

Electricity Demand in March 2011 (Bulletin)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in March 2011, measured in terms of the total electricity sales of the ten power companies, was down year on year for the first time in fifteen months, decreasing by 1.4% to 72.2 billion kWh, due mainly to the impact of the Great East Japan Earthquake.

- Outside the liberalized segment, lighting demand rose by 3.9% due principally to increased heating demand caused by relatively lower temperatures from February to March compared with a year ago.

Commercial demand in the liberalized segment declined by 3.9%, due mainly to the effect of the Great East Japan Earthquake.

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

			This Month (March)	Prev. 3 Month		
				February	January	December
Volume (GWh)	Other than Eligible Customers' Use	Lighting	26,503	30,300	34,081	24,300
		Power	3,777	4,384	4,673	3,304
		Lighting & Power Total	30,280	34,684	38,754	27,604
	Eligible Customers' Use	Commercial Power	15,294	17,398	16,938	15,644
		Industrial Power	26,669	28,174	28,158	28,620
		Eligible Customers' Use Total	41,963	45,572	45,096	44,264
	Total Electricity Sales		72,243	80,256	83,850	71,868
	(Large Industry)		21,398	22,192	22,815	23,100
Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	103.9	107.0	103.5	102.0
		Power	102.2	104.7	100.4	99.8
		Lighting & Power Total	103.7	106.7	103.1	101.7
	Eligible Customers' Use	Commercial Power	96.1	101.5	99.9	98.5
		Industrial Power	94.6	104.0	104.7	104.2
		Eligible Customers' Use Total	95.1	103.0	102.8	102.1
	Total Electricity Sales		98.6	104.6	103.0	102.0
	(Large Industry)		93.7	104.6	105.8	105.2

Remarks: 1) Figures in () indicate breakdown.

2) Figures may not add up due to rounding.

(Reference)

Large industrial demand was down year on year for the first time in sixteen months, decreasing by 6.3%.

This was mainly due to a year-on-year decrease in chemicals, non-ferrous metals and machinery, due mainly to the effect of the Great East Japan Earthquake.

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

Units: GWh, %

	This Month (March)		Prev. 3 Months		
	Volume	Year-on-year Basis	February	January	December
Textiles	368	110.2	109.1	109.5	110.9
Paper & Pulp	803	100.6	106.6	106.5	104.0
Chemicals	2,058	93.1	106.5	106.4	105.2
Ceramic	962	101.3	107.1	109.8	107.4
Steel	2,986	103.5	113.8	120.1	120.3
Non-Ferrous Metals	1,155	88.5	106.8	106.5	107.1
Machinery	5,464	88.5	103.1	103.6	103.4

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	5.8	4.8	5.2	5.8	4.6	-6.3