



Commission for Energy Regulation  
An Coimisiún um Rialáil Fuinnimh

# June 2017 Customer Switching Report for the Electricity and Gas Retail Markets

## Information Paper

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*Regulating Water, Energy and Energy Safety in the Public Interest*

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## Executive Summary

This report presents information on the number of customers switching supplier between January 2010 and June 2017 in the electricity and gas retail markets. The report covers customer gains, customer losses and the net switching rate for all suppliers with a market share of greater than 1% for domestic and business customer switches completed in a given month. All data presented in this report excludes new registrations as they do not involve a switch from one supplier to another.

- The average number of electricity switches per month in 2016 was 26,447. The average number of switches for 2017 so far is 25,191.
- The average number of gas switches per month in 2016 was 7,786. The average number of switches in gas for 2017 so far is 10,234.

This report is compiled from data received from the MRSO and GPRO. For information on the roles and responsibilities of the MRSO see [here](#) and for the GPRO see [here](#).

- From January 2017, the methodology for reporting on switching in Electricity changed, from reports from MRSO based on billing information to reports based on transaction data associated with the 105L market message<sup>1</sup>.
- This difference should be taken into account when comparing information before 2017 and the series break is marked on the tables in this report.

## Public/ Customer Impact Statement

The purpose of this paper is to report the level of switching in both the electricity and gas retail markets. This data is used internally by the CER in its ongoing retail market monitoring activities and should be of interest not only to electricity and gas customers and suppliers but also those considering entering the gas and electricity retail markets. This report complements the more detailed retail market reports published by the CER; such as the CER's quarterly and annual retail reports. This switching report is published on a monthly basis.

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<sup>1</sup> <https://rmdsie.files.wordpress.com/2015/02/105l-change-of-supplier-confirmation-customer-loss.pdf>

For further information on this report, please contact [retaildata@cer.ie](mailto:retaildata@cer.ie)

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# 1 Customer Switching in the Electricity Retail Markets

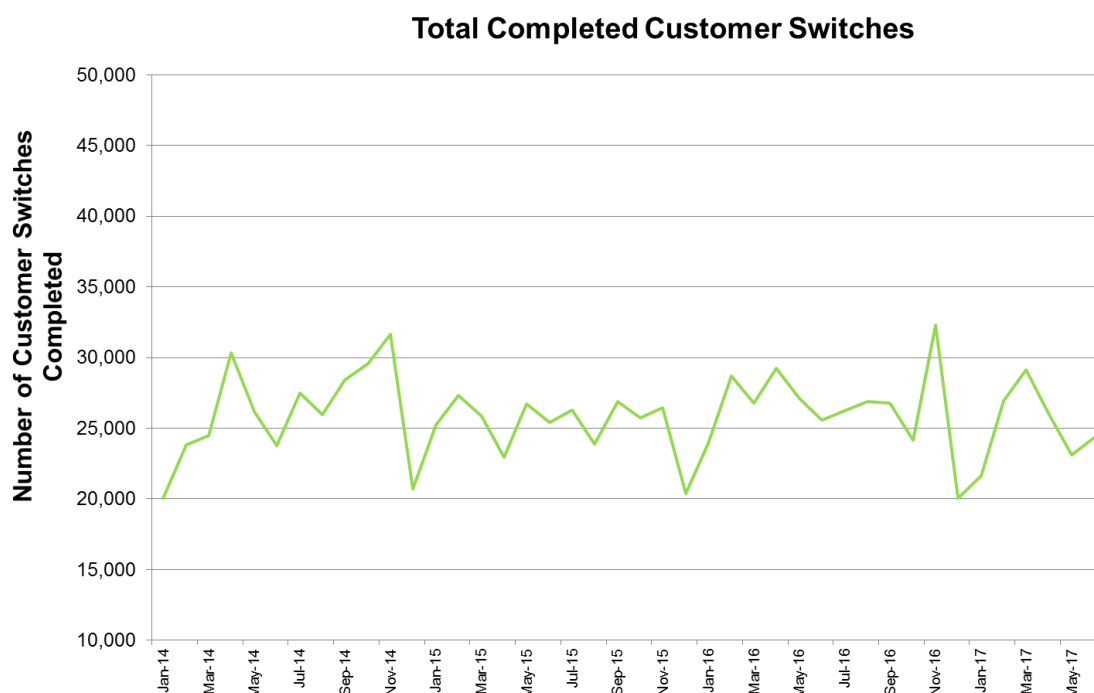
This section provides monthly data for the electricity retail markets. The report covers switching from January 2010 to June 2017 and includes;

- Total completed switches.
- Suppliers' net switching position (this shows whether or not a supplier is winning more customers than it is losing in a given month).
- The number of customers switching to each supplier.
- The number of customers moving away from each supplier.

The data includes all switches completed by domestic and business customers. The data excludes new registrations as these customers have not switched from one supplier to another. Where data is presented per supplier, only suppliers with a 1% market share (on a consumption basis) or greater are presented – based on data from the most recent retail quarterly retail markets report.

