

Electricity Demand in October 2009 (Bulletin)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in October 2009, measured in terms of the total electricity sales of the 10 power companies, was down 6.3% from the last year to 68.1 billion kWh.

- Outside the liberalized segment, lighting demand declined by 1.1% due principally to decreased cooling demand caused by lower temperatures from September to October, compared with a year ago, in spite of a longer meter-reading period than the last year.

Commercial demand in the liberalized segment decreased by 3.6%.

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

			This Month (October)	Prev. 3 Month			
				September	August	July	
Volume (GWh)	Other than Eligible Customers' Use	Lighting	20,267	22,315	24,952	21,287	
		Power	3,391	4,224	4,761	3,964	
		Lighting & Power Total	23,657	26,539	29,713	25,251	
	Eligible Customers' Use	Commercial Power	16,313	18,769	19,992	18,351	
		Industrial Power	28,167	28,459	28,089	28,693	
		Eligible Customers' Use Total	44,480	47,228	48,081	47,044	
	Total Electricity Sales			68,137	73,767	77,794	72,295
	(Large Industry)			22,725	22,538	22,097	23,037
	Year-on-year Basis (%)	Other than Eligible Customers' Use	Lighting	98.9	98.2	89.8	102.4
			Power	94.4	95.6	85.1	98.4
Lighting & Power Total			98.2	97.7	89.0	101.8	
Eligible Customers' Use		Commercial Power	96.4	96.5	94.6	99.1	
		Industrial Power	88.9	87.3	86.0	84.7	
		Eligible Customers' Use Total	91.5	90.8	89.4	89.8	
Total Electricity Sales			93.7	93.2	89.2	93.6	
(Large Industry)			88.8	86.3	85.9	83.7	

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 thirteen consecutive months, decreasing by 11.2%.

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 (October)		Prev. 3 Months		
	Volume	Year-on-year Basis	September	August	July
Textiles	384	85.1	78.8	78.8	77.1
Paper & Pulp	855	86.0	84.8	82.8	81.4
Chemicals	2,343	92.2	86.2	86.3	83.9
Ceramic	908	85.3	84.0	82.7	81.7
Steel	2,645	79.0	76.8	73.3	67.8
Non-Ferrous Metals	1,290	88.0	84.8	79.6	80.9
Machinery	5,973	86.1	83.2	83.5	80.5

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	-14.1	-13.7	-11.2					