

# *Retail Electricity Choice Activity Report 2010*




July 2011

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## ***I. Executive Summary***

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### ***Introduction***

Section 54.203 of the *PA Code* requires Electric Distribution Companies (EDCs) to file quarterly reports on retail sales activity of Electric Generation Suppliers (EGSs) operating in their service territory. These filings provide aggregate EGS market share data for the number of customer accounts and MWh sales. The 2010 *Retail Electricity Choice Activity Report* summarizes aggregate information contained in the sales activity reports that does not disclose individual EGS market shares.

### ***Overview***

The Bureau of Conservation, Economics and Energy Planning has prepared the 2010 *Retail Electricity Choice Activity Report* to summarize trends in EGS market share.

Highlights for the year include:

- 686,130 customer accounts comprising 5,246,580 MWhs were served by an EGS as of Dec. 31, 2010. EGS market share for customer accounts and MWh sales was 12.14 percent and 22.15 percent, respectively.
- 155,872 customer accounts comprising 5,696,640 MWhs were served under a Time of Use (TOU) rate as of Dec. 31, 2010.
- 1,129 customer accounts comprising 2,436,029 MWhs were served under a hourly/real-time price rate as of Dec. 31, 2010.

## II. Electric Generation Suppliers Market Share

This section provides information on trends in EGS market share for the number of customer accounts and MWh sales during 2010. Table 1 provides aggregate information on EGS market share for the number of customer accounts and MWh sales. Tables 2 and 4 provide aggregate information for each quarter. Figures 1 and 4 illustrate the trends. Tables 3 and 5 provide information on EGS market share in each EDC service territory. Figures 2 and 5 illustrate EDCs with the highest EGS market share. Figures 3 and 6 show trends in EGS market share in EDC service territories during the year.

**Table 1 EGS Market Share: Number of Customer Accounts & MWh Sales**

	RESIDENTIAL		NON-RESIDENTIAL		TOTAL	
	Customer Accounts	MWh Sales	Customer Accounts	MWh Sales	Customer Accounts	MWh Sales
Total Served by EGSS	568,387	780,488	117,743	4,466,092	686,130	5,246,580
Total Served by EGSS & EDCs	4,970,057	8,000,802	680,045	15,681,081	5,650,102	23,681,883
<b>Percent Served by EGSS</b>	<b>11.44%</b>	<b>9.76%</b>	<b>17.31%</b>	<b>28.48%</b>	<b>12.14%</b>	<b>22.15%</b>

Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—4th Quarter 2010"

### A. Number of Customer Accounts

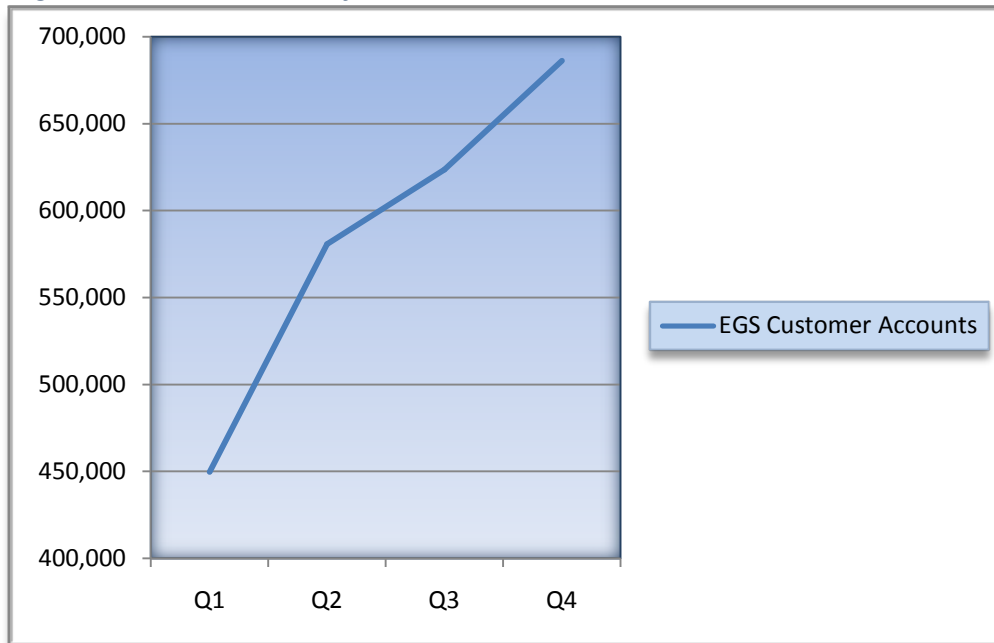
During 2010, EGS market share for customer accounts increased over 50 percent. PPL, Duquesne, PennPower and PECO had the highest EGS market share, predominantly in the residential sector. EGS market share in PPL showed an increase over the period while Duquesne, PennPower and PECO remained constant.

