# **Electricity Demand in July 2012 (Bulletin)**

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

- Electricity demand in July 2012, measured in terms of the total electricity sales of the ten power companies, was down year on year, decreasing by 6.3% to 68.5 billion kWh.
- Outside the liberalized segment, lighting demand dropped by 12.4%, due principally to decreased cooling demands caused by relatively lower temperatures from late June to mid July than the previous year, effects of energy saving efforts by customers, and a shorter meter-reading period compared with a year ago.

Commercial demand in the liberalized segment declined by 3.2% due mainly to decreased cooling demands caused by relatively lower temperatures from late June to mid July than the previous year, in addition to effects of energy saving efforts by companies and other customers.

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

	This Month	Prev. 3 Month				
			(July)	June	May	April
Volume (GWh)	Other than	Lighting	19,410	17,990	21,284	24,266
	Eligible Customers'	Power	3,392	2,927	3,093	3,473
	Use	Lighting & Power Total	22,802	20,917	24,377	27,739
	Eligible	Commercial Power	16,394	14,725	14,015	14,982
	Customers'	Industrial Power	29,287	28,401	27,106	27,596
	Use	Eligible Customers' Use Total	45,680	43,126	41,121	42,578
	T	otal Electricity Sales	68,482	64,043	65,498	70,317
		(Large Industry)	23,736	23,006	22,118	22,143
	Other than	Lighting	87.6	100.5	100.0	95.8
	Eligible Customers' Use	Power	83.5	101.8	98.8	95.3
V		Lighting & Power Total	87.0	100.7	99.9	95.8
Year-on- year Basis (%)	Eligible Customers'	Commercial Power	96.8	100.7	103.8	105.3
		Industrial Power	97.8	98.7	102.5	105.5
	Use	Eligible Customers' Use Total	97.4	99.4	102.9	105.4
	T	otal Electricity Sales	93.7	99.8	101.8	101.4
		(Large Industry)	98.2	98.0	101.9	105.8

Remarks: 1) Figures in ( ) indicate breakdown.

2) Figures may not add up due to rounding.

#### (Reference)

Large industrial demand dropped year on year for the second consecutive month, decreasing by 1.8%. This was mainly due to a year-on-year decrease in major industries except for steel.

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

Units: GWh. %

	This Month (	July)	Prev. 3 Months				
	Volume	Year-on-year Basis	June	May	April		
Textiles	356	91.1	89.8	97.2	96.2		
Paper & Pulp	679	90.4	93.2	97.1	96.5		
Chemicals	2,253	95.8	92.7	95.1	104.7		
Ceramic	952	97.5	98.4	100.6	103.3		
Steel	2,979	102.1	104.7	105.9	111.9		
Non-Ferrous Metals	1,307	95.8	102.6	103.8	114.2		
Machinery	6,490	97.8	97.0	104.5	108.3		

# (Reference) Large Industry Demand Year-on-year Changes (%)

	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
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
FY2012	5.8	1.9	-2.0	-1.8								