

## Electricity Demand in Fiscal 2013 (Bulletin)

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

- Electricity demand in fiscal 2013, measured in terms of the total electricity sales of the 10 power utilities, was down for the third consecutive year, decreasing by 0.4% from last year to 848.5 billion kWh.
- Outside the liberalized segment, lighting demand declined by 0.7% due principally to decreased heating demands caused by relatively higher temperatures from March to early April and from late November to January than the previous year.
- Commercial demand in the liberalized segment also dropped by 0.8%, due mainly to decreased heating demands.

### (Reference)

Large industrial demand was up year on year for the first time in three years, increasing by 0.5%. This was due mainly to a year-on-year increase in major sectors except for paper & pulp, ceramics and non-ferrous metals.

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

			This Period (FY2013)	Prev. 3 Periods		
				FY2012	FY2011	FY2010
Volume (GWh)	Other than Eligible Customers' Use	Lighting	284,342	286,220	288,946	304,230
		Power	42,782	43,694	44,931	47,452
		Lighting & Power Total	327,123	329,914	333,877	351,682
	Eligible Customers' Use	Commercial Power	189,221	190,687	188,123	205,382
		Industrial Power	332,201	330,989	337,809	349,354
		Eligible Customers' Use Total	521,422	521,676	525,932	554,736
	Total Electricity Sales		848,545	851,590	859,809	906,418
	(Large Industry)		266,478	265,124	271,515	280,398
Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	99.3	99.1	95.0	106.8
		Power	97.9	97.2	94.7	105.0
		Lighting & Power Total	99.2	98.8	94.9	106.5
	Eligible Customers' Use	Commercial Power	99.2	101.4	91.6	101.8
		Industrial Power	100.4	98.0	96.7	106.9
		Eligible Customers' Use Total	100.0	99.2	94.8	105.0
	Total Electricity Sales		99.6	99.0	94.9	105.6
	(Large Industry)		100.5	97.6	96.8	107.5

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 (FY2013)		Prev. 3 Periods		
	Volume	Year-on-year Basis	FY2012	FY2011	FY2010
Textiles	4,035	101.6	92.5	96.5	111.7
Paper & Pulp	8,461	99.2	92.4	93.4	105.1
Chemicals	26,395	100.9	96.9	96.7	107.1
Ceramic	10,709	96.1	97.1	99.4	112.4
Steel	37,307	103.9	98.6	100.3	122.4
Non-Ferrous Metals	14,279	94.3	96.7	97.8	109.0
Machinery	68,789	100.4	96.3	96.1	107.3