

## Electricity Demand in January 2011 (Bulletin)

### Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in January 2011, measured in terms of the total electricity sales of ten power companies, was up 3.0% from the last year to 83.8 billion kWh.

- Outside the liberalized segment, lighting demand rose by 3.5% due principally to increased heating demand caused by relatively lower temperatures in January compared with a year ago.

Commercial demand in the liberalized segment declined by 0.1%.

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

			This Month (January)	Prev. 3 Month		
				December	November	October
Volume (GWh)	Other than Eligible Customers' Use	Lighting	34,080	24,300	21,649	21,243
		Power	4,674	3,304	3,014	3,543
		Lighting & Power Total	38,754	27,604	24,663	24,786
	Eligible Customers' Use	Commercial Power	16,937	15,644	15,278	16,870
		Industrial Power	28,152	28,620	28,574	29,777
		Eligible Customers' Use Total	45,090	44,264	43,852	46,647
	Total Electricity Sales		83,844	71,868	68,515	71,433
(Large Industry)		22,810	23,100	23,038	24,036	
Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	103.5	102.0	100.5	104.8
		Power	100.5	99.8	98.3	104.4
		Lighting & Power Total	103.1	101.7	100.2	104.8
	Eligible Customers' Use	Commercial Power	99.9	98.5	100.1	103.4
		Industrial Power	104.6	104.2	104.2	105.7
		Eligible Customers' Use Total	102.8	102.1	102.7	104.9
	Total Electricity Sales		103.0	102.0	101.8	104.8
	(Large Industry)		105.7	105.2	104.8	105.8

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 fourteen consecutive months, increasing by 5.7%. 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 (January)		Prev. 3 Months		
	Volume	Year-on-year Basis	December	November	October
Textiles	356	109.4	110.9	107.1	105.8
Paper & Pulp	765	106.3	104.0	104.1	102.0
Chemicals	2,369	106.3	105.2	100.9	104.4
Ceramic	972	109.9	107.4	108.6	110.7
Steel	3,072	120.1	120.3	113.4	121.0
Non-Ferrous Metals	1,379	106.5	107.1	109.2	107.6
Machinery	5,907	103.5	103.4	104.5	104.8

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	5.7		