**Table 2 Number of EGS Customer Accounts  
Residential and Non-Residential  
Totals by Year and Quarter**

Year and Quarter	Residential	Non-Residential	Total
<i>End-of-Year</i>			
2010	568,387	117,743	686,130
<b>2010</b>			
<i>Quarter</i>			
1st Quarter	367,128	82,653	449,781
2 <sup>nd</sup> Quarter	480,286	100,447	580,733
3 <sup>rd</sup> Quarter	526,086	106,528	632,614
4 <sup>th</sup> Quarter	568,387	117,743	686,130

Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—2010"

**Figure 1 Trends-- Number of EGS Customer Accounts**



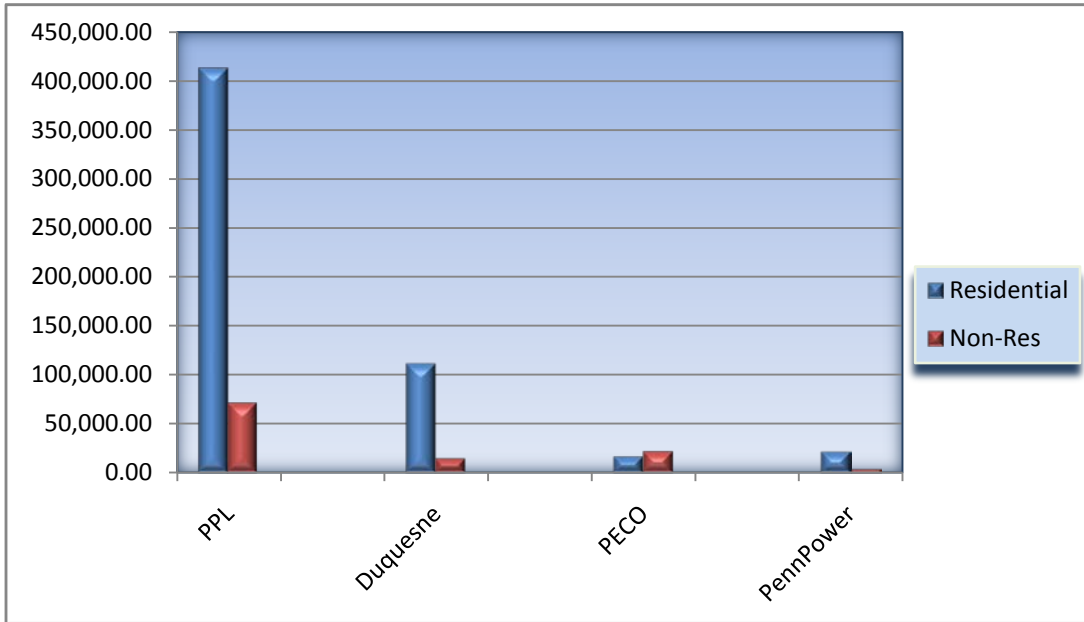
Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—2010"

**Table 3 EGS Market Share by EDC Territory—Number of Customer Accounts**

EDC	Number Residential Accounts			Number Non-Residential Accounts			Total Accounts		
	EGS	Total	%	EGS	Total	%	EGS	Total	%
Allegheny	77	613,126	0%	2,157	92,657	2.0%	2,234	705,783	.32%
Citizens	0	5,691	0%	0	1,142	0%	0	6,833	0%
Duquesne	111,973	525,516	21.31%	14,916	61,578	24.22%	126,889	587,094	21.61%
UGI	0	55,447	0%	382	8,475	4.51%	382	63,922	.60%
Met-Ed	1,406	486,221	.29%	1,854	66,489	2.79%	3,260	552,710	.59%
Penelec	62	501,493	.01%	1,425	85,284	1.67%	1,487	586,777	.25%
Penn Power	21,704	140,126	15.49%	3,725	19,999	18.63%	25,429	160,125	15.88%
PECO	16,876	1,410,214	1.20%	22,010	164,439	13.38%	38,886	1,574,653	2.47%
Pike	2,791	3,661	76.24%	678	1,000	67.80%	3,469	4,661	74.43%
PPL	413,498	1,223,560	33.79%	70,596	177,833	39.70%	484,094	1,401,393	34.54%
Wellsboro	0	5,002	0%	0	1,149	0%	0	6,151	0%
<b>Total</b>	<b>568,387</b>	<b>4,970,057</b>	<b>11.44%</b>	<b>117,743</b>	<b>680,045</b>	<b>17.3%</b>	<b>686,130</b>	<b>5,650,102</b>	<b>12.14%</b>

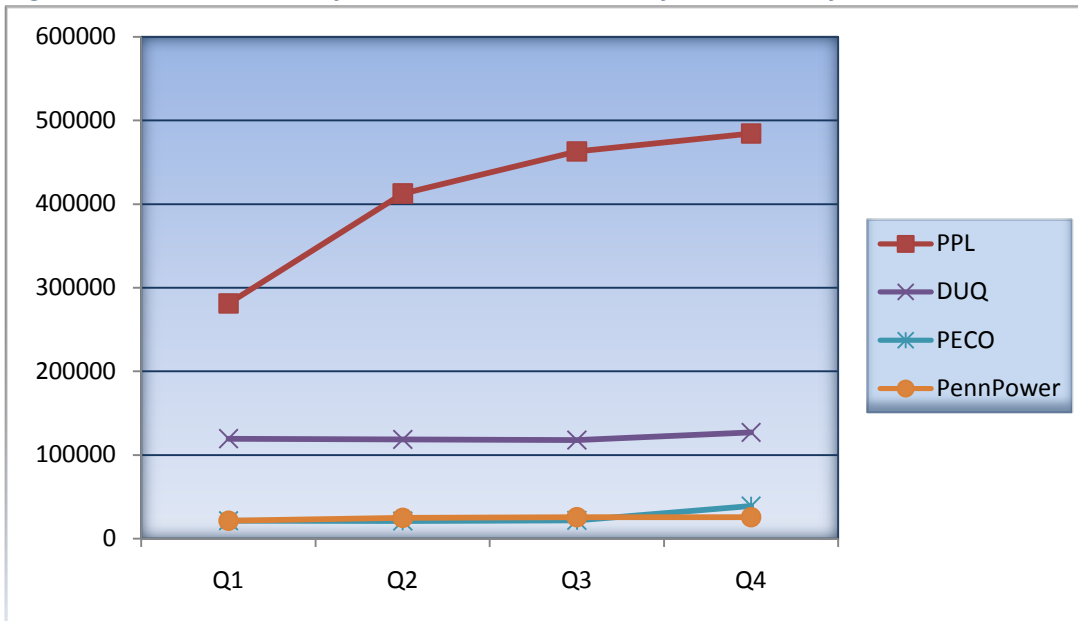
Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—4th Quarter 2010"

