

Electricity Demand in August 2010 (Bulletin)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in August 2010, measured in terms of the total electricity sales of the 10 power companies, was up 9.2% from the last year to 84.9 billion kWh.
- Outside the liberalized segment, lighting demand rose by 9.5% due principally to increased cooling demand caused by unusually high temperatures this summer, in spite of a shorter meter-reading period than the last year.
- Commercial demand in the liberalized segment increased by 6.2%.

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

			This Month (August)	Prev. 3 Month		
				July	June	May
Volume (GWh)	Other than Eligible Customers' Use	Lighting	27,318	22,584	18,569	22,893
		Power	5,164	4,095	3,057	3,387
		Lighting & Power Total	32,483	26,679	21,626	26,280
	Eligible Customers' Use	Commercial Power	21,232	18,816	16,201	15,027
		Industrial Power	31,200	31,434	29,773	27,560
		Eligible Customers' Use Total	52,432	50,250	45,974	42,587
	Total Electricity Sales		84,915	76,929	67,600	68,867
	(Large Industry)		24,662	25,362	24,149	22,463
Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	109.5	106.1	102.4	106.5
		Power	108.5	103.3	100.2	103.7
		Lighting & Power Total	109.3	105.7	102.1	106.1
	Eligible Customers' Use	Commercial Power	106.2	102.5	99.3	100.1
		Industrial Power	111.1	109.6	110.8	111.3
		Eligible Customers' Use Total	109.0	106.8	106.5	107.1
	Total Electricity Sales		109.2	106.4	105.0	106.7
	(Large Industry)		111.6	110.1	112.0	112.4

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 nine consecutive months, increasing by 11.6%.

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

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

Units: GWh, %

	This Month (August)		Prev. 3 Months		
	Volume	Year-on-year Basis	July	June	May
Textiles	382	117.0	111.5	110.1	117.4
Paper & Pulp	814	105.1	107.8	107.2	104.2
Chemicals	2,412	111.1	111.8	112.0	113.2
Ceramic	928	117.0	116.9	119.7	119.7
Steel	2,786	118.2	125.3	138.9	144.0
Non-Ferrous Metals	1,358	119.3	113.2	109.9	112.5
Machinery	6,640	113.9	111.4	112.6	113.1

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	11.6							