

National Report Shows Pennsylvanians Benefit from Electric Choice

PPL EnergyPlus

A national report on competitive electricity markets issued Monday (12/17) shows that customer choice is thriving in several states, including Pennsylvania, and that choice benefits both residential and business customers with new options and innovations not available in traditionally regulated markets.

"The report confirms that well-structured and properly regulated electricity markets provide benefits for customers in terms of product options, prices and services," said Gene Alessandrini, senior vice president-Marketing for [PPL EnergyPlus](#), the energy marketing affiliate of PPL Corporation. PPL EnergyPlus is a sponsor of the report.

The Annual Baseline Assessment of Choice in Canada and the United States (ABACCUS) was produced by the Distributed Energy Financial Group of Houston. It's a report card on the progress of customer choice and a ranking of competitive electricity markets across North America.

Pennsylvania ranks second in the nation for residential competitive markets and fourth for business customers. The outlook for future development of customer choice among residential and business customers in Pennsylvania is identified as positive in the report.

"While the report shows Pennsylvania has room for improvement, we are making progress, as evidenced by the significant growth in the number of residential and business customers who are choosing their electricity supplier," Alessandrini said.

"Pennsylvania consumers benefit more immediately and more fully by choosing among a large number of competitive suppliers who are able to adjust prices more quickly as low natural gas prices drive down the cost of electricity production. In addition, retail markets provide all customers the opportunity to participate more fully in new products and services derived from competitive wholesale markets and market innovation."

The report finds that restructuring an electricity market may send a pro-business environment signal to industries and be part of a state economic development strategy. Businesses in a jurisdiction with electricity competition gain competitive advantages from an increased ability to manage electricity like any other input.

A full copy of the report is available at www.defgllc.com.

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