**Figure 2 Number of EGS Customer Accounts by EDC Territory**



Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—4th Quarter 2010"

**Figure 3 Trends: Number of EGS Customer Accounts by EDC Territory**



Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports – 2010"

**B. MWh Sales**

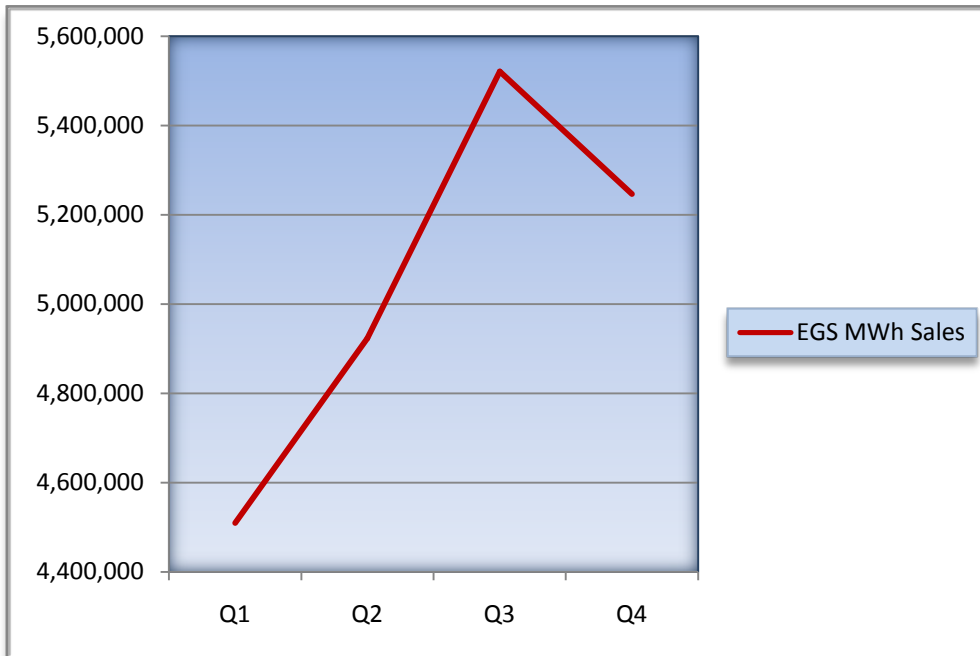
During 2010, EGS market share for MWh sales increased over 16 percent. Duquesne, PPL, PECO and PennPower had the highest EGS market share, predominantly in the non-residential sector. EGS market share in PennPower and PECO remained constant during the period. PPL and Duquesne showed an increase during the first three quarters but a decline during the fourth quarter.

**Table 4 EGS MWh Sales  
Residential and Non-Residential  
Totals by Year and Quarter**

<i>Year and Quarter</i>	<i>Residential</i>	<i>Non-Residential</i>	<i>Total</i>
<i>End-of-Year</i>			
2010	780,488	4,466,092	5,246,580
<b>2010</b>			
<i>Quarter</i>			
1st Quarter	566,655	3,942,657	4,509,312
2 <sup>nd</sup> Quarter	593,305	4,329,478	4,922,783
3 <sup>rd</sup> Quarter	754,507	4,766,192	5,520,698
4 <sup>th</sup> Quarter	780,488	4,466,092	5,246,580

Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—2010"

