

Energy Switching

January 2014

Energy
UK

Independent suppliers are flourishing as switching becomes easier

New switching figures show more and more people taking advantage of competition in the energy industry. There is more choice when it comes to energy supplier making it easier for customers to compare deals and find one which suits their individual needs. Smaller, independent companies are gaining more customers month on month according to the latest statistics, compiled by Electralink. The figures show 40 per cent of customers who switched electricity supplier in January moved to an independent provider. This is up from 26 per cent of those switching in December and 20 per cent in November.

Overall switching figures remained strong in January with around 239,000 customers switching supplier.

Angela Knight said:

“Once again, the numbers of people switching are proof that the energy market is responding well and giving customers real choice when it comes to choosing an energy supplier. The energy industry is making huge changes to how it serves its customers and reforms are making choices clearer and switching both easier and quicker. It’s always worth checking you are on the deal best suited to your needs: have a look around at what is on offer. Switching is quick and easy to do and may save you money.”

Notes for editors:

- ▶ Information on switching to guide you through the process can be found at: www.energy-uk.org.uk
- ▶ Electralink provide a secure service to transfer data between the energy market participants. The company operate the Data Transfer Network (DTN) which underpins customer switching, meter interoperability and other business processes critical to a competitive energy market.

Press Office
020 7747 2959

Energy UK
Charles House
5 - 11 Regent Street
London SW1Y 4LR

020 7930 9390
www.energy-uk.org.uk
[@energyukcomms](https://twitter.com/energyukcomms)

Graph 1: COS Events

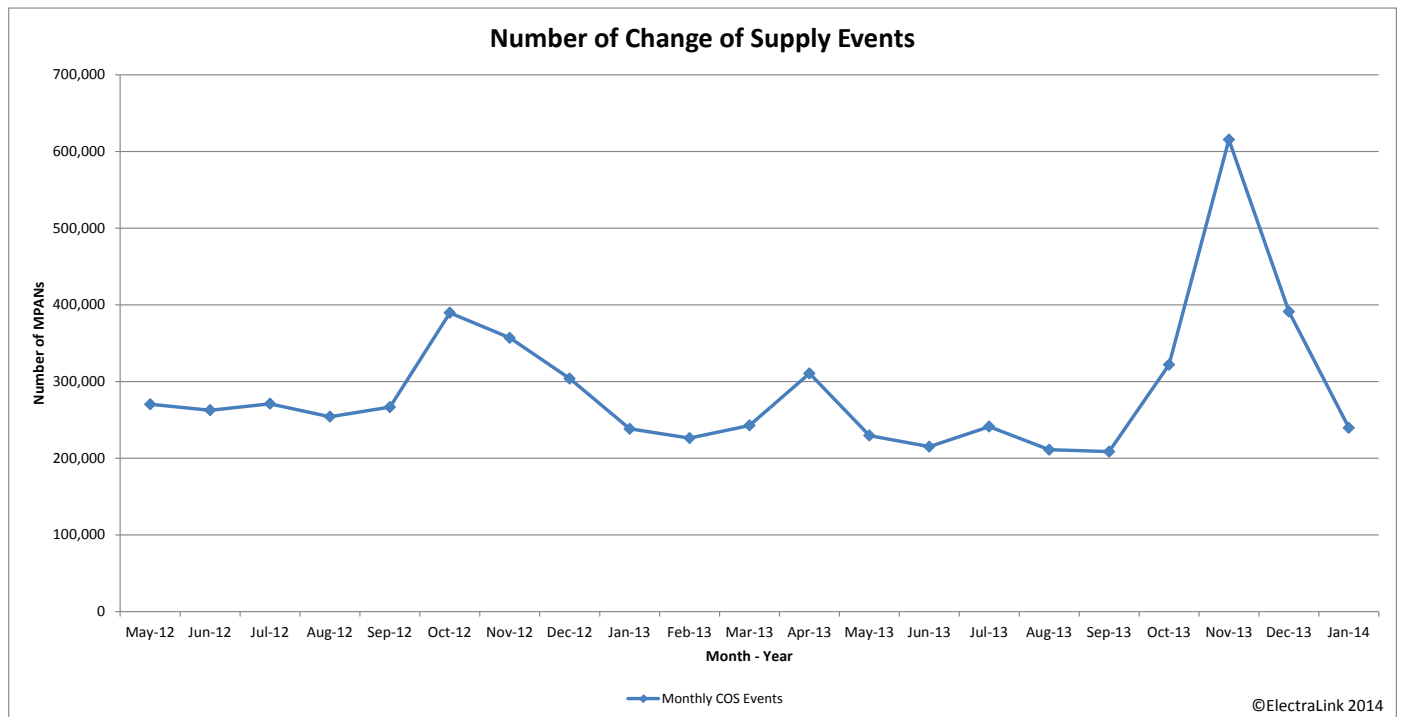


Table 1: COS Events

Month - Year	Monthly COS Events
Jan-14	239,532
Dec-13	391,072
Nov-13	615,363
Oct-13	321,890
Sep-13	208,552
Aug-13	211,071
Jul-13	241,163
Jun-13	215,076
May-13	229,588
Apr-13	310,512
Mar-13	242,749
Feb-13	226,217
Jan-13	238,299
Dec-12	303,858
Nov-12	356,952
Oct-12	389,609
Sep-12	266,614
Aug-12	254,057
Jul-12	271,037
Jun-12	262,586
May-12	270,333

Change of supply events

A 'Change of Supply Event' is the technical term for when a customer switches from one electricity supplier to another. As graph 1 shows, there was a significant increase in customers switching between electricity suppliers during the winter.