## 1.1 Completed Electricity Switches per Month

Figure 1 details the total number of completed electricity switches in each month from January 2014 to June 2017.



**Figure 1.** The total number of electricity customer switches completed per month from January 2014 to June 2017.

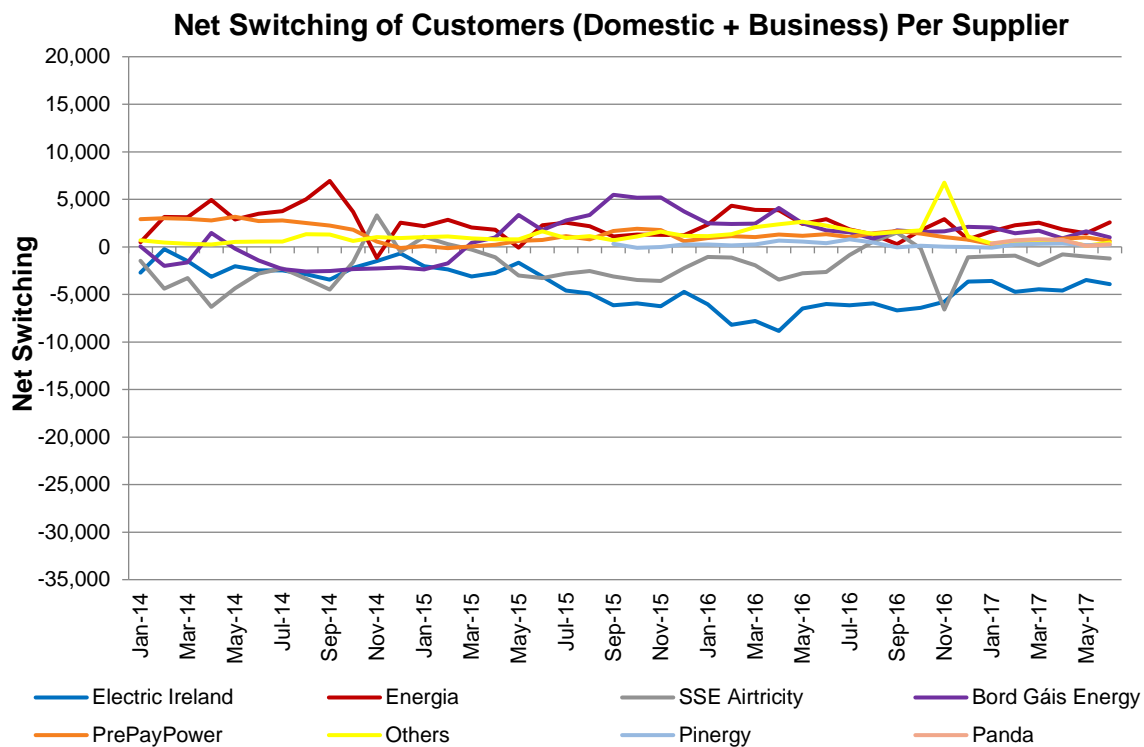
Figure 1 shows that for 2017, the highest number of switches occurred in March with 29,129 switches overall. The average number of switches for 2016 was 26,447 while the average number of switches for 2017 so far is 25,191.

## 1.2 Supplier’s Net Switching Position

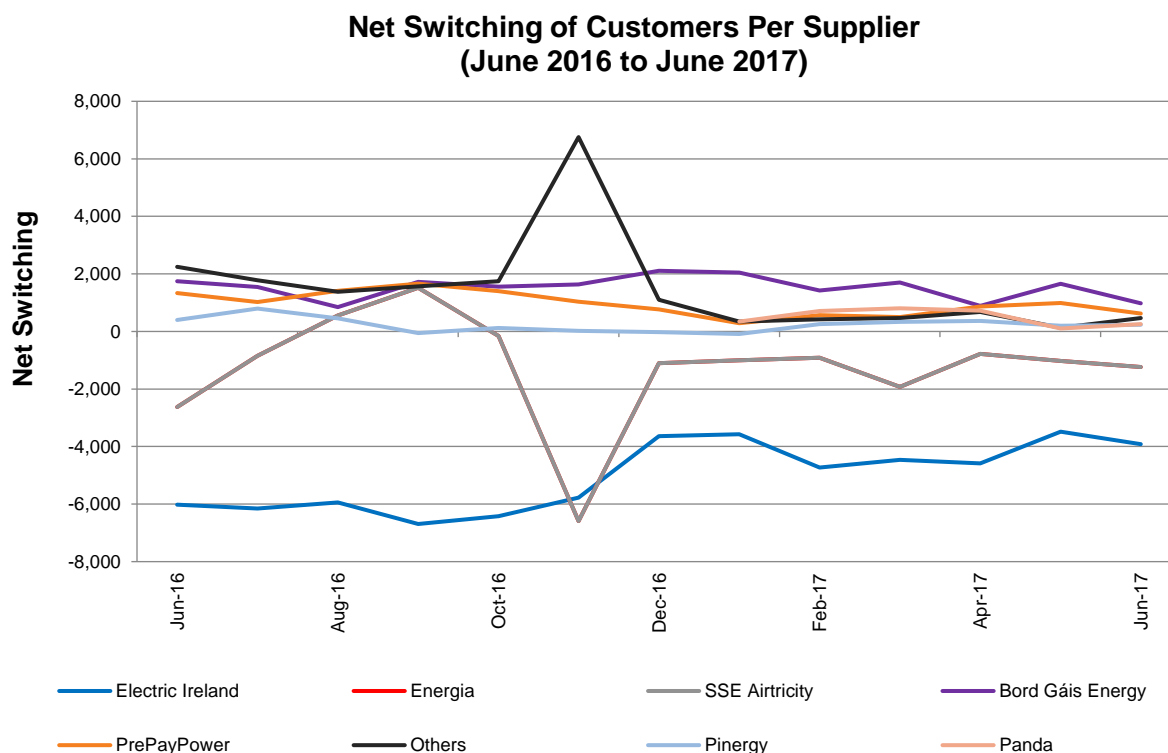
Figures 2 and 3 present the net monthly switching positions per supplier. This net switching data considers the number of customers that have moved to and from each supplier and show a net position<sup>2</sup>.

