



National Energy Marketers Association

Benefits of Electricity Choice

A. Consumer Savings

- From 2008-16, competitive states showed lowest prices increases, and in many cases, price decreases
- Non-choice customers would have saved a third of a trillion dollars
- From 2002-16, Texas prices declined in all competitive market areas, while they increased in all non-competitive market areas
- In Texas, there has been an approximate 60% reduction in rates available from competitive suppliers versus the last regulated rate in 2001
- Texas has saved approximately \$5 billion every year since 2010 because of competition
- For WalMart alone, from 2007 to 2016, costs in competitive electricity markets decreased by about 7 percent on average, which savings result in lower costs to the stores and its consumers
- If competition existed in Florida, consumers would see \$5 to 6 billion in savings annually

B. Increased Economic Activity and Job Growth

C. Increased Consumer Satisfaction

D. Increased Availability of Innovative Products and Services

- In Texas in 2016, there were 54 suppliers participating in the market making 365 product offerings to consumers

E. Increased Efficiency in the Wholesale Market

F. Greater Investments in New Generation

- In Texas, 46GW of new generation were added after restructuring
- Ratepayers don't bear the burden of competitive generator investments

G. Increased Availability of Green Power

- States with electric competition have a greater amount of renewable generation installed
- In Texas, 16% of power is from green power

H. Increased Delivery Infrastructure Reliability

- When utility exits commodity merchant function and focuses on its core monopoly competency
- Regulatory oversight ensures reliability