**Figure 4 Trends-- EGS MWh Sales**



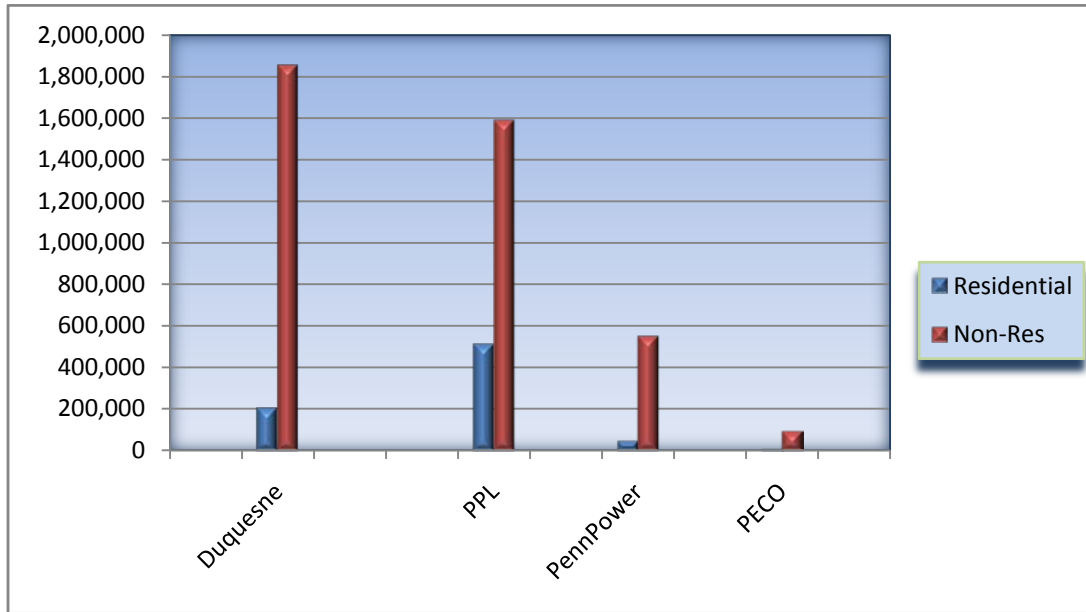
Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—2010"

**Table 5 EGS Market Share by EDC Territory—MWh Sales**

EDC	Residential Sales (MWh)			Non-Residential Sales (MWh)			Total Sales (MWh)		
	EGS	Total	%	EGS	Total	%	EGS	Total	%
Allegheny	.3	1,762	0%	337	2,010	16.76%	337	3,772	8.94%
Citizens	0	18,908	0%	0	18,876	0%	0	37,784	0%
Duquesne	208,617	1,013,767	20.58%	1,850,587	2,347,947	78.82%	2,059,204	3,361,714	61.25%
UGI	0	125,964	0%	47,156	105,872	44.54%	47,156	231,836	20.34%
Met-Ed	1,170	1,192,964	.10%	214,283	2,017,014	10.62%	215,453	3,209,978	6.71%
Penelec	5	1,046,880	0%	118,528	2,317,084	5.12%	118,533	3,363,964	3.52%
Penn Power	47,755	380,135	12.56%	550,234	674,202	81.61%	597,989	1,054,337	56.72%
PECO	8,636	2,873,319	.30%	96,277	6,345,801	1.52%	104,913	9,219,120	1.14%
Pike	1,812	2,423	74.78%	1,723	3,602	47.83%	3,535	6,025	58.67%
PPL	512,493	1,334,158	38.41%	1,586,967	1,830,447	86.70%	2,099,468	3,164,605	66.34%
Wellsboro	0	10,522	0%	0	18,226	0%	0	28,748	0%
<b>Total</b>	<b>780,488</b>	<b>8,000,802</b>	<b>9.76%</b>	<b>4,466,092</b>	<b>15,681,081</b>	<b>28.48%</b>	<b>5,246,580</b>	<b>23,681,883</b>	<b>22.15%</b>

Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—4th Quarter 2010."

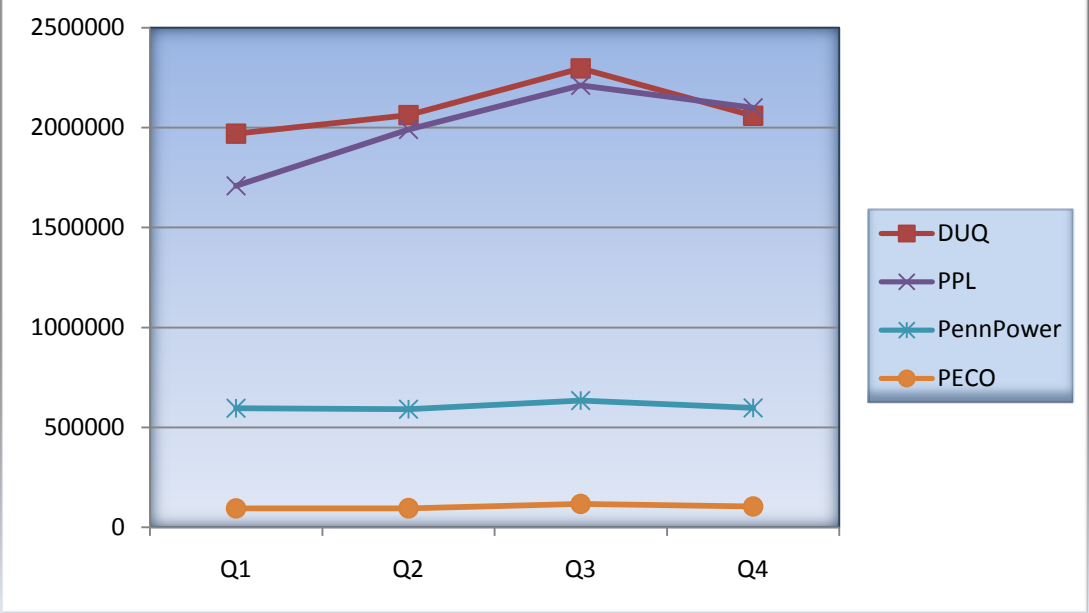
**Figure 5 EGS MWh Sales by EDC Territory**



Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—4th Quarter 2010"



Figure 6 Trends: EGS MWh Sales by EDC Territory



Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—2010"

### III. *Time Varying Rates*

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This section provides information on trends for number of TOU and hourly/real time price customer accounts and MWh sales during 2010. Tables 6 and 9 provide aggregate information on number of customer accounts and MWh sales. Tables 7, 8, 10 and 11 provide information for each EDC service territory. Figures 7, 8, 9 and 10 illustrate the trends. Figures 11 and 12 illustrate a profile of customers participating in fixed and time varying rates.