Figure 2 presents this data from January 2014 to June 2017 while figure 3 presents the last 12 months of available data (June 2016 to June 2017).

<sup>2</sup> If a supplier has lost more customers than it has gained then their net position will be a loss of customers and a negative figure will be presented and *vice versa*.



**Figure 2.** The net switching position of each electricity supplier from January 2014 to June 2017, for domestic and business customers.



**Figure 3.** The net switching position of each electricity supplier from June 2016 to June 2017.

Energia, PrePayPower, Bord Gáis Energy, Pinergy and Panda Power gained customers overall in June 2017. Electric Ireland and SSE Airtricity lost customers in June 2017.

Between January and June 2017 there were also a number of switches within the ‘others’ category. These suppliers fall below the de minimus threshold and so are reported on separately.

	Electric Ireland	Energia	SSE Airtricity	Bord Gáis Energy	PrePayPower	Pinergy	Panda Power	Others
June-17	-3,913	2,594	-1,238	982	628	228	254	465

*Net switching for suppliers, June 2017*

## 1.3 Supplier's Gains and Losses

Table 1 presents the number of customer losses per electricity supplier per month. Table 2 presents the number of customers each electricity supplier has gained per month – recall that this data like all other data in this report does not include new registrations.

**Table 1.** Monthly customer losses by electricity supplier.

	Electric Ireland	Energia	SSE Airtricity	Bord Gáis Energy	PrePayPower	Pinergy	Panda Power	Others	Total
Jan-14	8,406	1,151	6,323	3,727	355	-	-	101	20,063
Feb-14	8,633	754	8,998	5,000	348	-	-	80	23,813
Mar-14	9,395	803	8,795	5,056	388	-	-	70	24,507
Apr-14	11,762	925	11,426	5,772	370	-	-	75	30,330
May-14	10,276	944	9,231	5,232	431	-	-	70	26,184
Jun-14	9,277	772	8,109	4,792	674	-	-	138	23,762
Jul-14	10,789	1,037	8,814	5,862	820	-	-	186	27,508
Aug-14	10,181	740	8,384	5,566	948	-	-	158	25,977
Sept-14	11,047	899	9,275	5,966	1,104	-	-	119	28,410
Oct-14	11,069	1,997	8,887	6,168	1,234	-	-	224	29,579
Nov-14	10,384	5,148	8,305	5,918	1,686	-	-	191	31,632
Dec-14	7,387	1,045	6,106	4,505	1,503	-	-	169	20,715
Jan-15	9,637	1,499	6,838	5,325	1,738	-	-	231	25,268
Feb-15	10,274	1,841	7,732	5,253	1,955	-	-	292	27,347
Mar-15	10,346	1,924	7,202	4,340	1,694	-	-	327	25,833
Apr-15	9,002	2,038	6,349	3,708	1,495	-	-	352	22,944
May-15	9,462	4,364	7,243	3,596	1,573	-	-	474	26,712
Jun-15	9,476	3,207	7,017	3,865	1,301	-	-	538	25,404
Jul-15	10,396	2,678	7,362	3,686	1,406	-	-	779	26,307
Aug-15	9,548	2,501	6,614	3,204	1,325	-	-	675	23,867
Sep-15	10,884	3,063	7,272	3,321	1,395	952	-	19	26,906
Oct-15	10,259	3,210	6,888	3,104	1,268	1000	-	36	25,765
Nov-15	10,483	3,323	7,192	3,161	1,308	941	-	47	26,455
Dec-15	8,312	2,581	5,344	2,372	1,172	558	-	40	20,379
Jan-16	10,024	2,982	5,951	3,283	1,073	541	-	71	23,925
Feb-16	12,282	3,471	7,125	3,810	1,259	653	-	84	28,684
Mar-16	11,461	2,971	6,654	3,637	1,299	669	-	80	26,771
Apr-16	12,534	3,005	7,405	3,686	1,595	923	-	97	29,244
May-16	10,514	3,212	6,845	3,842	1,611	912	-	143	27,079
Jun-16	10,112	3,010	6,187	3,822	1,361	919	-	184	25,595
Jul-16	10,622	3,031	5,665	4,212	1,652	795	-	234	26,211
Aug-16	10,768	3,062	5,580	4,662	1,424	1,010	-	396	26,902
Sep-16	10,917	3,072	5,593	4,569	1,077	1,159	-	386	26,773
Oct-16	9,911	2,834	5,214	4,289	972	564	-	389	24,173
Nov-16	10,361	3,370	10,988	4,797	1,441	767	-	577	32,301
Dec-16	7,434	2,680	4,548	3,368	1,032	564	-	435	20,061



