

Pennsylvania Retail Electricity Market Investigation – Direct Energy Customer Survey Results

Chris Kallaher

Senior Director, Government & Regulatory Affairs

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Customer Survey – Purpose and Methods

- Follow-on to survey conducted in 2010 as part of FirstEnergy/Allegheny Merger
- Covered non-FE/AYE service territories
 - Intended to expand survey statewide
- Conducted by IBOPE Zogby International
- 800 customers, 32 questions, conducted between 5/24/11 and 5/31/11
 - PPL – 51%
 - PECO – 31%
 - Duquesne – 18%



Customer Survey – Significant Results

- 34% had switched to a competitive supplier
- Price is main driver of migration
 - 88% cited lower price
 - Next most frequent factor – environmental reasons at 3%
- Non-switching remains materially related to factors within the Commission’s control
 - 17% “Don’t understand the process and don’t want to be bothered”
 - 15% “Loyal to current company” – even on default service
 - 11% “Too much of a hassle”
 - 9% “Didn’t know it was possible
 - 3% “Afraid it would hurt reliability”



Customer Survey – Significant Results

- Customers strongly support choice
 - 86% would like more choices in electricity supply
- Customers open to non-utility default provider
 - 78% would support non-utility in that role
- Customers strongly support plan for move to competitive supply coupled with rebate check
 - 82% support such a plan
- Results broadly consistent with those from 2010 in FirstEnergy/Allegheny service territories
 - Support for choice in electric supplier, non-utility default provider, and auction proposal slightly higher in FE/AYE

