

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

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in the second half of fiscal 2011, measured in terms of the total electricity sales of the 10 power companies, declined by 2.4% from last year to 437.6 billion kWh.

- Outside the liberalized segment, lighting demand decreased by 2.2% due principally to the efforts of customers for saving electricity.

Commercial demand in the liberalized segment also dropped by 4.6%.

(Reference)

Large industrial demand was down for two consecutive half terms, decreasing by 1.5%.

This was due mainly to a year-on-year decrease in all major sectors except for steel, being affected by the efforts of companies and other customers for saving electricity.

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

			This Period (2nd half of FY2011)	Prev. 3 Periods			
				1st half of FY2011	2nd half of FY2010	1st half of FY2010	
Volume (GWh)	Other than Eligible Customers' Use	Lighting	154,658	134,288	158,077	146,152	
		Power	22,401	22,530	22,695	24,758	
		Lighting & Power Total	177,059	156,818	180,772	170,910	
	Eligible Customers' Use	Commercial Power	92,925	95,198	97,422	107,959	
		Industrial Power	167,590	170,217	169,972	179,383	
		Eligible Customers' Use Total	260,515	265,415	267,394	287,342	
	Total Electricity Sales			437,575	422,233	448,166	458,252
	(Large Industry)			134,517	136,997	136,579	143,819
	Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	97.8	91.9	103.7	110.2
Power			98.7	91.0	101.7	108.3	
Lighting & Power Total			97.9	91.8	103.5	109.9	
Eligible Customers' Use		Commercial Power	95.4	88.2	99.9	103.6	
		Industrial Power	98.6	94.9	102.9	111.1	
		Eligible Customers' Use Total	97.4	92.4	101.8	108.2	
Total Electricity Sales			97.6	92.1	102.5	108.8	
(Large Industry)			98.5	95.3	103.2	111.9	

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 (2nd half of FY2011)		Prev. 3 Periods		
	Volume	Year-on-year Basis	1st half of FY2011	2nd half of FY2010	1st half of FY2010
Textiles	2,080	94.1	98.8	108.7	114.8
Paper & Pulp	4,544	93.9	93.0	103.9	106.3
Chemicals	13,310	96.4	97.1	102.8	111.7
Ceramic	5,770	98.7	100.1	107.4	117.9
Steel	18,646	101.2	99.4	115.1	131.0
Non-Ferrous Metals	7,842	98.9	96.8	104.2	114.1
Machinery	35,194	99.0	93.3	101.2	113.6