### Change in reporting methodology of electricity switches

<b>Jan-17</b>	7,875	2,810	4,703	3,761	1,373	503	520	81	<b>21,626</b>
<b>Feb-17</b>	9,821	3,572	5,945	4,699	1,712	572	573	32	<b>26,926</b>
<b>Mar-17</b>	10,281	3,773	6,905	4,999	1,869	604	567	131	<b>29,129</b>
<b>Apr-17</b>	9,276	3,507	5,530	5,099	1,304	500	648	80	<b>25,944</b>
<b>May-17</b>	8,232	2,972	4,693	4,364	1,432	587	822	35	<b>23,137</b>
<b>June-17</b>	8,981	3,386	5,116	4,538	1,497	121	666	81	<b>24,386</b>

**Table 2. Monthly customer gains by electricity supplier.**

	Electric Ireland	Energia	SSE Airtricity	Bord Gáis Energy	PrePayPower	Pinergy	Panda Power	Others	Total
<b>Jan-14</b>	5,704	1,654	4,864	3,770	3,284	-	-	787	<b>20,063</b>
<b>Feb-14</b>	8,391	3,922	4,597	3,012	3,361	-	-	530	<b>23,813</b>
<b>Mar-14</b>	7,912	3,909	5,519	3,436	3,323	-	-	408	<b>24,507</b>
<b>Apr-14</b>	8,632	5,854	5,103	7,246	3,156	-	-	339	<b>30,330</b>
<b>May-14</b>	8,236	3,825	4,860	5,066	3,596	-	-	601	<b>26,184</b>
<b>Jun-14</b>	6,793	4,246	5,298	3,358	3,378	-	-	689	<b>23,762</b>
<b>Jul-14</b>	8,314	4,803	6,533	3,513	3,608	-	-	737	<b>27,508</b>
<b>Aug-14</b>	7,290	5,742	5,022	2,977	3,460	-	-	1,486	<b>25,977</b>
<b>Sept-14</b>	7,601	7,837	4,784	3,426	3,347	-	-	1,415	<b>28,410</b>
<b>Oct-14</b>	8,864	5,694	7,301	3,822	3,033	-	-	866	<b>29,580</b>
<b>Nov-14</b>	8,881	3,989	11,618	3,662	2,249	-	-	1,233	<b>31,632</b>
<b>Dec-14</b>	6,709	3,595	5,597	2,334	1,382	-	-	1,098	<b>20,715</b>
<b>Jan-15</b>	7,616	3,688	7,888	2,958	1,842	-	-	1,276	<b>25,268</b>
<b>Feb-15</b>	7,896	4,683	8,032	3,527	1,824	-	-	1,385	<b>27,347</b>
<b>Mar-15</b>	7,225	3,966	6,914	4,768	1,732	-	-	1,228	<b>25,833</b>
<b>Apr-15</b>	6,263	3,842	5,265	4,694	1,728	-	-	1,152	<b>22,944</b>
<b>May-15</b>	7,791	4,293	4,219	6,947	2,207	-	-	1,253	<b>26,710</b>
<b>Jun-15</b>	6,352	5,493	3,726	5,630	2,014	-	-	2,191	<b>25,406</b>
<b>Jul-15</b>	5,810	5,240	4,541	6,471	2,538	-	-	1,707	<b>26,307</b>
<b>Aug-15</b>	4,641	4,665	4,084	6,541	2,125	-	-	1,811	<b>23,867</b>
<b>Sep-15</b>	4,753	4,158	4,154	8,798	3,059	1,282	-	702	<b>26,906</b>
<b>Oct-15</b>	4,322	4,519	3,421	8,284	3,174	901	-	1,144	<b>25,765</b>
<b>Nov-15</b>	4,252	4,594	3,601	8,356	3,080	937	-	1,635	<b>26,455</b>
<b>Dec-15</b>	3,592	3,799	3,109	6,080	1,781	807	-	1,211	<b>20,379</b>
<b>Jan-16</b>	3,973	5,316	4,892	5,751	2,007	784	-	1,202	<b>23,925</b>
<b>Feb-16</b>	4,079	7,808	5,992	6,217	2,379	795	-	1,414	<b>28,684</b>
<b>Mar-16</b>	3,678	6,848	4,707	6,095	2,346	931	-	2,166	<b>26,771</b>
<b>Apr-16</b>	3,694	6,859	3,963	7,795	2,895	1,571	-	2,468	<b>29,244</b>
<b>May-16</b>	4,044	5,630	4,054	6,316	2,769	1,485	-	2,782	<b>27,079</b>
<b>Jun-16</b>	4,094	5,928	3,558	5,566	2,699	1,319	-	2,431	<b>25,595</b>
<b>Jul-16</b>	4,466	4,883	4,824	5,756	2,677	1,591	-	2,015	<b>26,212</b>
<b>Aug-16</b>	4,824	4,357	6,134	5,509	2,842	1,462	-	1,774	<b>26,902</b>
<b>Sep-16</b>	4,225	3,347	7,111	6,296	2,739	1,100	-	1,955	<b>26,773</b>
<b>Oct-16</b>	3,493	4,575	5,056	5,847	2,373	688	-	2,141	<b>24,173</b>
<b>Nov-16</b>	4,587	6,281	4,397	6,436	2,473	793	-	7,334	<b>32,301</b>
<b>Dec-16</b>	3,793	3,461	3,442	5,477	1,804	543	-	1,541	<b>20,061</b>