#### A. *Time of Use*

During 2010, the number of customer accounts served under TOU declined approximately 1 percent while MWh sales increased slightly. PECO, Met-Ed, Penelec and UGI reported customer accounts participating in TOU service. EGS market share for TOU customer accounts and MWh sales was 1.09 percent and 5.92 percent, respectively.

**Table 6 Number of Customer Accounts & MWh Sales  
Time of Use Programs  
Totals by Year and Quarter**

<i>Year and Quarter</i>	<i>Number of Accounts</i>	<i>MWh Sales</i>
<i>End-of-Year</i>		
2010	155,872	5,696,640
<b>2010</b>		
<i>Quarter</i>		
1st Quarter	157,840	5,690,002
2 <sup>nd</sup> Quarter	156,976	5,566,593
3 <sup>rd</sup> Quarter	156,375	6,019,320
4 <sup>th</sup> Quarter	155,872	5,696,640

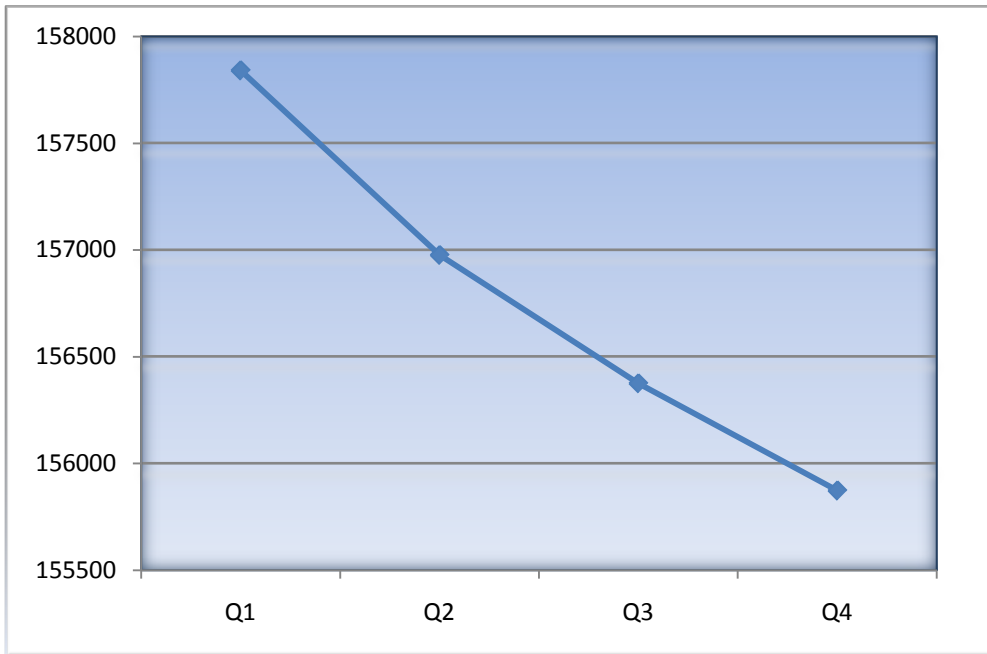
Source: PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports-- 2010

**Table 7 EGS Market Share by EDC Territory-- Number of Time of Use Customer Accounts**

EDC	Number Residential Accounts			Number Non-Residential Accounts			Total Accounts		
	EGS	Total	%	EGS	Total	%	EGS	Total	%
Allegheny	0	0	0%	0	0	0%	0	0	0%
Citizens	0	0	0%	0	0	0%	0	0	0%
Duquesne	0	0	0%	0	0	0%	0	0	0%
UGI	0	7	0%	0	0	0%	0	7	0%
Met-Ed	52	46,282	.11%	354	2,396	14.77%	406	48,678	.83%
Penelec	0	21,932	0%	139	1,079	12.88%	139	23,011	.60%
Penn Power	0	0	0%	0	0	0%	0	0	0%
PECO	679	79,903	.85%	481	4,273	11.26%	1,160	84,176	1.38%
Pike	0	0	0%	0	0	0%	0	0	0%
PPL	0	0	0%	0	0	0%	0	0	0%
Wellsboro	0	0	0%	0	0	0%	0	0	0%
<b>Total</b>	<b>731</b>	<b>148,124</b>	<b>.49%</b>	<b>974</b>	<b>7,748</b>	<b>12.57%</b>	<b>1,705</b>	<b>155,872</b>	<b>1.09%</b>

Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—4th Quarter 2010"

