

## Electricity Demand in March 2010 (Bulletin)

### Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in March 2010, measured in terms of the total electricity sales of the 10 power companies, was up 6.1% from the last year to 73.3 billion kWh.

- Outside the liberalized segment, lighting demand rose by 1.6% due principally to increased heating demand caused by relatively lower temperatures from mid to late March, compared with a year ago, in addition to a longer meter-reading period than the last year.

Commercial demand in the liberalized segment decreased by 1.7%.

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

			This Month (March)	Prev. 3 Month		
				February	January	December
Volume (GWh)	Other than Eligible Customers' Use	Lighting	25,493	28,316	32,922	23,824
		Power	3,700	4,186	4,652	3,312
		Lighting & Power Total	29,193	32,502	37,574	27,136
	Eligible Customers' Use	Commercial Power	15,911	17,140	16,955	15,889
		Industrial Power	28,191	27,084	26,902	27,457
		Eligible Customers' Use Total	44,103	44,224	43,857	43,346
	Total Electricity Sales		73,296	76,726	81,431	70,482
	(Large Industry)		22,828	21,224	21,572	21,951
Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	101.6	101.4	103.9	99.1
		Power	99.1	101.0	103.0	95.9
		Lighting & Power Total	101.3	101.3	103.7	98.7
	Eligible Customers' Use	Commercial Power	98.3	100.6	100.6	99.1
		Industrial Power	117.0	114.6	108.7	100.7
		Eligible Customers' Use Total	109.5	108.8	105.4	100.1
	Total Electricity Sales		106.1	105.5	104.6	99.6
	(Large Industry)		119.9	117.7	110.8	101.9

Remarks: 1) Figures in ( ) indicate breakdown.

2) Figures may not add up due to rounding.

### (Reference)

Large industrial demand was up year on year for four consecutive months, increasing by 19.9%.

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

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

Units: GWh, %

	This Month (March)		Prev. 3 Months		
	Volume	Year-on-year Basis	February	January	December
Textiles	334	117.8	111.8	102.1	92.7
Paper & Pulp	797	120.3	115.1	102.7	92.6
Chemicals	2,208	124.1	122.7	119.8	105.8
Ceramic	951	120.5	117.3	106.5	96.1
Steel	2,885	150.2	142.3	127.3	102.0
Non-Ferrous Metals	1,303	131.5	131.3	119.2	105.5
Machinery	6,173	126.2	123.9	114.9	105.5

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	-6.2	1.9	10.7	17.7	19.9