

Electricity Switching - January 2018

New Year switching following suit after record 2017* (Please see Notes to Editors).

The number of customers switching electricity supplier is continuing to rise following record numbers in 2017.

The latest figures from Energy UK show nearly 400,000 customers switched during January 2018 – a 14% increase on the same period last year. Of these switches, a quarter (25%) represented customers gained by small and mid-tier suppliers.

The numbers show more and more customers making an active choice to seek out better deals after a record 5.5 million customers – 1 in 6 – switched supplier during 2017. Millions of customers will have additionally switched to a better deal with their current supplier.

Confidence in switching is also high with 9 in 10 customers happy with the process according to the Energy Switch Guarantee (ESG), a voluntary industry initiative. 90% of the retail market is now covered by the ESG, a series of commitments by signatories to ensure that switching is simple, speedy and safe.

Lawrence Slade, chief executive of Energy UK said:

“It’s great to see 2018 picking up where 2017 left off. There’s real momentum behind switching as more and more customers find they can save money on their energy bills by taking advantage of the competition and choice that is out there.

“The Energy Switch Guarantee also assures customers that the process will be simple, speedy and safe. So now is a great time to take a few minutes to find a better deal either by contacting your current supplier or switching to one of over 60 suppliers in the market.”

ENDS

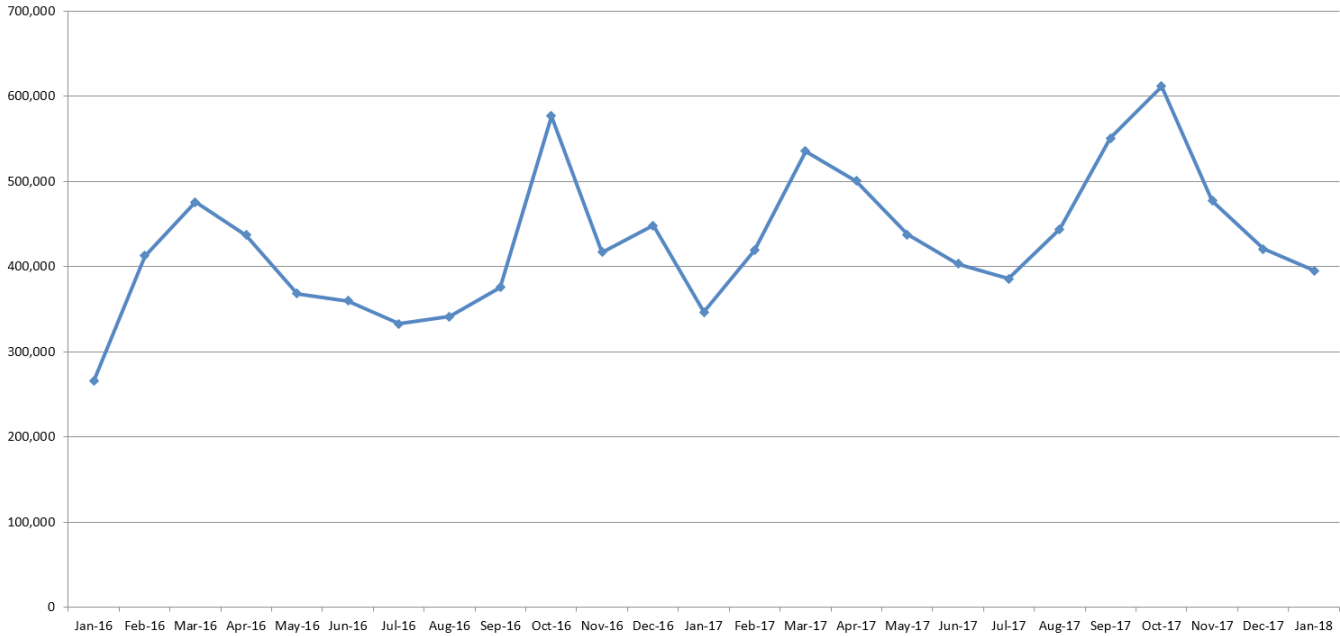
Notes for editors

- ▶ [The numbers published in this report have been subsequently amended. Please see March switching report for further details.](#)
- ▶ Over 90 per cent of the market are signatories of the Guarantee. For more information about the Guarantee: www.energyswitchguarantee.com
- ▶ The switching data is supplied by Electralink who provides a secure service to transfer data between the electricity market participants. The company operates the Data Transfer Network (DTN) which underpins customer switching, meter interoperability and other business processes critical to a competitive electricity market.
- ▶ The data referenced in these reports is since our collection of data only and is for electricity only. These figures include both domestic & non-domestic customers.
- ▶ These figures do not include internal electricity switching, statistics on this from the larger suppliers and on Standard Variable Tariffs can be viewed on the [Ofgem website](#).

Change of Supply Event

A 'Change of Supply Event' is the industry term for describing when a domestic or non-domestic customer moves from one supplier to another. The total number of electricity switches in January was 397,775.