**Figure 7 Trends: Number of Time of Use Customer Accounts**



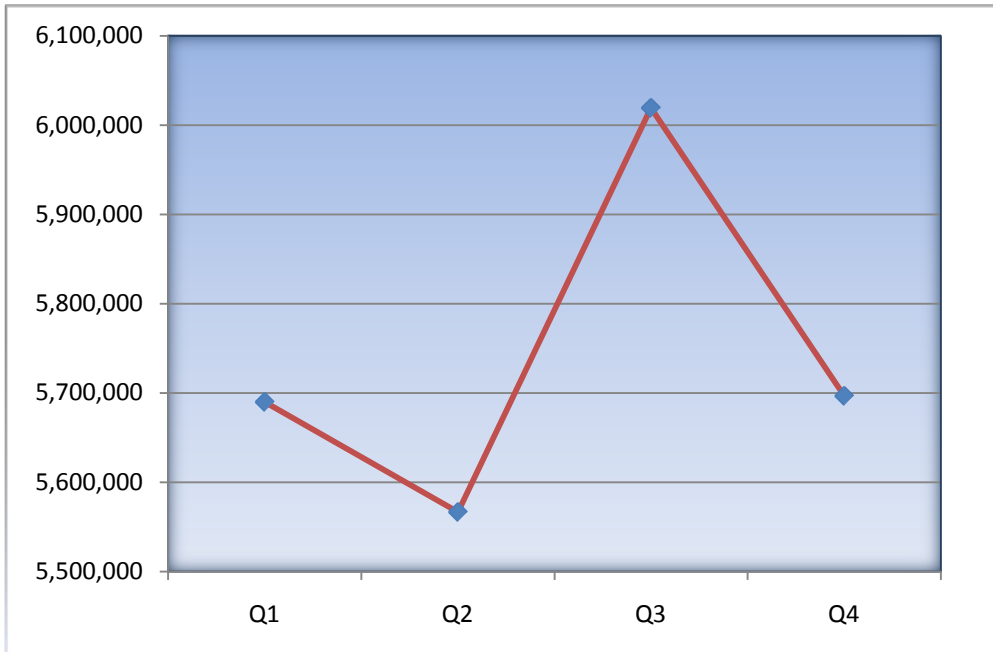
Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—2010"

**Table 8 EGS Market Share by EDC Territory—MWh Sales to Time of Use Customer Accounts**

EDC	Residential Sales (MWh)			Non-Residential Sales(MWh)			Total Sales (MWh)		
	EGS	Total	%	EGS	Total	%	EGS	Total	%
Allegheny	0	0	0%	0	0	0%	0	0	0%
Citizens	0	0	0%	0	0	0%	0	0	0%
Duquesne	0	0	0%	0	0	0%	0	0	0%
UGI	0	12	0%	0	0	0%	0	12	0%
Met-Ed	57	169,132	.03%	196,503	1,398,104	14.05%	196,560	1,567,236	12.54%
Penelec	0	77,138	0%	117,482	1,434,009	8.19%	117,482	1,511,147	7.77%
Penn Power	0	0	0%	0	0	0%	0	0	0%
PECO	122	62,966	.19%	22,903	2,555,279	.90%	23,025	2,618,245	0.88%
Pike	0	0	0%	0	0	0%	0	0	0%
PPL	0	0	0%	0	0	0%	0	0	0%
Wellsboro	0	0	0%	0	0	0%	0	0	0%
<b>Total</b>	<b>179</b>	<b>309,248</b>	<b>.06%</b>	<b>336,888</b>	<b>5,387,392</b>	<b>6.25%</b>	<b>337,067</b>	<b>5,696,640</b>	<b>5.92%</b>

Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—4th Quarter 2010"

**Figure 8 Trends: MWh Sales—Time Of Use Customer Accounts**



Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—2010"

## B. Hourly/Real-Time Price

During 2010, the number of hourly/real-time price customer accounts increased less than 1 percent. MWh sales increased over 2 percent. Duquesne, PennPower, UGI and PECO reported customer accounts participating in hourly/real-time price service. EGS market share for hourly/real-time price customer accounts and MWh sales was 86.18 percent and 77.74 percent, respectively.

**Table 9 Number of Customer Accounts & MWh Sales  
Hourly/Real-Time Price Programs  
Totals by Year and Quarter**

Year and Quarter	Number of Accounts	MWh Sales
<b>End-of-Year</b>		
2010	1,129	2,436,029
<b>2010</b>		
<b>Quarter</b>		
1st Quarter	1,124	2,380,002
2 <sup>nd</sup> Quarter	1,124	2,468,940
3 <sup>rd</sup> Quarter	1,133	2,573,910
4 <sup>th</sup> Quarter	1,129	2,436,029

