

Electricity Demand in November 2011 (Bulletin)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in November 2011, measured in terms of the total electricity sales of ten power companies, was down year on year, decreasing by 5.4% to 64.8 billion kWh.

- Outside the liberalized segment, lighting demand declined by 7.7%, due principally to the increased energy-saving awareness among customers, and to decreased heating demands caused by relatively higher temperatures this November, compared to last year.

Commercial demand in the liberalized segment also dropped by 8.0%.

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

			This Month (November)	Prev. 3 Month		
				October	September	August
Volume (GWh)	Other than Eligible Customers' Use	Lighting	19,972	19,829	24,386	23,266
		Power	2,830	3,269	4,411	4,408
		Lighting & Power Total	22,802	23,098	28,797	27,674
	Eligible Customers' Use	Commercial Power	14,062	15,069	17,641	18,270
		Industrial Power	27,957	28,741	29,472	29,383
		Eligible Customers' Use Total	42,019	43,810	47,113	47,653
	Total Electricity Sales			64,820	66,908	75,910
(Large Industry)			22,519	23,263	23,473	23,259
Year-on-year Basis (%)	Other than Eligible Customers' Use	Lighting	92.3	93.3	86.1	85.2
		Power	93.9	92.3	84.5	85.4
		Lighting & Power Total	92.5	93.2	85.9	85.2
	Eligible Customers' Use	Commercial Power	92.0	89.3	85.1	86.0
		Industrial Power	97.8	96.5	93.7	94.2
		Eligible Customers' Use Total	95.8	93.9	90.3	90.9
	Total Electricity Sales			94.6	93.7	88.6
(Large Industry)			97.7	96.8	94.3	94.3

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 nine consecutive months, decreasing by 2.3%. This resulted mainly from year-on-year decrease in all major industries except for textiles and steel, due principally to the increased energy-saving awareness among companies and other customers.

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

Units: GWh, %

	This Month (November)		Prev. 3 Months		
	Volume	Year-on-year Basis	October	September	August
Textiles	372	101.6	94.9	92.7	96.4
Paper & Pulp	811	98.1	96.7	87.2	86.8
Chemicals	2,284	97.8	96.8	93.6	94.4
Ceramic	965	97.6	98.9	99.1	99.3
Steel	3,105	101.3	99.2	100.6	101.3
Non-Ferrous Metals	1,288	95.8	95.9	98.1	97.3
Machinery	5,874	97.3	97.8	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	-2.3				