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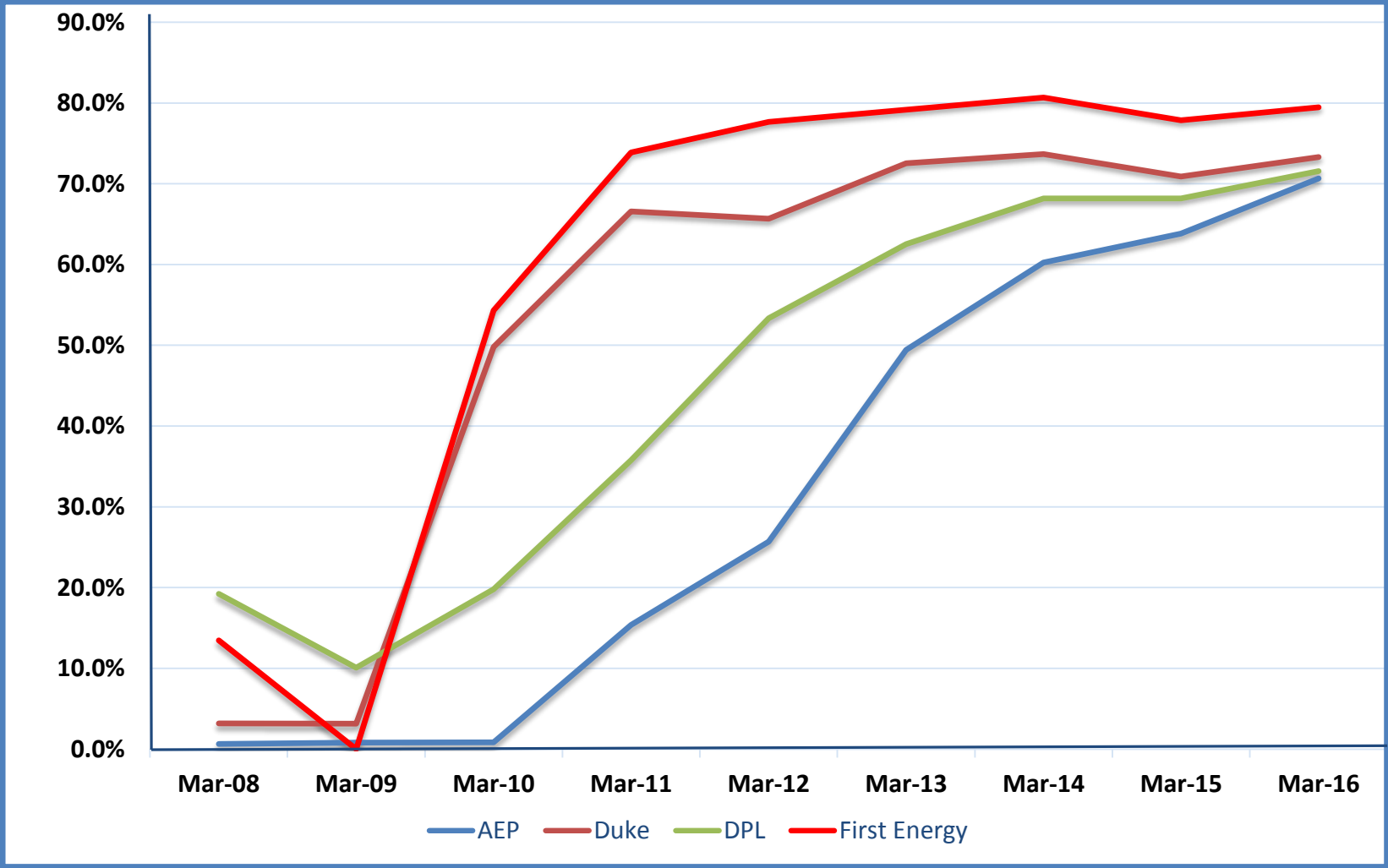
THE OHIO STATE UNIVERSITY