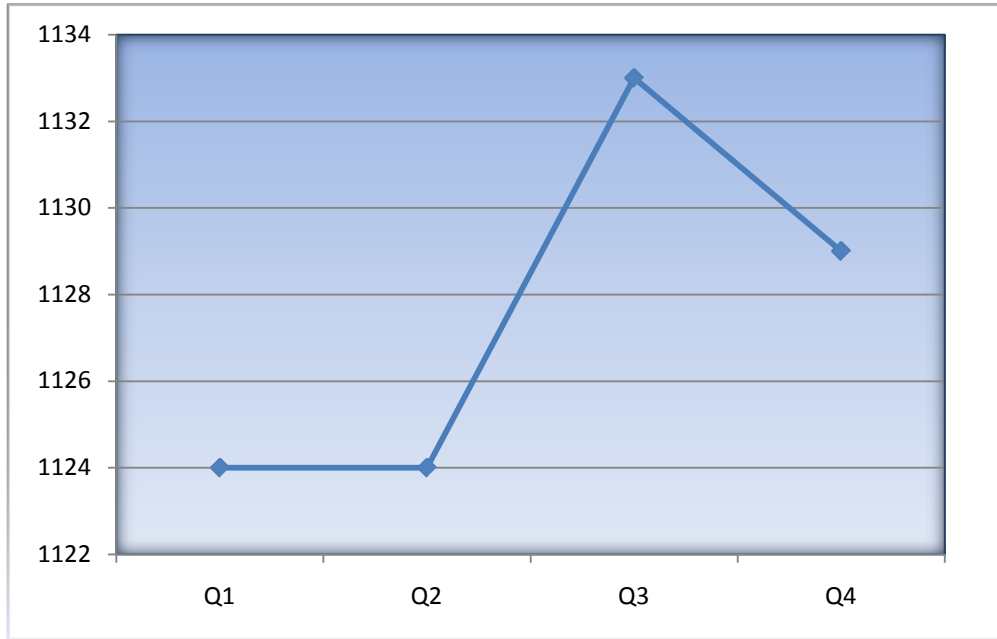
Source: PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports-- 2010

**Table 10 EGS Market Share by EDC Territory—Number of Hourly/Real Time Price  
Customer Accounts**

EDC	Number Residential Accounts			Number Non-Residential Accounts			Total Accounts		
	EGS	Total	%	EGS	Total	%	EGS	Total	%
Allegheny	0	0	0%	0	0	0%	0	0	0%
Citizens	0	0	0%	0	0	0%	0	0	0%
Duquesne	0	0	0%	819	920	89.02%	819	920	89.02%
UGI	0	0	0%	26	41	63.41%	26	41	63.41%
Met-Ed	0	0	0%	0	0	0%	0	0	0%
Penelec	0	0	0%	0	0	0%	0	0	0%
Penn Power	0	0	0%	128	148	86.49%	128	148	86.49%
PECO	0	0	0%	0	20	0%	0	20	0%
Pike	0	0	0%	0	0	0%	0	0	0%
PPL	0	0	0%	0	0	0%	0	0	0%
Wellsboro	0	0	0%	0	0	0%	0	0	0%
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0%</b>	<b>973</b>	<b>1,129</b>	<b>86.18%</b>	<b>973</b>	<b>1,129</b>	<b>86.18%</b>

Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—4th Quarter 2010"

**Figure 9 Trends: Number of Hourly/Real-Time Price Customer Accounts**



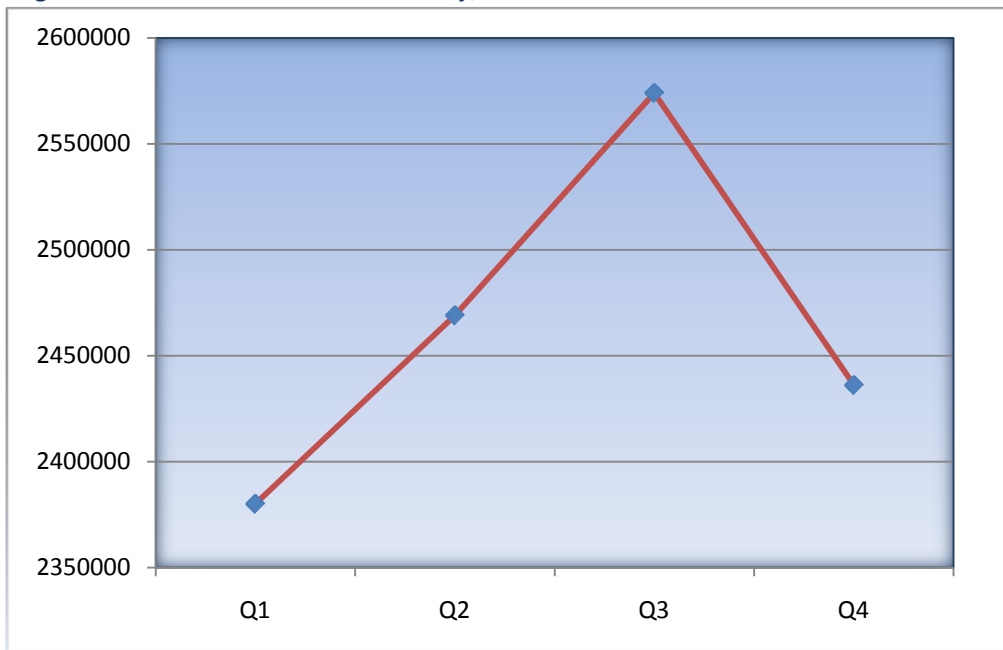
Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—2010"

