August 19, 2011
FEPC

Electricity Demand in July 2011 (Bulletin)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in July 2011, measured in terms of the total electricity sales of ten power companies, was down year on year, decreasing by 5.0% to 73.1 billion kWh.

- Outside the liberalized segment, lighting demand declined by 1.9% due principally to the impact of the Great East Japan Earthquake.

Commercial demand in the liberalized segment declined by 10.0%, due mainly to the effect of the Great East Japan Earthquake.

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

			This Month (July)	Prev. 3 Month		
				June	May	April
Volume (GWh)	Other than Eligible Customers' Use	Lighting	22,148	17,894	21,279	25,317
		Power	4,062	2,875	3,129	3,644
		Lighting & Power Total	26,210	20,769	24,408	28,961
	Eligible Customers' Use	Commercial Power	16,933	14,626	13,501	14,224
		Industrial Power	29,951	28,780	26,456	26,167
		Eligible Customers' Use Total	46,884	43,406	39,957	40,391
	Total Electricity Sales		73,094	64,175	64,365	69,352
	(Large Industry)		24,161	23,466	21,713	20,920
Year-on-year Basis (%)	Other than Eligible Customers' Use	Lighting	98.1	96.4	92.9	95.6
		Power	99.2	94.0	92.4	95.0
		Lighting & Power Total	98.2	96.0	92.9	95.6
	Eligible Customers' Use	Commercial Power	90.0	90.3	89.8	89.2
		Industrial Power	95.3	96.7	96.0	93.6
		Eligible Customers' Use Total	93.3	94.4	93.8	92.0
	Total Electricity Sales		95.0	94.9	93.5	93.5
	(Large Industry)		95.3	97.2	96.7	93.8

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 five consecutive months, decreasing by 4.7%.
This was mainly due to a year-on-year decrease in major industries except for ceramics and steel.

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

Units: GWh, %

	This Month (July)		Prev. 3 Months		
	Volume	Year-on-year Basis	June	May	April
Textiles	391	98.6	104.0	99.8	102.3
Paper & Pulp	749	89.9	98.2	96.5	98.5
Chemicals	2,351	96.5	102.0	101.1	94.9
Ceramic	977	100.1	101.0	100.0	101.2
Steel	2,915	101.5	97.2	95.8	100.4
Non-Ferrous Metals	1,364	97.7	99.5	98.6	88.9
Machinery	6,632	93.5	95.9	93.9	89.2

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.
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
FY2011	-6.2	-3.3	-2.8	-4.7								