

# Texans Are Making Choices in the Competitive Electric Market



**Customers are actively taking part in Texas' competitive retail electric market.** Not only is 37 percent of residential load served by a non-affiliated retail electric provider (REP), every Texan who has moved to a new premise in a competitive area of the state since January 1, 2002, has made an affirmative choice of REP.

Moreover, the Electric Reliability Council of Texas (ERCOT) has processed over 10 million choice transactions—including 7.9 million move-in requests and 2.2 million switch requests—since the competitive market opened. **This means that, on average, every retail electricity customer in ERCOT has selected a REP to provide service to his or her premise an average of 1.6 times since choice began.**

Overall, Texans in competitive areas of the state have 12-15 REPs actively serving residential customers, according to the Public Utility Commission of Texas (PUC). Also, economic analyst firm The Perryman Group estimates that **customers achieved direct-cost savings of \$2.06 billion in 2004 alone**, thanks to available lower prices.

Texas' electric market has matured, providing real choices for residential, commercial and industrial customers. **The market is robust and ready to be unleashed.**

**The Greatest Strength of Texas' Market:  
Choices**