

## Electricity Demand in March 2014 (Bulletin)

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

-Electricity demand in March 2014, measured in terms of the total electricity sales of the ten power companies, was up year on year, increasing by 2.2% to 73.0 billion kWh.

- Outside the liberalized segment, lighting demand rose by 3.1%, due principally to increased heating demands caused by generally lower temperatures from early to mid-March than last year.

Commercial demand in the liberalized segment also grew by 0.3%, due mainly to increased heating demands.

### (Reference)

Large industrial demand rose year on year for the sixth consecutive month, increasing by 2.8%.

This was due mainly to a year-on-year increase in major industries except for textiles and ceramics.

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

Units: GWh, %

	This Month (Feb.)		Prev. 3 Months		
	Volume	Year-on-year Basis	Jan.	Dec.	Nov.
Textiles	317	96.5	98.3	107.5	102.5
Paper & Pulp	700	100.4	102.5	103.7	99.6
Chemicals	2,221	104.4	101.0	102.8	104.9
Ceramic	914	97.9	96.3	96.7	96.6
Steel	3,297	106.0	110.3	111.3	108.1
Non-Ferrous Metals	1,251	102.1	99.5	98.8	98.7
Machinery	5,727	103.7	102.8	104.7	102.0

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

			This Month (Feb..)	Prev. 3 Month		
				Jan.	Dec.	Nov.
Volume (GWh)	Other than Eligible Customers' Use	Lighting	26,589	29,518	33,273	23,715
		Power	3,670	4,088	4,399	3,154
		Lighting & Power Total	30,258	33,606	37,672	26,869
	Eligible Customers' Use	Commercial Power	15,148	16,187	16,036	14,841
		Industrial Power	27,614	26,658	26,709	27,058
		Eligible Customers' Use Total	42,762	42,845	42,745	41,899
	Total Electricity Sales		73,020	76,451	80,417	68,768
(Large Industry)		22,319	20,940	21,492	21,695	
Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	103.1	100.2	101.4	90.6
		Power	99.8	98.3	98.1	89.5
		Lighting & Power Total	102.7	100.0	101.0	90.5
	Eligible Customers' Use	Commercial Power	100.3	98.6	97.2	97.5
		Industrial Power	102.6	102.2	102.7	101.7
		Eligible Customers' Use Total	101.8	100.8	100.6	100.2
	Total Electricity Sales		102.2	100.4	100.8	96.1
	(Large Industry)		102.8	102.5	103.4	101.9

Remarks: 1) Figures in ( ) indicate breakdown.

2) Figures may not add up due to rounding.

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

	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
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	-5.8	-5.6	-3.2	-2.3	-3.8	-5.2	-0.7	6.8
FY2012	5.8	1.9	-2.0	-1.7	-1.3	-2.1	-3.3	-4.7	-4.2	-3.9	-7.4	5.0
FY2013	-4.0	-1.8	-1.2	0.8	-0.3	-1.1	2.4	1.3	1.9	3.4	2.5	2.8