Graph 1: Number of change of supply events



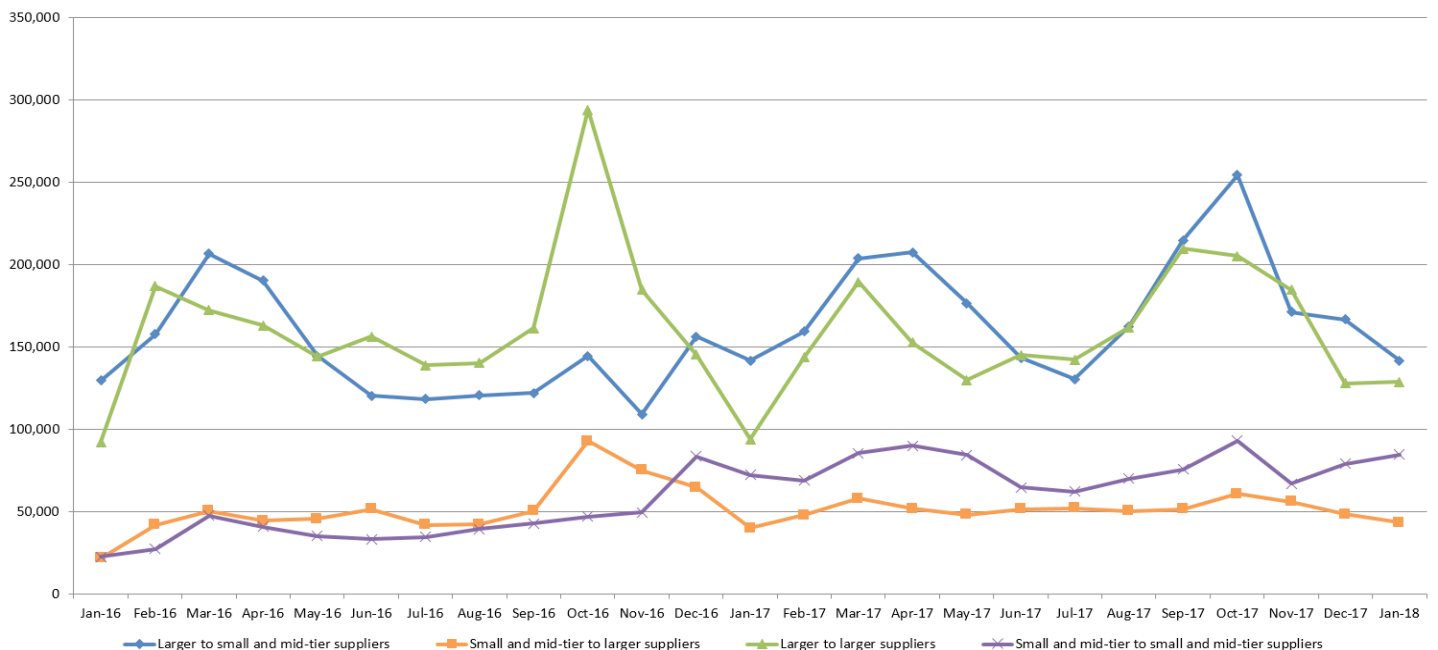
Source: Electralink

Movement between supplier groups

In January 2018, of all switches:

- ▶ 36% were from larger to small and mid-tier suppliers
- ▶ 11% were from small and mid-tier to larger suppliers
- ▶ 32% were between larger suppliers
- ▶ 21% were between small and mid-tier suppliers

Graph 2: Movement between small and mid-tier and larger suppliers



Source: Electralink

Gains by small and mid-tier suppliers

In December, the net gain by small and mid-tier suppliers was 98,302 this is 25% of all switches.

*Net gain is the number of switches from larger to small and mid-tier suppliers minus the number of switches from small and mid-tier to larger suppliers.

Table 1: A breakdown of all switches

Month Year	Larger to small and mid-tier suppliers	Small and mid-tier to larger suppliers	Larger to larger suppliers	Small and mid-tier to small and mid-tier suppliers	Total switches
Jan-18	141,521	43,219	128,570	84,465	397,775
Dec-17	166,591	48,277	127,791	79,043	421,702
Nov-17	171,158	55,931	184,459	66,846	478,394
Oct-17	254,090	60,666	204,976	92,972	612,704
Sep-17	214,735	51,461	209,610	75,637	551,443
Aug-17	162,382	50,450	161,705	70,116	444,653
Jul-17	130,332	51,962	142,038	62,175	386,507
Jun-17	143,155	51,410	145,028	64,580	404,173
May-17	176,350	48,170	129,774	84,247	438,541
Apr-17	207,252	51,694	152,448	89,918	501,312
Mar-17	203,631	58,006	189,467	85,554	536,658
Feb-17	159,355	47,689	143,561	68,994	419,599
Jan-17	141,692	39,854	93,912	72,328	347,786
Dec-16	156,318	64,765	145,275	83,563	449,921
Nov-16	108,903	74,924	184,553	49,459	417,839
Oct-16	144,552	92,632	293,708	46,918	577,810
Sep-16	121,969	50,325	161,344	42,873	376,511
Aug-16	120,485	42,246	140,321	39,407	342,459
Jul-16	118,184	42,010	138,822	34,577	333,653
Jun-16	120,115	51,524	156,061	33,178	360,878
May-16	144,410	45,544	144,177	35,133	369,264
Apr-16	190,201	44,464	162,831	40,670	438,166
Mar-16	206,419	50,365	172,326	47,418	476,528
Feb-16	157,676	41,903	186,805	27,378	413,762
Jan-16	129,516	21,839	92,162	22,579	266,096

Change of Supply definition

► Change of supply is an event in which a customer intends to switch electricity supply from their current supplier to a new supplier. When there is no objection from the old supplier and all the requisite intermediate processes are completed, the new supplier starts supplying the customer's premises. The number of change of supply events shown is the total number of changes from one supplier to another which have completed in the month and where the new supplier has started supplying the electricity.