



# **SEM Retail Market Survey**

## **Information Note**

**14<sup>th</sup> June 2010**

The Commission for Energy Regulation (CER) and the Utility Regulator (UR) have today jointly issued a research report by The Research Perspective on consumer attitudes to, and awareness of, electricity supply competition and associated issues. The Regulatory Authorities (RAs), decided to undertake this research project to better understand customer attitudes to electricity supply competition and to better inform policy making in this area.

To further develop our strategy towards the emerging energy competition issues, the RA's need to fully understand what customers perceive as benefits coming from competition, and which aspects of competition they most value. The RAs are keen to understand the drivers, both price and non price related, that motivate customers to be active participants in the retail market, and to identify any barriers that may exist such as lack of awareness or confusion about the opportunities for switching.

Therefore, both RA's have co-operated on and concluded market research on residential and business consumer attitudes and experiences of the electricity market across the island. This research fieldwork covers domestic as well as industrial and commercial customers in both NI and the RoI. The research included the following areas:

- Attitudes to supply services and general awareness of competition;
- Switching and the experience of the switching process;
- Consumer interest in variable tariffs including annual/bi-annual/quarterly tariff reviews;
- Consumer interest in dual fuel and smart meters offerings in the context of switching.

The research shows results for the three identified customer sectors (Residential, Small and Medium Sized Enterprises and Large Energy Users) across the two jurisdictions, north and south, and thus allows both analysis within jurisdiction, but also between jurisdictions.

## **FURTHER INFORMATION**

For further information on this information note, please contact;

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