

## Electricity Demand in March 2012 (Bulletin)

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

- Electricity demand in March 2012, measured in terms of the total electricity sales of the ten power companies, was up year on year, increasing by 6.1% to 76.6 billion kWh.

- Outside the liberalized segment, lighting demand rose by 6.8%, due principally to a longer meter-reading period and increased heating demand caused by relatively cold temperatures from mid to late February than last year, in spite of the effect of energy-saving efforts by customers.

Commercial demand in the liberalized segment also increased by 3.7%.

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

			This Month (December)	Prev. 3 Month		
				November	October	September
Volume (GWh)	Other than Eligible Customers' Use	Lighting	28,302	29,832	33,052	23,670
		Power	4,053	4,372	4,596	3,280
		Lighting & Power Total	32,356	34,204	37,648	26,950
	Eligible Customers' Use	Commercial Power	15,855	16,933	16,224	14,782
		Industrial Power	28,406	27,971	26,897	27,617
		Eligible Customers' Use Total	44,260	44,904	43,121	42,399
	Total Electricity Sales			76,616	79,108	80,769
(Large Industry)			22,854	22,045	21,626	22,211
Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	106.8	98.5	97.0	97.4
		Power	107.3	99.7	98.4	99.3
		Lighting & Power Total	106.9	98.6	97.1	97.6
	Eligible Customers' Use	Commercial Power	103.7	97.3	95.8	94.5
		Industrial Power	106.5	99.3	95.5	96.5
		Eligible Customers' Use Total	105.5	98.5	95.6	95.8
	Total Electricity Sales			106.1	98.6	96.3
(Large Industry)			106.8	99.3	94.8	96.2

Remarks: 1) Figures in ( ) indicate breakdown.

2) Figures may not add up due to rounding.

### (Reference)

Large industrial demand grew year on year for the first time in thirteen months, increasing by 6.8%.

This was mainly due to a year-on-year increase in all major industries except for textiles and paper & pulp, due principally to a rebound from the negative effect of the East Japan Great Earthquake, in spite of the influence of the recent energy-saving efforts by companies and other customers.

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

Units: GWh, %

	This Month (December)		Prev. 3 Months		
	Volume	Year-on-year Basis	November	October	September
Textiles	337	91.5	95.3	89.6	92.6
Paper & Pulp	755	93.8	89.4	92.5	92.0
Chemicals	2,178	105.7	94.4	92.1	92.4
Ceramic	978	101.7	100.0	95.8	98.4
Steel	3,287	110.1	102.7	95.9	98.6
Non-Ferrous Metals	1,360	117.8	98.0	92.5	96.2
Machinery	6,000	109.8	99.6	94.7	95.9

### (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	-3.8	-5.2	-0.7	6.8