

Electricity Demand in the First Half of Fiscal 2011 (Bulletin)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in the first half of fiscal 2011, measured in terms of the total electricity sales of the 10 power utilities, was down for the first time in four half terms, decreasing by 7.9% on last year to 422.2 billion kWh.

- Outside the liberalized segment, lighting demand declined by 8.1% due principally to the effects of the Great East Japan Earthquake and to the efforts for saving electricity, in addition to decreased demand for cooling caused by generally lower temperatures this summer compared with a year ago.

Commercial demand in the liberalized segment dropped by 11.8%.

(Reference)

Large industrial demand was down for the first time in four half terms, decreasing by 4.7%.

This was due mainly to year-on-year decrease in all major sectors except for ceramics, being affected by the Great East Japan Earthquake and efforts for saving electricity.

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

			This Period (1st half of FY2011)	Prev. 3 Periods			
				2nd half of FY2010	1st half of FY2010	2nd half of FY2009	
Volume (GWh)	Other than Eligible Customers' Use	Lighting	134,289	158,077	146,152	152,368	
		Power	22,529	22,695	24,758	22,305	
		Lighting & Power Total	156,817	180,772	170,910	174,673	
	Eligible Customers' Use	Commercial Power	95,197	97,423	107,959	97,473	
		Industrial Power	170,221	169,971	179,382	165,224	
		Eligible Customers' Use Total	265,418	267,394	287,341	262,697	
	Total Electricity Sales			422,236	448,166	458,251	437,370
	(Large Industry)			136,996	136,579	143,819	132,293
	Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	91.9	103.7	110.2	101.0
Power			91.0	101.7	108.3	98.4	
Lighting & Power Total			91.8	103.5	109.9	100.6	
Eligible Customers' Use		Commercial Power	88.2	99.9	103.6	98.9	
		Industrial Power	94.9	102.9	111.1	102.8	
		Eligible Customers' Use Total	92.4	101.8	108.2	101.3	
Total Electricity Sales			92.1	102.5	108.8	101.1	
(Large Industry)			95.3	103.2	111.9	104.1	

Remarks: 1) Figures in () indicate breakdown.

2) Figures may not add up due to rounding.

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

Units: GWh, %

	This Period (1st half of FY2011)		Prev. 3 Periods		
	Volume	Year-on-year Basis	2nd half of FY2010	1st half of FY2010	2nd half of FY2009
Textiles	2,213	98.8	108.7	114.8	97.2
Paper & Pulp	4,686	93.0	103.9	106.3	98.9
Chemicals	13,694	97.1	102.8	111.7	108.4
Ceramic	5,707	100.1	107.4	117.9	100.7
Steel	17,781	99.4	115.1	131.0	108.6
Non-Ferrous Metals	7,831	96.8	104.2	114.1	108.5
Machinery	35,908	93.4	101.2	113.6	106.3

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.