12	q2/12	q3/12	q4/12	q1/13	q2/13	q3/13	q4/13	q1/14	q2/14	q3/14	q4/14	q1/15	q2/15
s1	65	74	51	52	76	75	36	68	68	81	79	68	79	65
s2	102	118	95	93	107	108	70	104	111	119	107	95	104	87
s3a	66	66	66	24	26	26	26	68	35	34	33	33	30	24
s3b	77	78	71	111	53	52	52	96	65	49	55	55	93	86
s4a	103	120	105	90	90	69	74	125	79	104	115	116	188	127
s4b	157	157	149	145	128	147	132	181	167	189	223	252	289	290
s4c	139	153	135	103	122	126	91	148	124	150	193	229	232	224
s5	197	186	193	155	153	160	155	219	212	225	256	287	333	332
s5x	197	186	193	155	153	160	155	219	212	225	256	287	333	332

Source: CMA analysis.

Table 89: Average potential annual savings (£ per year) under all scenarios for domestic customers of the Mid-tier Suppliers on SVT non-prepayment tariffs from Q1 2012 to Q2 2015

£

	q1/12	q2/12	q3/12	q4/12	q1/13	q2/13	q3/13	q4/13	q1/14	q2/14	q3/14	q4/14	q1/15	q2/15
s1	11	15	22	17	4	41	31	3	48	52	74	99	86	97
s2	15	19	27	22	7	56	44	64	70	74	104	135	126	130
s3a	52	54	72	37	29	40	41	46	29	33	33	32	23	23
s3b	53	56	72	102	33	48	50	67	50	42	50	49	75	71
s4a	91	132	99	107	116	142	105	148	140	151	249	235	334	335
s4b	162	157	174	137	125	153	149	163	164	195	234	267	304	309
s4c	159	156	171	117	124	143	109	123	119	150	198	235	232	222
s5	168	162	182	139	132	159	160	182	190	216	254	288	334	336
s5x	168	162	182	139	132	159	160	182	190	216	254	288	334	336

Source: CMA analysis.

Table 90: Average potential annual savings (% of the bill) under all scenarios for domestic customers of the Six Large Energy Firms on SVT non-prepayment tariffs from Q1 2012 to Q2 2015

	q1/12	q2/12	q3/12	q4/12	q1/13	q2/13	q3/13	q4/13	q1/14	q2/14	q3/14	q4/14	q1/15	% q2/15
s1	6	7	5	4	6	6	3	5	5	6	6	6	7	5
s2	9	11	9	8	9	9	6	8	9	10	9	8	9	8
s3a	7	6	7	2	2	2	2	5	3	3	3	3	3	2
s3b	7	7	7	9	5	5	5	7	5	4	5	5	7	7
s4a	12	15	11	10	12	12	9	14	13	13	20	20	28	27
s4b	15	15	14	13	11	13	11	14	14	16	18	21	24	24
s4c	12	14	13	9	10	11	8	11	10	12	16	19	20	19
s5	18	17	19	14	13	14	13	17	18	19	21	24	28	27
s5x	18	17	19	14	13	14	13	17	18	19	21	24	28	27

Source: CMA analysis.

Table 91: Average potential annual savings (% of the bill) under all scenarios for domestic customers of the Mid-tier Suppliers on SVT non-prepayment tariffs from Q1 2012 to Q2 2015

	q1/12	q2/12	q3/12	q4/12	q1/13	q2/13	q3/13	q4/13	q1/14	q2/14	q3/14	q4/14	q1/15	% q2/15
s1	1	1	1	1	0	3	2	3	3	4	5	7	7	7
s2	1	1	2	1	0	4	3	5	5	5	8	10	10	10
s3a	4	4	5	2	2	3	3	3	2	2	2	2	2	2
s3b	4	4	5	7	2	3	3	5	4	3	3	3	5	5
s4a	6	10	7	7	9	10	7	11	10	11	18	18	26	26
s4b	12	12	14	10	9	11	11	12	12	15	17	20	23	24
s4c	12	12	14	9	9	10	8	8	8	11	15	18	18	17
s5	13	12	15	10	10	12	12	13	15	16	19	22	26	26
s5x	13	12	15	10	10	12	12	13	15	16	19	22	26	26

Source: CMA analysis.

