

Electricity Demand in October 2010 (Bulletin)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in October 2010, measured in terms of the total electricity sales of the 10 power companies, was up 4.8% from the last year to 71.4 billion kWh.

- Outside the liberalized segment, lighting demand rose by 4.8% due principally to increased cooling demand caused by relatively higher temperatures in September, compared with a year ago.

Commercial demand in the liberalized segment increased by 3.4%.

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	21,245	28,316	27,320	22,584	
		Power	3,543	5,218	5,164	4,095	
		Lighting & Power Total	24,788	33,534	32,484	26,679	
	Eligible Customers' Use	Commercial Power	16,862	20,730	21,236	18,816	
		Industrial Power	29,771	31,459	31,208	31,434	
		Eligible Customers' Use Total	46,633	52,189	52,444	50,250	
	Total Electricity Sales		71,421	85,723	84,928	76,929	
	(Large Industry)		24,030	24,881	24,669	25,362	
	Year-on-year Basis (%)	Other than Eligible Customers' Use	Lighting	104.8	126.9	109.5	106.1
			Power	104.4	123.5	108.4	103.3
Lighting & Power Total			104.8	126.4	109.3	105.7	
Eligible Customers' Use		Commercial Power	103.4	110.4	106.2	102.5	
		Industrial Power	105.7	110.5	111.1	109.6	
		Eligible Customers' Use Total	104.8	110.5	109.1	106.8	
Total Electricity Sales		104.8	116.2	109.2	106.4		
(Large Industry)		105.7	110.4	111.6	110.1		

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 eleven consecutive months, increasing by 5.7%. 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 (October)		Prev. 3 Months		
	Volume	Year-on-year Basis	PSeptember	August	July
Textiles	407	105.7	115.5	117.0	111.5
Paper & Pulp	872	102.0	104.6	105.1	107.8
Chemicals	2,442	104.2	109.3	111.2	111.8
Ceramic	1,004	110.7	112.4	117.0	116.9
Steel	3,200	121.0	116.4	118.2	125.3
Non-Ferrous Metals	1,387	107.6	111.5	119.3	113.2
Machinery	6,262	104.8	112.5	113.9	111.4

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	10.4	5.7					