

Electricity Demand in October 2011 (Bulletin)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in October 2011, measured in terms of the total electricity sales of ten power companies, was down year on year, decreasing by 6.3% to 66.9 billion kWh.

- Outside the liberalized segment, lighting demand decreased by 6.7%, due principally to the increased energy-saving awareness among customers.

Commercial demand in the liberalized segment also declined by 10.7%.

(Reference)

Large industrial demand was down year on year for eight consecutive months, decreasing by 3.2%. This was mainly due to a year-on-year decrease in all major industries, due mainly to the increased energy-saving awareness among companies and other customers.

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

			This Month (October)	Prev. 3 Month		
				September	August	July
Volume (GWh)	Other than Eligible Customers' Use	Lighting	19,829	24,386	23,266	22,148
		Power	3,269	4,411	4,408	4,062
		Lighting & Power Total	23,098	28,797	27,674	26,210
	Eligible Customers' Use	Commercial Power	15,069	17,641	18,270	16,936
		Industrial Power	28,739	29,472	29,383	29,958
		Eligible Customers' Use Total	43,807	47,113	47,653	46,894
	Total Electricity Sales			66,905	75,910	75,327
(Large Industry)			23,258	23,473	23,259	24,166
Year-on-year Basis (%)	Other than Eligible Customers' Use	Lighting	93.3	86.1	85.2	98.1
		Power	92.3	84.5	85.4	99.2
		Lighting & Power Total	93.2	85.9	85.2	98.2
	Eligible Customers' Use	Commercial Power	89.3	85.1	86.0	90.0
		Industrial Power	96.5	93.7	94.2	95.3
		Eligible Customers' Use Total	93.9	90.3	90.9	93.3
	Total Electricity Sales			93.7	88.6	88.7
(Large Industry)			96.8	94.3	94.3	95.3

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 Month (October)		Prev. 3 Months		
	Volume	Year-on-year Basis	September	August	July
Textiles	385	94.5	92.7	96.4	98.5
Paper & Pulp	843	96.7	87.2	86.8	90.2
Chemicals	2,361	96.5	93.6	94.4	96.5
Ceramic	993	98.9	99.1	99.3	100.1
Steel	3,174	99.2	100.6	101.3	101.6
Non-Ferrous Metals	1,331	96.0	98.1	97.3	97.8
Machinery	6,121	97.8	93.6	93.6	93.6

(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	-5.7	-5.7	-3.2					