Increased publicity on how to switch and the benefits of finding a good deal contributed to the rise. The number of people switching has returned to levels similar to last autumn. The average number of people changing supplier has remained constant.

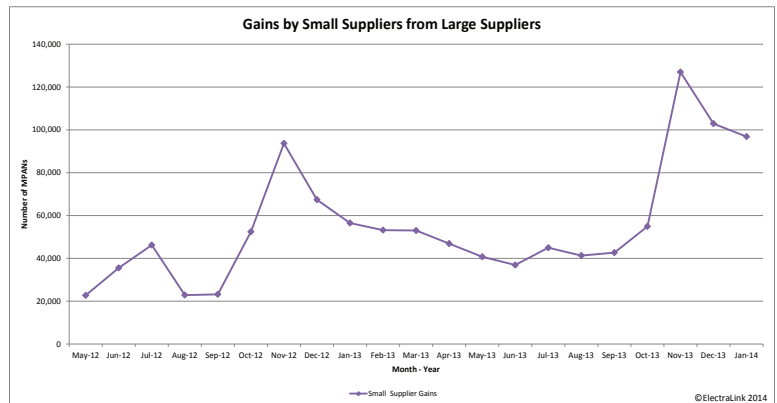
This shows that a high number of customers continue to look at the market and taking advantage of the choices on offer.

Gains by small suppliers

Smaller independent suppliers have been gaining a stronger foothold in the market in recent months. Graph 2 shows that since May 2012 there has been a gradual, monthly increase in the number of customers moving to a smaller supplier. Graph 3 shows that between September and November, in both 2012 and 2013, there was a significant increase in the number of switches to the smaller providers.

This winter saw a particularly large increase in the percentage of overall switches that moved to smaller suppliers. In previous years the percentage of switches dropped off in November. This year the upward curve has continued into January 2014. If this trend continues, by the end of 2014, smaller companies will have gained around 1 million more customers. This is an indicator of a fluid and competitive electricity market.

Graph 2: Small Supplier Net Gains



Graph 3: % of Small Supplier Gains

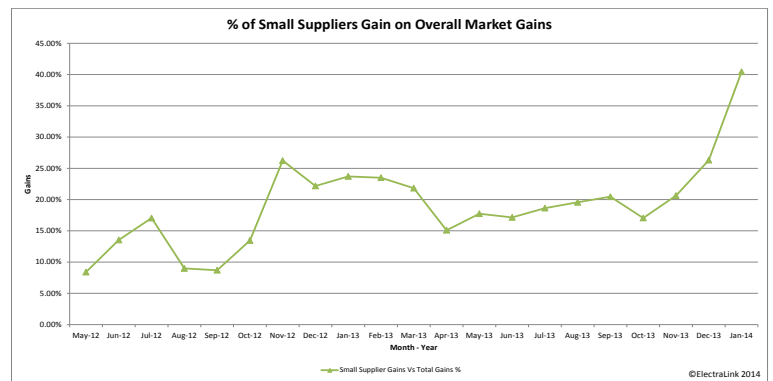


Table 2: % of Small Supplier Gains

MonthYear	Small Supplier Gains	Total Gains	Small Supplier Gains Vs Total Gains %
Jan-14	96,858	270,333	35.83%
Dec-13	102,884	262,586	39.18%
Nov-13	126,979	271,037	46.85%
Oct-13	54,901	254,057	21.61%
Sep-13	42,667	266,614	16.00%
Aug-13	41,297	389,609	10.60%
Jul-13	44,943	356,952	12.59%
Jun-13	36,876	303,858	12.14%
May-13	40,731	238,299	17.09%
Apr-13	46,865	226,217	20.72%
Mar-13	52,977	242,749	21.82%
Feb-13	53,156	310,512	17.12%
Jan-13	56,493	229,588	24.61%
Dec-12	67,370	215,076	31.32%
Nov-12	93,651	241,163	38.83%
Oct-12	52,418	211,071	24.83%
Sep-12	23,185	208,552	11.12%
Aug-12	22,833	321,890	7.09%
Jul-12	46,208	615,363	7.51%
Jun-12	35,536	391,072	9.09%
May-12	22,717	239,532	9.48%