

Electricity Demand in July 2010 (Bulletin)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in July 2010, measured in terms of the total electricity sales of the 10 power companies, was up 6.4% from the last year to 76.9 billion kWh.

- Outside the liberalized segment, lighting demand rose by 6.1% due principally to increased cooling demand caused by relatively higher temperatures from mid June to July, compared with a year ago.

Commercial demand in the liberalized segment increased by 2.5%.

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	22,582	18,569	22,893	26,470
		Power	4,093	3,057	3,387	3,837
		Lighting & Power Total	26,675	21,626	26,280	30,307
	Eligible Customers' Use	Commercial Power	18,816	16,201	15,027	15,949
		Industrial Power	31,429	29,773	27,560	27,949
		Eligible Customers' Use Total	50,245	45,974	42,587	43,898
	Total Electricity Sales		76,920	67,600	68,867	74,205
	(Large Industry)		25,357	24,149	22,463	22,294
Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	106.1	102.4	106.5	108.4
		Power	103.3	100.2	103.7	106.5
		Lighting & Power Total	105.6	102.1	106.1	108.2
	Eligible Customers' Use	Commercial Power	102.5	99.3	100.1	101.0
		Industrial Power	109.5	110.8	111.3	113.7
		Eligible Customers' Use Total	106.8	106.5	107.1	108.7
	Total Electricity Sales		106.4	105.0	106.7	108.5
	(Large Industry)		110.1	112.0	112.4	115.2

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 eight consecutive months, increasing by 10.1%.

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 (July)		Prev. 3 Months		
	Volume	Year-on-year Basis	June	May	April
Textiles	396	111.3	110.1	117.4	118.0
Paper & Pulp	831	107.6	107.2	104.2	109.0
Chemicals	2,434	111.8	112.0	113.2	112.6
Ceramic	976	116.8	119.7	119.7	122.2
Steel	2,870	125.2	138.9	144.0	148.4
Non-Ferrous Metals	1,396	113.2	109.9	112.5	119.1
Machinery	7,090	111.5	112.6	113.1	119.1

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 (%)

	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
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	10.8	17.7	19.9
FY2010	15.2	12.4	12.0	10.1								