### Change in reporting methodology of electricity switches

<b>Jan-17</b>	4,300	4,450	3,703	5,807	1,660	415	868	423	<b>21,626</b>
<b>Feb-17</b>	5,090	5,839	5,032	6,120	2,282	828	1,282	453	<b>26,926</b>
<b>Mar-17</b>	5,823	6,333	4,983	6,704	2,372	941	1,373	600	<b>29,129</b>
<b>Apr-17</b>	4,696	5,337	4,754	5,990	2,167	866	1,374	760	<b>25,944</b>
<b>May-17</b>	4,748	4,416	3,664	6,017	2,421	783	925	163	<b>23,137</b>
<b>June-17</b>	5,068	5,980	3,878	5,520	2,125	349	920	546	<b>24,386</b>

## 2 Customer Switching in the Gas Retail Markets

This section provides monthly data for the gas retail markets from January 2010 to June 2017 and includes:

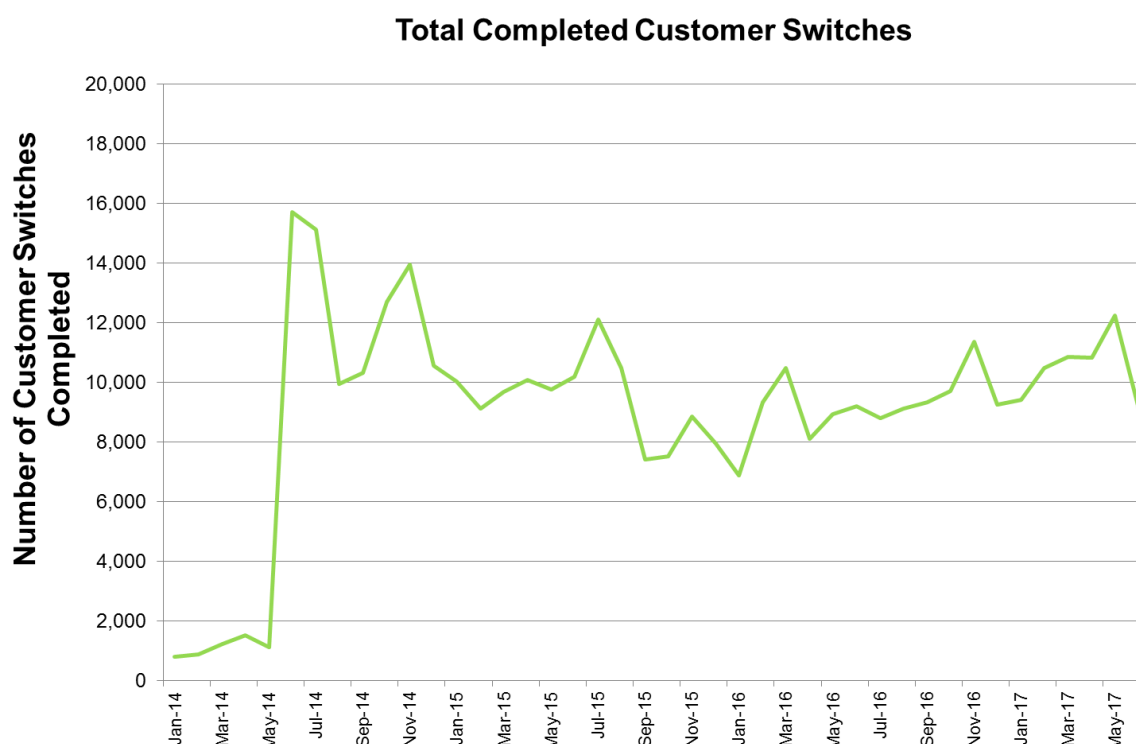
- Total completed switches
- Suppliers' net switching position<sup>3</sup>
- The number of customers switching to each supplier
- The number of customers moving away from each supplier

The data includes all switches completed by domestic and business customers. The data excludes new registrations as these customers have not switched from one supplier to another. Where data is presented per supplier, only suppliers with a 1% market share (on a consumption basis) or greater are presented.

