

## Electricity Demand in the FY2011 (Bulletin)

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

- Electricity demand in fiscal 2011, measured in terms of the total electricity sales of the 10 power utilities, was down for the first time in two years, decreasing by 5.1% from last year to 85.98 billion kWh.

- Outside the liberalized segment, lighting demand declined by 5.0% due principally to the effect of the Great East Japan Earthquake and the efforts of customers for saving electricity.

Commercial demand in the liberalized segment also dropped by 8.4%.

### (Reference)

Large industrial demand was down year on year for the first time in two years, decreasing by 3.2%.

This was due mainly to a year-on-year decrease in all major sectors except for steel, resulting principally from the effect of the Great East Japan Earthquake and the efforts of companies and other customers for saving electricity.

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

			This Period (FY2011)	Prev. 3 Periods			
				FY2010	FY2009	FY2008	
Volume (GWh)	Other than Eligible Customers' Use	Lighting	288,947	304,230	284,965	285,284	
		Power	44,930	47,452	45,173	46,756	
		Lighting & Power Total	333,877	351,682	330,138	332,040	
	Eligible Customers' Use	Commercial Power	188,122	205,382	201,697	204,553	
		Industrial Power	337,808	349,354	326,681	352,342	
		Eligible Customers' Use Total	525,930	554,736	528,378	556,895	
	Total Electricity Sales			859,807	906,418	858,516	888,935
	(Large Industry)			271,514	280,398	260,869	281,568
	Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	95.0	106.8	99.9	98.5
			Power	94.7	105.0	96.6	94.0
Lighting & Power Total			94.9	106.5	99.4	97.8	
Eligible Customers' Use		Commercial Power	91.6	101.8	98.6	99.4	
		Industrial Power	96.7	106.9	92.7	94.2	
		Eligible Customers' Use Total	94.8	105.0	94.9	96.0	
Total Electricity Sales			94.9	105.6	96.6	96.7	
(Large Industry)			96.8	107.5	92.6	94.1	

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 (FY2011)		Prev. 3 Periods		
	Volume	Year-on-year Basis	FY2010	FY2009	FY2008
Textiles	4,294	96.5	111.7	85.3	87.7
Paper & Pulp	9,229	93.4	105.1	90.1	96.4
Chemicals	27,005	96.7	107.1	94.8	93.8
Ceramic	11,478	99.4	112.4	90.1	94.6
Steel	36,427	100.3	122.4	83.9	89.2
Non-Ferrous Metals	15,673	97.8	109.0	93.4	93.6
Machinery	71,102	96.1	107.3	91.4	91.6