Comparison between Economy 7 and single-rate meters

Table 92: Average potential annual savings under S5x for customers of the Six Large Energy Firms with Economy 7 and single-rate meters from Q1 2012 to Q2 2015

			Economy 7		*Single-rate meter*	
	Tariff type	*Payment type*	*Average savings under S5x (£)*	*Average savings under S5x (%)*	*Average savings under S5x (£)*	*Average savings under S5x (%)*
Dual	Non-standard	All			106	9
Dual	SVT	DD			200	16
Dual	SVT	SC			240	23
Dual	SVT	Prepayment			66	8
Single gas	Non-standard	All			96	14
Single gas	SVT	DD			132	19
Single gas	SVT	SC			142	24
Single gas	SVT	Prepayment			48	13
Single electricity	Non-standard	All	88	11	43	8
Single electricity	SVT	DD	159	19	81	15
Single electricity	SVT	SC	181	24	106	23
Single electricity	SVT	Prepayment	69	10	39	8

Source: CMA analysis.

Economy 7

Figure 3: Average potential annual savings (% of the bill) under S5x for customers of the Six Large Energy Firms with Economy 7 meters from Q1 2012 to Q2 2015

[✂]

Source: CMA analysis.

Table 93: Average potential annual savings (£ per year) available to single fuel electricity customers of the Six Large Energy Firms and the Mid-tiers Suppliers subscribed to Economy 7 restricted meters

£

	Centrica	*EDF*	*EON*	*RWE*	*SP*	*SSE*	*Coop*	*F. Utility*	*Ovo*	*Utility W*
s1	68	29	45	58	48	77	16	16	20	36
s2	82	40	60	97	68	92	32	20	21	42
s3a	73	13	58	87	36	97	9	12	14	93
s3b	85	24	79	109	46	110	15	17	20	110
s4a	123	56	119	145	81	152	61	22	34	150
s4b	134	67	124	153	86	160	80	20	53	184
s4c	119	56	110	138	75	145	66	15	41	169
s5	149	82	145	173	100	178	101	22	54	190
s5x	145	81	145	172	97	176	100	21	47	190

Source: CMA analysis.

Table 94: Average potential annual savings (% of the bill) available to single fuel electricity customers of the Six Large Energy Firms and the Mid-tiers Suppliers subscribed to Economy 7 restricted meters

%

	Centrica	*EDF*	*EON*	*RWE*	*SP*	*SSE*	*Coop*	*F. Utility*	*Ovo*	*Utility W*
s1	9	4	6	7	7	8	2	2	3	4
s2	11	5	8	12	9	10	5	3	3	5
s3a	10	2	8	11	6	10	1	2	2	10
s3b	11	3	10	13	7	12	2	3	3	12
s4a	17	7	16	19	12	17	8	3	5	17
s4b	18	9	16	19	13	18	11	3	7	21
s4c	16	7	14	17	11	16	9	2	6	19
s5	20	11	19	22	14	20	14	3	7	22
s5x	20	11	19	22	14	20	14	3	6	22

Source: CMA analysis.

Single-rate meters

Table 95: Average potential annual savings (£ per year) available to single fuel electricity customers of the Six Large Energy Firms and the Mid-tiers Suppliers subscribed to single-rate meters

£

	Centrica	*EDF*	*EON*	*RWE*	*SP*	*SSE*	*Coop*	*F. Utility*	*Ovo*	*Utility W*
s1	7	26	25	31	32	15	14	27	18	3
s2	19	36	39	60	49	31	26	47	19	7
s3a	5	17	29	35	42	24	14	34	9	36
s3b	10	24	40	46	49	33	16	40	12	42
s4a	36	51	71	75	77	64	46	59	20	68
s4b	38	53	71	75	76	65	59	51	34	87
s4c	29	43	60	63	66	57	50	44	24	77
s5	53	68	89	91	90	78	71	59	35	92
s5x	51	68	88	91	88	76	70	56	27	92

Source: CMA analysis.

Table 96: Average potential annual savings (% of the bill) available to single fuel electricity customers of the Six Large Energy Firms and the Mid-tiers Suppliers subscribed to single-rate meters tariffs

%

	Centrica	*EDF*	*EON*	*RWE*	*SP*	*SSE*	*Coop*	*F. Utility*	*Ovo*	*Utility W*
s1	1	5	5	5	6	3	3	4	3	0
s2	4	7	8	12	9	7	5	7	3	1
s3a	1	4	6	6	9	5	3	5	2	6
s3b	2	5	8	8	10	7	3	6	2	7
s4a	8	11	14	15	16	13	9	9	3	12
s4b	8	11	14	14	15	13	11	8	6	15
s4c	6	8	12	11	13	11	9	7	4	13
s5	11	14	17	18	18	16	13	9	6	16
s5x	11	14	17	18	18	16	13	9	4	16

Source: CMA analysis.