<sup>3</sup> Shows whether or not a supplier is winning more customers than it is losing in a given month

## 2.1 Completed Gas Switches per Month

Figure 4 details the total number of completed switches in each month from January 2014 to June 2017.



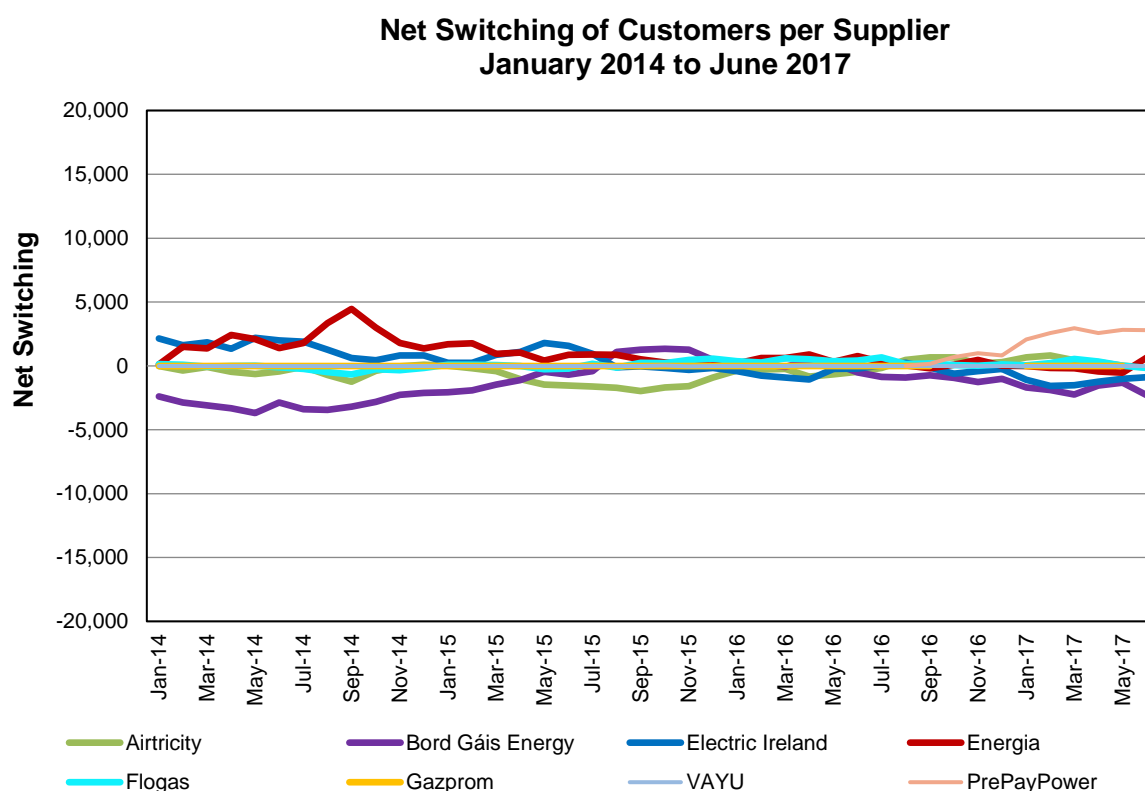
**Figure 4.** The total number of gas customer switches completed per month from January 2014 to June 2017.

The average number of gas switches per month between January 2010 and December 2016 was 8,868, with an average of 7,786 switches per month between January 2016 and December 2016.

The average number of switches in 2017 so far is 10,234. The highest rate of switching in 2017 was in March, with 11,369 switches, as shown in Figure 4.

