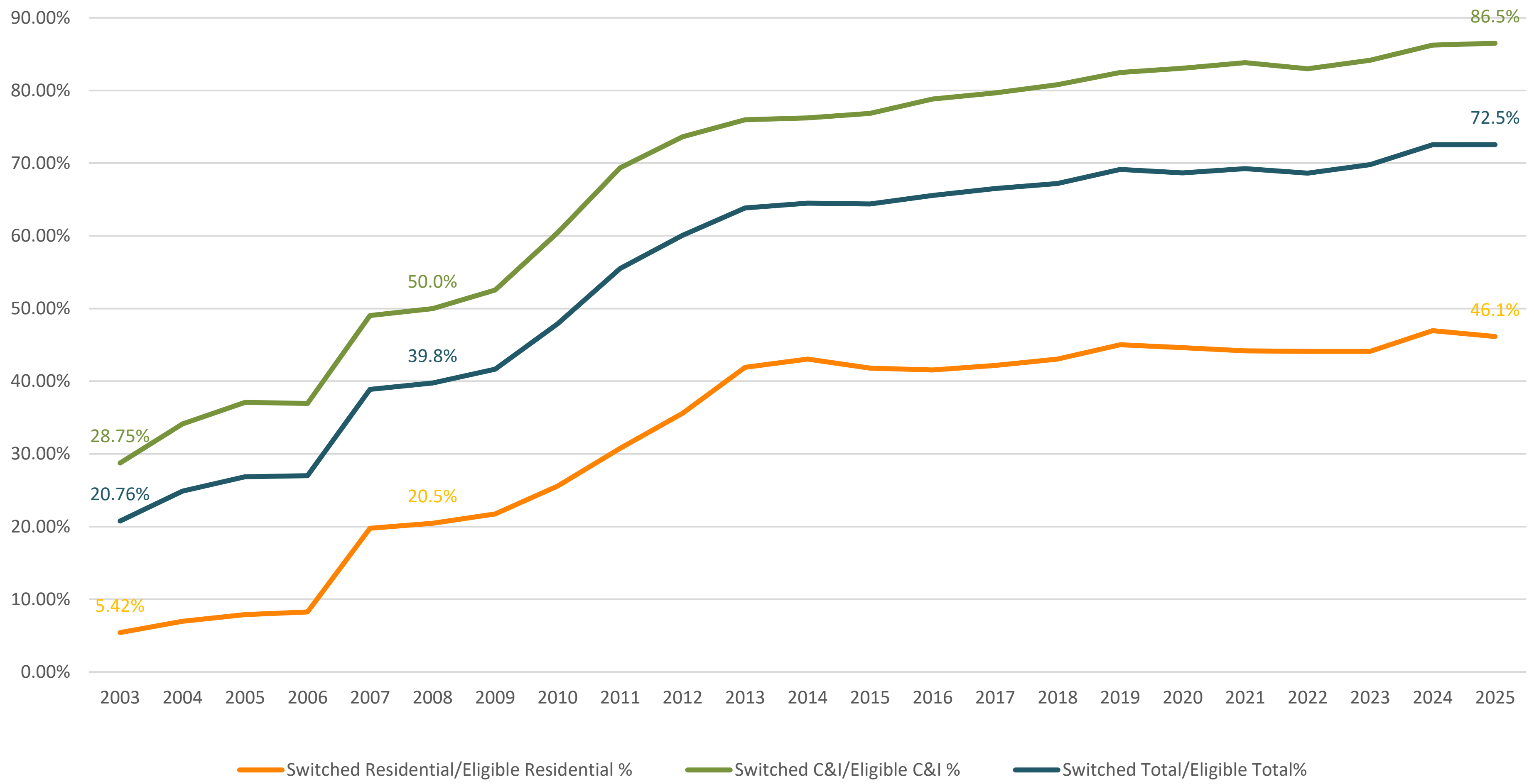
Percentage of Load Switched in the 14 Competitive Jurisdictions

The great majority of eligible load in the choice jurisdictions is served by competitive suppliers

Figure 6 of Restructuring Recharged

Source: DNV GL 2025 Retail Energy Outlook



Retail Energy Supply Association

Figure 6 (page 16) of Restructuring Recharged – **Updated through CY2025**
Source: DNV GL 2025 Retail Energy Outlook. This figure is derived from information from DNV GL's annual report on competitive electricity accounts and loads. DNV GL is a highly regarded international consulting and energy information firm that compiles information from state utility commissions and other sources to estimate various statistics on retail electricity choice provided to subscribers in an annual Retail Energy Outlook Report.

This figure shows the upward trend in shopping activity from residential and C&I customers concerning load served by non-utility suppliers.*[1] In 2025, **72.5%** of the load eligible to switch in the 14 customer choice markets was served competitively with retail pricing and products by non-utility suppliers. Interestingly, most C&I load **(86.5%)** has switched to non-utility supply while less than half **(46.1%)** of the residential load in the competitive jurisdictions had switched to supply procured by retail suppliers. Most of the remaining load in the 14 competitive markets, a little less than one-third of the total eligible load in those jurisdictions, is served with market-priced supply procured in the competitive wholesale market by wires utilities acting as default providers.

The nature of utility default service is often misunderstood or mischaracterized as the equivalent of traditional utility "rate of return" tariffed service under the monopoly model that the utility provided before restructuring. It is significantly different in several ways:

- Wires-only utilities that provide default service to non-choosing residential and small business customers generally do not earn a profit from providing the market-priced default supply;
- Customers eligible for default service are generally free to switch from the utility default service and to choose service from a competitive supplier; and,
- Default service supply is customarily procured through forward purchases made in a competitive wholesale market similar to that procured by the retail suppliers.

*1: The word “eligible” in the slide title indicates that only those customers allowed to choose a retail supplier (usually those located behind IOUs in competitive jurisdictions/states) are included in the calculation. Typically, customers located behind municipal utilities and rural cooperatives do not allow choice in their respective service territories even though they may reside in what this paper defines as a competitive jurisdiction/state.   Consequently, those customer counts in jurisdictions that don’t facilitate choice of supplier are not included.