John Glenn College of Public Affairs
Ohio Manufacturing Institute

Misgivings with Re-monopolizing the Electric Generation Industry in Ohio

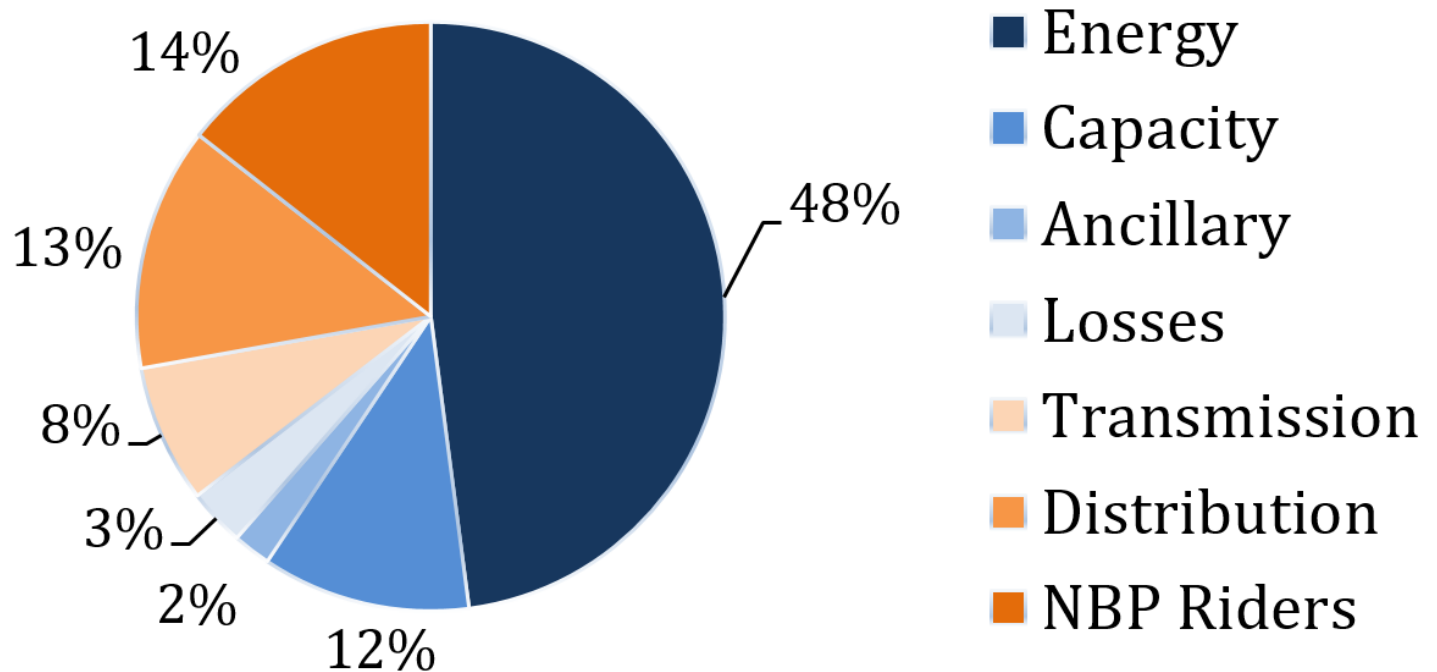
Andrew Thomas
William M. Bowen
Edward [Ned] Hill
Adam Kanter
TaeKyoung Lim

