

Electricity Demand in November 2010 (Bulletin)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in November 2010, measured in terms of the total electricity sales of ten power companies, was up 1.8% from the last year to 68.5 billion kWh.

- Outside the liberalized segment, lighting demand did not significantly change from the last year, increasing by only 0.5%.

Commercial demand in the liberalized segment increased by 0.1%.

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

			This Month (November)	Prev. 3 Month		
				October	September	August
Volume (GWh)	Other than Eligible Customers' Use	Lighting	21,649	21,243	28,316	27,320
		Power	3,013	3,543	5,218	5,164
		Lighting & Power Total	24,662	24,786	33,534	32,484
	Eligible Customers' Use	Commercial Power	15,274	16,870	20,730	21,236
		Industrial Power	28,572	29,777	31,459	31,208
		Eligible Customers' Use Total	43,847	46,647	52,189	52,444
	Total Electricity Sales		68,508	71,433	85,723	84,928
	(Large Industry)		23,035	24,036	24,881	24,669
Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	100.5	104.8	126.9	109.5
		Power	98.3	104.4	123.5	108.4
		Lighting & Power Total	100.2	104.8	126.4	109.3
	Eligible Customers' Use	Commercial Power	100.1	103.4	110.4	106.2
		Industrial Power	104.2	105.7	110.5	111.1
		Eligible Customers' Use Total	102.7	104.9	110.5	109.1
	Total Electricity Sales		101.8	104.8	116.2	109.2
	(Large Industry)		104.7	105.8	110.4	111.6

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 twelve consecutive months, increasing by 4.7%. This was mainly due to a 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 (November)		Prev. 3 Months		
	Volume	Year-on-year Basis	October	September	August
Textiles	367	107.3	105.8	115.5	117.0
Paper & Pulp	825	103.9	102.0	104.6	105.1
Chemicals	2,334	100.8	104.4	109.3	111.2
Ceramic	989	108.7	110.7	112.4	117.0
Steel	3,062	113.3	121.0	116.4	118.2
Non-Ferrous Metals	1,345	109.2	107.6	111.5	119.3
Machinery	6,033	104.5	104.8	112.5	113.9

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	4.7				