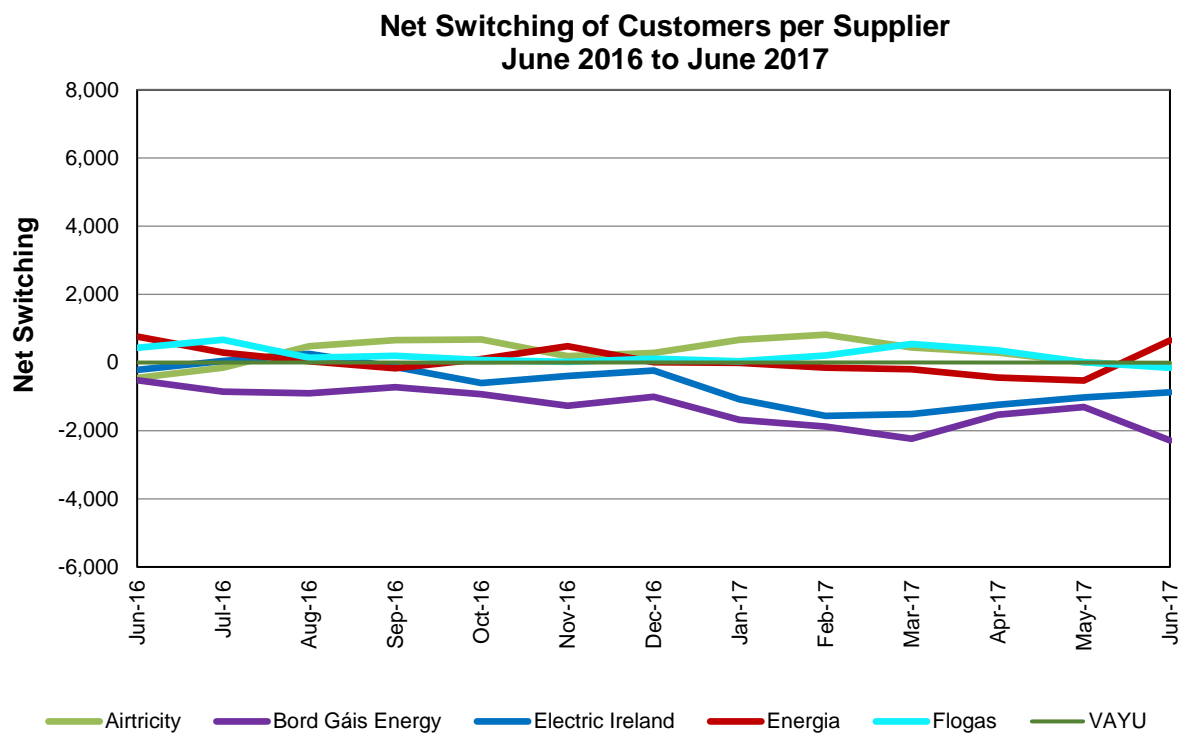
## 2.2 Supplier’s net switching position

Figures 5 and 6 present the net monthly switching positions per gas supplier. This net switching data considers the number of customers that have moved to and from each supplier and presents a net position.<sup>4</sup> Figure 5 presents this data from January 2014 to June 2017 while figure 6 presents the last 12 months of available data (June 2016 to June 2017).



**Figure 3.** The net switching position of each gas supplier from January 2014 to June 2017, for domestic and business customers.

<sup>4</sup> If a supplier has lost more customers than it has gained than their net position will be a loss of customers and a negative figure will be presented and *vice versa*



**Figure 4.** The net switching position of each gas supplier from June 2016 to June 2017.

The net switching position for all suppliers for June 2017 is shown below.

	SSE Airtricity	Bord Gáis Energy	Electric Ireland	Energia	Flogas	VAYU	Others
<b>June-17</b>	-119	-2,286	-879	648	-156	-5	2,797

*Net switching for suppliers, June 2017*

In June SSE Airtricity, Bord Gáis Energy, Electric Ireland and Flogas lost customers, while Energia gained customers.

## 2.3 Suppliers' Gains and Losses

Table 3 presents the number of customer losses per gas supplier per month. Table 4 presents the number of customers each gas supplier has gained per month – recall that these data like all other data in this report do not include new registrations.

**Table 3.** Monthly customer losses by gas supplier.

	Airtricity	Bord Gáis Energy	Electric Ireland	Energia	Flogas	Gazprom	VAYU	Others	Total
Jan-14	1,776	3,027	1,393	57	724	-	2	-	6,979
Feb-14	2,215	3,574	1,830	79	863	-	-	-	8,561
Mar-14	2,174	3,736	1,679	56	810	-	2	-	8,457
Apr-14	2,435	3,905	1,853	117	947	-	3	-	9,260
May-14	2,460	4,319	1,614	81	810	-	2	-	9,286
Jun-14	1,991	3,516	1,407	96	723	-	51	-	7,784
Jul-14	2,245	4,145	1,892	101	845	-	3	-	9,231
Aug-14	2,660	4,319	2,314	110	925	-	5	-	10,333
Sept-14	2,860	4,324	2,412	113	1,090	-	-	-	10,799
Oct-14	2,584	4,308	2,793	171	1,032	2	46	-	10,936
Nov-14	2,421	4,109	2,518	245	1,041	-	2	-	10,336
Dec-14	1,731	3,245	1,864	138	806	-	4	-	7,788
Jan-15	2,155	3,419	2,385	216	934	5	1	-	9,115
Feb-15	2,316	3,410	2,460	355	1,000	-	1	-	9,542
Mar-15	2,153	2,983	1,930	455	801	-	1	-	8,323
Apr-15	2,416	2,828	1,785	523	759	1	2	-	8,314
May-15	2,602	3,046	1,924	775	1,161	-	53	-	9,561
Jun-15	2,447	2,860	1,693	596	834	-	2	-	8,432
Jul-15	2,628	3,011	2,101	843	830	-	2	-	9,415
Aug-15	2,522	2,101	2,229	902	847	-	1	-	8,602
Sep-15	2,812	2,582	2,440	1,424	906	-	10	-	10,174
Oct-15	2,588	2,225	2,259	1,364	944	-	60	-	9,440
Nov-15	2,364	2,025	2,091	1,302	817	1	30	-	8,630
Dec-15	1,875	1,878	1,741	1,139	677	-	4	-	7,314
Jan-16	1,866	2,070	2,009	1,239	706	2	8	-	7,900
Feb-16	2,059	2,187	2,317	1,341	861	-	1	-	8,766
Mar-16	2,014	2,271	2,362	1,268	719	-	5	-	8,639
Apr-16	2,239	2,211	2,612	1,114	666	-	5	-	8,847
May-16	1,788	1,907	1,714	927	504	-	44	-	6,884
Jun-16	1,738	2,297	1,822	857	498	-	3	-	7,215
Jul-16	1,739	2,614	1,910	1,003	492	-	3	-	7,761
Aug-16	1,539	2,669	1,876	1,104	616	-	1	-	7,805
Sep-16	1,402	2,582	1,820	1,040	592	-	-	-	7,436
Oct-16	1,236	2,451	1,918	989	593	-	44	2	7,233
Nov-16	1,486	2,946	2,135	970	693	-	0	3	8,233
Dec-16	1,186	2,455	1,756	790	516	-	0	12	6,715
Jan-17	1,355	3,230	2,646	1,080	739	0	1	15	9,066
Feb-17	1,390	3,620	3,005	1,331	719	0	0	27	10,092
Mar-17	1,679	4,116	3,382	1,341	761	0	0	90	11,369
Apr-17	1,506	3,675	2,836	1,440	711	1	2	90	10,261
May-17	1,701	3,673	2,799	1,443	867	0	47	99	10,629
June-17	1,718	3,924	2,534	935	797	0	5	73	9,986