Portion of Ohio Electricity Sold to Shoppers 2008 to 2016



Mercantile Shopping Customers

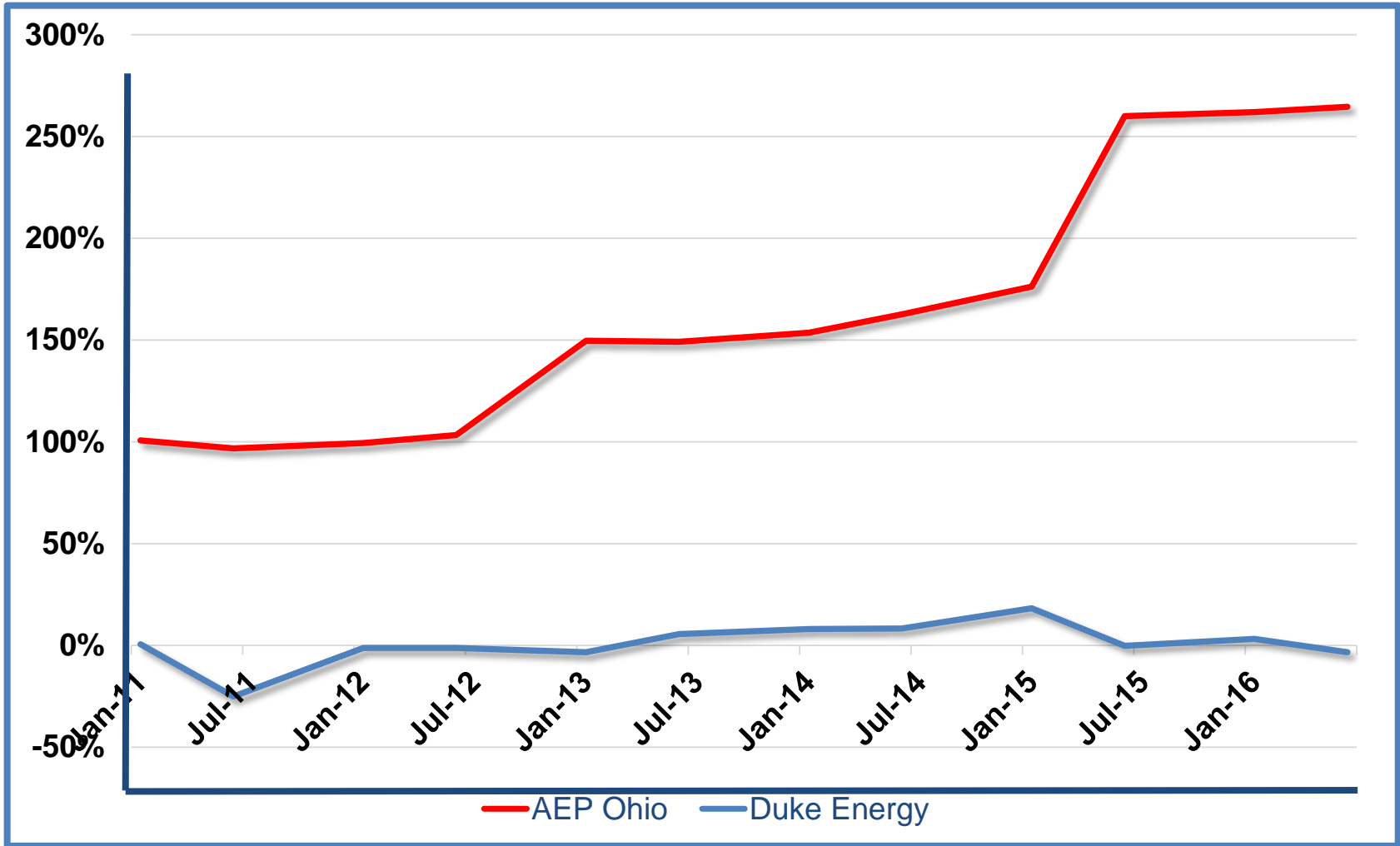
Approximate Structure of Electricity Price in Ohio, 2016



