

## Electricity Demand in August 2011 (Bulletin)

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

- Electricity demand in August 2011, measured in terms of the total electricity sales of ten power companies, was down year on year, decreasing by 11.3% to 75.3 billion kWh.

- Outside the liberalized segment, lighting demand declined by 14.8%, due principally to decreased cooling demands caused by relatively lower temperatures from late July to August than the previous year, and to the efforts for saving electricity.

Commercial demand in the liberalized segment also declined by 13.9%.

### (Reference)

Large industrial demand was down year on year for six consecutive months, decreasing by 5.8%. This was mainly due to a year-on-year decrease in major industries except for steel, due principally to the impact of the efforts for saving electricity.

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

Units: GWh, %

	This Month (August)		Prev. 3 Months		
	Volume	Year-on-year Basis	July	June	May
Textiles	368	96.3	98.5	104.0	99.8
Paper & Pulp	707	86.9	90.2	98.2	96.5
Chemicals	2,277	94.3	96.5	102.0	101.1
Ceramic	922	99.3	100.1	101.0	100.0
Steel	2,823	101.3	101.6	97.2	95.8
Non-Ferrous Metals	1,323	97.4	97.8	99.5	98.6
Machinery	6,214	93.6	93.6	95.9	93.9

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

			This Month (August)	Prev. 3 Month		
				July	June	May
Volume (GWh)	Other than Eligible Customers' Use	Lighting	23,268	22,148	17,894	21,279
		Power	4,408	4,062	2,875	3,129
		Lighting & Power Total	27,676	26,210	20,769	24,408
	Eligible Customers' Use	Commercial Power	18,288	16,936	14,626	13,501
		Industrial Power	29,375	29,958	28,780	26,456
		Eligible Customers' Use Total	47,662	46,894	43,406	39,957
	Total Electricity Sales		75,339	73,104	64,175	64,365
	(Large Industry)		23,250	24,166	23,466	21,713
Year-on-year Basis (%)	Other than Eligible Customers' Use	Lighting	85.2	98.1	96.4	92.9
		Power	85.4	99.2	94.0	92.4
		Lighting & Power Total	85.2	98.2	96.0	92.9
	Eligible Customers' Use	Commercial Power	86.1	90.0	90.3	89.8
		Industrial Power	94.1	95.3	96.7	96.0
		Eligible Customers' Use Total	90.9	93.3	94.4	93.8
	Total Electricity Sales		88.7	95.0	94.9	93.5
	(Large Industry)		94.2	95.3	97.2	96.7

Remarks: 1) Figures in ( ) indicate breakdown.

2) Figures may not add up due to rounding.

### (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	-5.8							