Comparisons of potential annual savings between long-term and short-term fixed tariffs

Table 97: Average potential annual savings (£ per year) available to duel fuel customers subscribed to non-standard or long term or short term fixed tariffs across the Six Large Energy Firms and the Mid-tiers Suppliers

£

	Six Large Energy Firms			*Mid-tiers*		
	All non-standard tariffs	Short term fixed tariffs	Long term fixed tariffs	All non-standard tariffs	Short term fixed tariffs	Long term fixed tariffs
s1	42	31	97	51	40	151
s2	52	41	112	58	47	161
s3a	45	44	49	46	45	52
s3b	69	71	58	82	84	62
s4a	117	105	183	102	91	202
s4b	125	112	198	107	98	199
s4c	95	82	164	66	59	141
s5	138	123	215	113	103	207
s5x	109	100	160	89	81	170

Source: CMA analysis.

Table 98: Average potential annual savings (% of the bill) available to duel fuel customers subscribed non-standard or long term or short term fixed tariffs across the Six Large Energy Firms and the Mid-tiers Suppliers

%

	Six Large Energy Firms			*Mid-tiers*		
	All non-standard tariffs	Short term fixed tariffs	Long term fixed tariffs	All non-standard tariffs	Short term fixed tariffs	Long term fixed tariffs
s1	3	3	8	4	3	12
s2	4	4	9	5	4	13
s3a	4	4	4	4	4	4
s3b	6	6	5	7	7	5
s4a	10	9	15	8	7	16
s4b	11	10	16	8	8	15
s4c	8	7	13	5	5	11
s5	12	11	17	9	8	16
s5x	9	9	12	7	6	13

Source: CMA analysis.

Comparisons of exit fees for fixed-rate non-standard tariffs

Table 99: Descriptive statistics on exit fees for customer accounts on fixed-rate NST from Q1 2012 to Q2 2015

		£			*%*	
		Minimum	*Maximum*	*Average*	*Proportion of customer accounts with exit fees*	*Proportion of customer accounts without exit fees*
SLEFs	Dual fuel	5	85	25	54	46
SLEFs	Single fuel - Gas	5	85	33	73	27
SLEFs	Single fuel - Electricity	5	85	25	40	60
Mid-tiers	Dual fuel	25	30	30	89	11
Mid-tiers	Single fuel - Gas	30	30	30	89	11
Mid-tiers	Single fuel - Electricity	25	30	30	90	10

Source: CMA analysis.

Comparison of non-standard tariffs with respect to SVTs

Table 100: Distribution of non-standard tariffs sold at discount with respect to the SVT offered by the same provider during the same month

		%
Proportion of non-standard tariffs launched at discount		71
Of those launched at premium, what proportion were launched:		
	from January 2010 to December 2013	64
	from January 2014 to March 2016	90
Of those launched at premium, what proportion were long-term fixed-rate tariffs:		
	from January 2010 to December 2013	21
	from January 2014 to March 2016	75
Of those launched at premium, what proportion were:		
	Capped	17
	Fixed	55
	Variable	27

Source: CMA analysis.

Characteristics of the tariffs with the highest potential gains from switching

Table 101: Suppliers offering the best deal to dual fuel customers (simple average across quarters)* under S4b and S5x

		%
Supplier	*S4b*	*S5x*
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]

Source: CMA analysis.
*The average includes all quarters including those quarters where suppliers might have not offered the cheapest deal.

Table 102: Tariffs offering the best deal to dual fuel customers under S5x – Q2 2015

Supplier	*%*	*Electricity*	*Gas*
[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]
[✂]	[✂]	[✂]	[✂]

Source: CMA analysis.

GB gas and electricity customer characteristics

Table 103: GB domestic electricity customer accounts of the Six Large Energy Firms by tariff, fuel and payment type, Q2 2015

Tariff type	*Dual or single fuel*	*Payment type*	*%*	*%*	*%*
SVT					**72**
	Dual fuel			47	
		DD	25		
		SC	11		
		Prepayment	10		
		Other	0		
	Single fuel			26	
		DD	10		
		SC	10		
		Prepayment	6		
		Other	0		
Non-standard					**28**
	Dual fuel			22	
		DD	19		
		SC	2		
		Prepayment	1		
		Other	0		
	Single fuel			5	
		DD	4		
		SC	1		
		Prepayment	0		
		Other	0		

Source: CMA analysis.
Base: customer accounts included in the analysis of potential gains from switching and (i) collective switching, (ii) accounts with less than three months remaining in the contract and (iii) time-of-use, social, green, DTS, bundle and winback tariffs.
Note: Numbers in columns may not add up to 100% due to rounding.

