

Electricity Demand in December 2010 (Bulletin)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in December 2010, measured in terms of the total electricity sales of ten power companies, was up 2.0% from the last year to 71.9 billion kWh.

- Outside the liberalized segment, lighting demand rose by 2.0% due principally to a longer meter-reading period than the last year, in spite of decreased heating demand caused by relatively higher temperatures from early- to mid-December, compared with a year ago.

Commercial demand in the liberalized segment declined by 1.5%.

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

			This Month (December)	Prev. 3 Month		
				November	October	September
Volume (GWh)	Other than Eligible Customers' Use	Lighting	24,300	21,649	21,243	28,316
		Power	3,304	3,014	3,543	5,218
		Lighting & Power Total	27,604	24,663	24,786	33,534
	Eligible Customers' Use	Commercial Power	15,644	15,278	16,870	20,730
		Industrial Power	28,621	28,574	29,777	31,459
		Eligible Customers' Use Total	44,265	43,852	46,647	52,189
	Total Electricity Sales		71,869	68,515	71,433	85,723
	(Large Industry)		23,101	23,038	24,036	24,881
Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	102.0	100.5	104.8	126.9
		Power	99.8	98.3	104.4	123.5
		Lighting & Power Total	101.7	100.2	104.8	126.4
	Eligible Customers' Use	Commercial Power	98.5	100.1	103.4	110.4
		Industrial Power	104.2	104.2	105.7	110.5
		Eligible Customers' Use Total	102.1	102.7	104.9	110.5
	Total Electricity Sales		102.0	101.8	104.8	116.2
	(Large Industry)		105.2	104.8	105.8	110.4

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 thirteen consecutive months, increasing by 5.2%. 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 (December)		Prev. 3 Months		
	Volume	Year-on-year Basis	November	October	September
Textiles	365	111.1	107.1	105.8	115.5
Paper & Pulp	796	104.0	104.1	102.0	104.6
Chemicals	2,384	105.3	100.9	104.4	109.3
Ceramic	982	107.4	108.6	110.7	112.4
Steel	3,102	120.4	113.4	121.0	116.4
Non-Ferrous Metals	1,341	107.1	109.2	107.6	111.5
Machinery	5,976	103.4	104.5	104.8	112.5

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 (%)

	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	5.8	4.8	5.2			