**Table 4.** Monthly customer gains by gas supplier.

	Airtricity	Bord Gáis Energy	Electric Ireland	Energia	Flogas	Gazprom	VAYU	Others	Total
Jan-14	1,760	646	3,540	171	860	-	2	-	6,979
Feb-14	1,865	721	3,452	1,567	956	-	-	-	8,561
Mar-14	2,101	645	3,535	1,426	747	-	3	-	8,457
Apr-14	1,966	596	3,207	2,553	934	1	3	-	9,260
May-14	1,837	631	3,815	2,173	829	-	1	-	9,286
Jun-14	1,562	646	3,402	1,502	626	-	46	-	7,784
Jul-14	2,189	747	3,797	1,892	604	-	2	-	9,231
Aug-14	1,954	866	3,591	3,471	447	-	4	-	10,333
Sept-14	1,613	1,141	3,042	4,576	426	-	1	-	10,799
Oct-14	2,212	1,491	3,245	3,166	782	-	40	-	10,936
Nov-14	2,397	1,837	3,337	2,054	709	-	2	-	10,336
Dec-14	1,831	1,130	2,687	1,500	637	-	3	-	7,788
Jan-15	2,170	1,368	2,636	1,917	1,022	-	2	-	9,115
Feb-15	2,122	1,490	2,711	2,117	1,101	-	1	-	9,542
Mar-15	1,740	1,528	2,800	1,388	864	-	3	-	8,323
Apr-15	1,385	1,711	2,889	1,575	753	-	1	-	8,314
May-15	1,135	2,576	3,709	1,206	891	-	44	-	9,561
Jun-15	908	2,172	3,260	1,462	630	-	-	-	8,432
Jul-15	1,024	2,604	3,045	1,748	994	-	-	-	9,415
Aug-15	815	3,188	2,113	1,762	723	-	1	-	8,602
Sep-15	845	3,849	2,396	1,932	1,149	-	3	-	10,174
Oct-15	898	3,566	2,102	1,627	1,158	-	89	-	9,440
Nov-15	782	3,289	1,789	1,474	1,296	-	-	-	8,630
Dec-15	970	2,352	1,585	1,158	1,242	-	7	-	7,314
Jan-16	1,508	2,267	1,601	1,432	1,084	-	8	-	7,900
Feb-16	1,770	2,344	1,564	1,949	1,137	-	2	-	8,766
Mar-16	1,785	2,194	1,447	1,890	1,316	-	7	-	8,639
Apr-16	1,411	2,686	1,543	2,014	1,180	-	13	-	8,847
May-16	1,131	2,095	1,488	1,250	877	-	43	-	6,884
Jun-16	1,286	1,777	1,606	1,620	925	-	1	-	7,215
Jul-16	1,585	1,754	1,961	1,298	1,159	-	4	-	7,761
Aug-16	2,017	1,762	2,128	1,137	756	-	3	2	7,805
Sep-16	2,059	1,859	1,691	866	792	-	-	169	7,436
Oct-16	1,910	1,517	1,320	1,089	671	-	39	687	7,233
Nov-16	1,672	1,676	1,738	1,445	709	-	0	993	8,233
Dec-16	1,467	1,452	1,519	803	631	-	2	841	6,715
Jan-17	2,017	1,546	1,567	1,068	777	-	1	2,090	9,066
Feb-17	2,207	1,742	1,439	1,183	928	0	2	2,591	10,092
Mar-17	2,122	1,883	1,865	1,147	1,306	0	2	3,044	11,369
Apr-17	1,794	2,140	1,599	997	1,063	0	0	2,668	10,261
May-17	1,713	2,369	1,779	914	875	0	44	2,935	10,629
June-17	1,599	1,638	1,655	1,583	641	0	0	2,870	9,986