**Table 11 EGS Market Share by EDC Territory—MWh Sales to Hourly/Real-Time Price Customer Accounts**

EDC	Residential Sales (MWh)			Non-Residential Sales (MWh)			Total Sales (MWh)		
	EGS	Total	%	EGS	Total	%	EGS	Total	%
Allegheny	0	0	0%	0	0	0%	0	0	0%
Citizens	0	0	0%	0	0	0%	0	0	0%
Duquesne	0	0	0%	1,505,113	1,579,820	95.27%	1,505,113	1,579,820	95.27%
UGI	0	0	0%	30,632	42,745	71.66%	30,632	42,745	71.66%
Met-Ed	0	0	0%	0	0	0%	0	0	0%
Penelec	0	0	0%	0	0	0%	0	0	0%
Penn Power	0	0	0%	358,062	368,381	97.20%	358,062	368,381	97.20%
PECO	0	0	0%	0	445,083	0%	0	445,083	0%
Pike	0	0	0%	0	0	0%	0	0	0%
PPL	0	0	0%	0	0	0%	0	0	0%
Wellsboro	0	0	0%	0	0	0%	0	0	0%
<b>Total</b>	<b>0</b>	<b>0</b>	<b>0%</b>	<b>1,893,807</b>	<b>2,436,029</b>	<b>77.74%</b>	<b>1,893,807</b>	<b>2,436,029</b>	<b>77.74%</b>

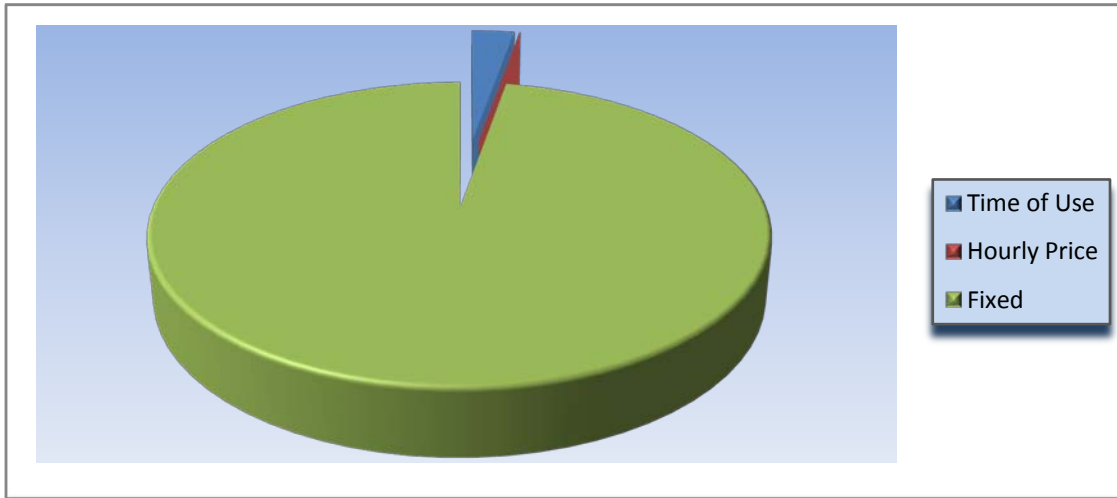
Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—4th Quarter 2010"

**Figure 10 Trends: MWh Sales-- Hourly/Real-Time Price Customer Accounts**



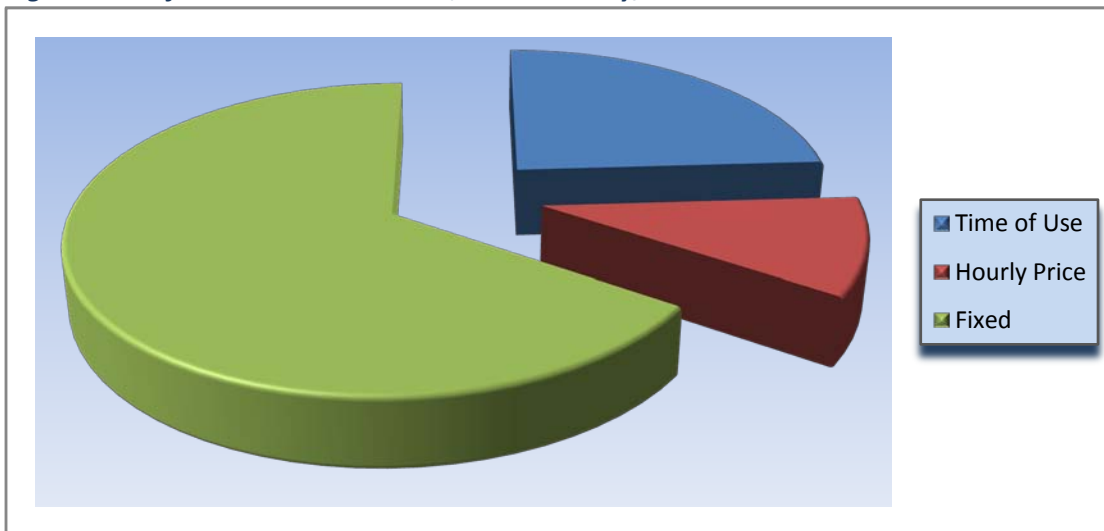
Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—2010"

**Figure 11 Profile: Number Customer Accounts-- Fixed, TOU & Hourly/Real-Time Price**



Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—4th Quarter 2010"

**Figure 12 Profile: MWh Sales -- Fixed, TOU & Hourly/Real-Time Price**



Source: "PA Retail Electricity Choice Activity Report at Docket L-00070184: EDC Quarterly Reports—4th Quarter 2010"



#### ***IV. Appendix***

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Time of Use Rate—a rate that changes at different times of the day or night or at different times during a 24-hour period or 7-day period but not as frequently as each hour to reflect the costs of serving the customer during different time periods.

Hourly/Real-Time Rate— a pricing arrangement based on hourly or daily energy prices. Example: LMP-based rate or rate-based on prior-day announced price.



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