Assumes: 47% load factor for Secondary, 67% load factor for Primary

Change in Utility Non-ByPassable Costs

One with a generating fleet and one without



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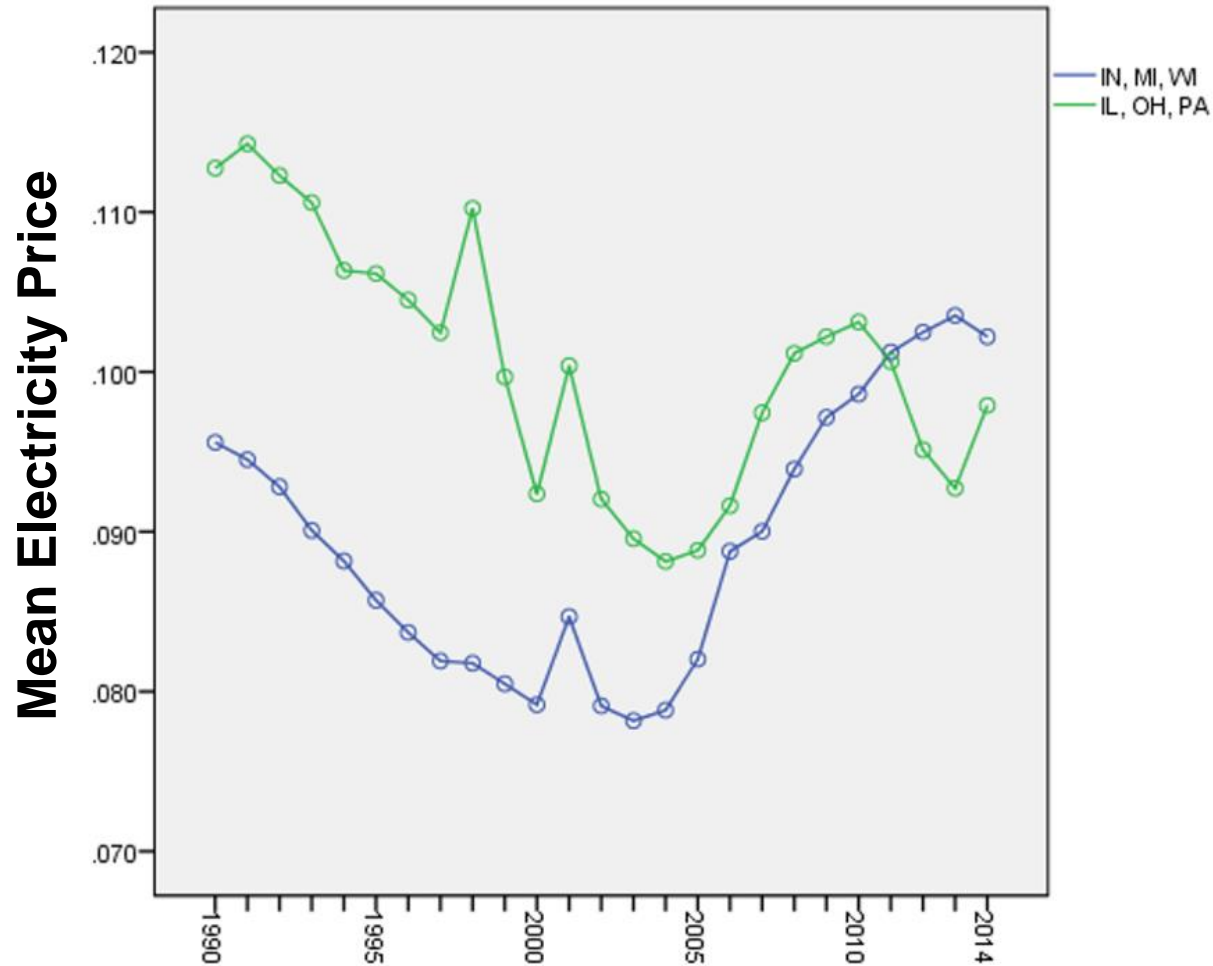
Average Avoided Costs for Mercantile Shoppers within Investor Owned Utility [IOU] Regions

	2011	2012	2013	2014	2015	2016
AEP ⁷⁹	20%	24%	29%	30%	18%	4%
Duke	34%	7%	14%	17%	13%	13%
DPL	19%	15%	16%	20%	19%	7%
FirstEnergy ⁸⁰	16%	15%	13%	24%	21%	7%
Average	22%	15%	18%	23%	18%	8%

- Through June of 2016..

Changes in Electricity Prices

Means of the Combined Residential, Commercial and Industrial Sectors for Regulated and Deregulated Midwestern States: 1990 to 2015



Total Savings Due to Deregulation in Ohio

2011-2015 (millions of dollars)

Year	Shopping	SSO	Total
2011	\$496.70	\$2,395.00	\$2,891.70
2012	\$443.29	\$2,366.00	\$2,809.29
2013	\$744.11	\$2,342.00	\$3,086.11
2014	\$824.21	\$2,380.00	\$3,204.21
2015	\$645.19	\$2,339.00	\$2,984.19
Five Year Total	\$3,153.30	\$11,822.00	\$14,975.30





***Where lemon socialism
creates crony capitalism***



***Where competitive electricity
reduces electric bills***