Table 104: GB domestic gas customer accounts of the Six Large Energy Firms by tariff, fuel and payment type, Q2 2015

Tariff type	*Dual or single fuel*	*Payment type*	*%*	*%*	*%*
SVT					**71**
	Dual fuel			55	
		DD	30		
		SC	14		
		Prepayment	11		
		Other	0		
	Single fuel			16	
		DD	5		
		SC	7		
		Prepayment	4		
		Other	0		
Non-standard					**29**
	Dual fuel			27	
		DD	23		
		SC	3		
		Prepayment	1		
		Other	0		
	Single fuel			2	
		DD	1		
		SC	1		
		Prepayment	0		
		Other	0		

Source: CMA analysis.
Base: customer accounts included in the analysis of potential gains from switching and (i) collective switching, (ii) accounts with less than three months remaining in the contract and (iii) time-of-use, social, green, DTS, bundle and winback tariffs.
Note: Numbers in columns may not add up to 100% due to rounding.

Table 105: GB domestic electricity customer accounts of the Mid-tier Suppliers by tariff, fuel and payment type, Q2 2015

Tariff type	*Dual or single fuel*	*Payment type*	*%*	*%*	*%*
SVT					**28**
	Dual fuel			23	
		DD	19		
		SC	4		
		Prepayment	0		
		Other	0		
	Single fuel			5	
		DD	4		
		SC	1		
		Prepayment	0		
		Other	0		
Non-standard					**72**
	Dual fuel			64	
		DD	60		
		SC	2		
		Prepayment	2		
		Other	0		
	Single fuel			8	
		DD	6		
		SC	0		
		Prepayment	1		
		Other	0		

Source: CMA analysis.
Base: customer accounts included in the analysis of potential gains from switching and (i) collective switching, (ii) accounts with less than three months remaining in the contract and (iii) time-of-use, social, green, DTS, bundle and winback tariffs.
Note: Numbers in columns may not add up to 100% due to rounding.

Table 106: GB domestic gas customer accounts of the Mid-tier Suppliers by tariff, fuel and payment type, Q2 2015

Tariff type	*Dual or single fuel*	*Payment type*	*%*	*%*	*%*
SVT					**26**
	Dual fuel			25	
		DD	21		
		SC	4		
		Prepayment	0		
		Other	0		
	Single fuel			1	
		DD	1		
		SC	0		
		Prepayment	0		
		Other	0		
Non-standard					**74**
	Dual fuel			73	
		DD	68		
		SC	3		
		Prepayment	3		
		Other	0		
	Single fuel			1	
		DD	0		
		SC	0		
		Prepayment	0		
		Other	0		

Source: CMA analysis.
Base: customer accounts included in the analysis of potential gains from switching and (i) collective switching, (ii) accounts with less than three months remaining in the contract and (iii) time-of-use, social, green, DTS, bundle and winback tariffs.
Note: Numbers in columns may not add up to 100% due to rounding.

Table 107: Proportion of gas customer accounts on short-term and long-term fixed tariffs by supplier, Q2 2015

%

Supplier	Customers in short term tariffs (24 months or less)	Customers in long term tariffs (more than 24 months)
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]

Source: CMA analysis.
Base: customer accounts included in the analysis of potential gains from switching and (i) collective switching, (ii) accounts with less than three months remaining in the contract and (iii) time-of-use, social, green, DTS, bundle and winback tariffs.

Table 108: Proportion of electricity customer accounts on short-term and long-term fixed tariffs by supplier, Q2 2015

%

Supplier	Customers in short term tariffs (24 months or less)	Customers in long term tariffs (more than 24 months)
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]

Source: CMA analysis.
Base: customer accounts included in the analysis of potential gains from switching and (i) collective switching, (ii) accounts with less than three months remaining in the contract and (iii) time-of-use, social, green, DTS, bundle and winback tariffs.

Table 109: Proportion of gas customer accounts on SVT and non-standard tariffs (NST) and by supplier, Q2 2015

		%
Supplier	NST	SVT
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]

Source: CMA analysis.
Base: customer accounts included in the analysis of potential gains from switching and (i) collective switching, (ii) accounts with less than three months remaining in the contract and (iii) time-of-use, social, green, DTS, bundle and winback tariffs.

Table 110: Proportion of electricity customer accounts on SVT and NST and by supplier, Q2 2015

		%
Supplier	NST	SVT
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]
[✂]	[✂]	[✂]

Source: CMA analysis.
Base: customer accounts included in the analysis of potential gains from switching and (i) collective switching, (ii) accounts with less than three months remaining in the contract and (iii) time-of-use, social, green, DTS, bundle and winback tariffs.