

Electricity Demand in July 2009 (Bulletin)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in July 2009, measured in terms of the total electricity sales of the 10 power companies, was down 6.4% from the last year to 72.3 billion kWh.

- Outside the liberalized segment, lighting demand increased by 2.5% due principally to a longer meter-reading period than the last year, in spite of decreased cooling demand resulted from lower July temperatures compared with a year ago.

Commercial demand in the liberalized segment decreased by 0.9%.

Demand Volume and Year-on-year Basis by Month and Use

			This Month (July)	Prev. 3 Month		
				June	May	April
Volume (GWh)	Other than Eligible Customers' Use	Lighting	21,288	18,134	21,500	24,409
		Power	3,964	3,051	3,266	3,603
		Lighting & Power Total	25,252	21,185	24,766	28,012
	Eligible Customers' Use	Commercial Power	18,347	16,309	15,012	15,789
		Industrial Power	28,687	26,868	24,761	24,588
		Eligible Customers' Use Total	47,034	43,177	39,773	40,377
	Total Electricity Sales		72,286	64,362	64,539	68,389
	(Large Industry)		23,032	21,566	19,980	19,359
Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	102.5	97.9	98.4	107.5
		Power	98.4	94.9	95.6	105.4
		Lighting & Power Total	101.8	97.5	98.0	107.2
	Eligible Customers' Use	Commercial Power	99.1	100.7	99.6	101.3
		Industrial Power	84.7	84.1	81.8	81.1
		Eligible Customers' Use Total	89.8	89.7	87.7	87.9
	Total Electricity Sales		93.6	92.1	91.4	94.9
	(Large Industry)		83.7	83.0	80.6	79.5

Remarks: 1) Figures in () indicate breakdown.

2) Figures may not add up due to rounding.

(Reference)

Large industrial demand was down year on year for ten consecutive months, decreasing by 16.3%.

This was due mainly to year-on-year decline in all major sectors including steel.

(Reference) Large Industry Demand Volume and Year-on-year Basis by Sector

Units: GWh, %

	This Month (July)		Prev. 3 Months		
	Volume	Year-on-year Basis	June	May	April
Textiles	356	77.2	78.0	70.0	70.7
Paper & Pulp	773	81.4	82.5	83.7	81.7
Chemicals	2,174	83.7	82.1	82.8	80.3
Ceramic	837	81.9	78.8	79.3	76.7
Steel	2,294	67.9	61.8	60.2	58.5
Non-Ferrous Metals	1,231	80.8	82.8	81.5	77.5
Machinery	6,361	80.5	80.6	76.0	74.2

Remarks: The latest revision of Japan Standard Industry Classification applied on April 1, 2008 was reflected to the definition of each industry sector for the figures in and after April 2009.

The year-on-year basis in and after April 2009 are calculated after the adjustment of the results of the year-ago period according to the latest Japan Standard Industry Classification.

(Reference) Large Industry Demand Year-on-year Changes (%)

	4	5	6	7	8	9	10	11	12	1	2	3
FY2000	3.5	4.7	4.2	5.2	5.0	1.5	2.6	2.8	2.6	3.8	-1.7	-0.3
FY2001	-0.4	-1.0	-2.3	-1.2	-4.5	-6.0	-4.7	-5.5	-6.0	-6.3	-5.2	-4.9
FY2002	-1.8	-0.4	-1.4	0.4	2.2	2.9	2.4	3.1	4.0	5.2	3.2	4.2
FY2003	2.7	1.8	0.8	-4.3	-2.6	0.8	-0.6	-0.1	-0.4	0.4	3.2	1.3
FY2004	2.2	1.3	4.6	7.6	4.5	2.8	2.3	2.3	1.8	1.6	-0.1	1.7
FY2005	1.0	-0.8	0.5	-1.6	1.7	1.9	2.7	2.3	4.6	3.7	2.8	2.9
FY2006	3.1	4.9	4.0	4.7	5.6	3.1	5.5	6.7	5.4	4.5	5.0	6.1
FY2007	4.6	5.1	4.1	3.0	4.8	5.8	4.0	2.8	2.8	3.8	8.0	2.2
FY2008	3.3	3.8	2.2	6.5	-0.0	0.6	-0.5	-5.2	-13.0	-18.7	-26.4	-24.4
FY2009	-20.5	-19.4	-17.0	-16.3								