

## Electricity Demand in October 2012 (Bulletin)

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

Electricity demand in October 2012, measured in terms of the total electricity sales of the ten power companies, was down year on year, decreasing by 1.4% to 65.9 billion kWh.

Outside the liberalized segment, lighting demand declined by 3.3%, due principally to a shorter meter-reading period compared with a year ago and efforts by customers for saving electricity, in spite of increased cooling demands caused by relatively higher temperatures from late September to early October than the previous year.

Commercial demand in the liberalized segment rose by 3.5% due mainly to increased cooling demands caused by relatively higher temperatures from late September to early October than the previous year, in spite of efforts by customers for saving electricity,.

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

			This Month (Oct)	Prev. 3 Month		
				Sep	Aug	Jul
Volume (GWh)	Other than Eligible Customers' Use	Lighting	19,173	24,420	24,783	19,408
		Power	3,134	4,433	4,594	3,391
		Lighting & Power Total	22,307	28,853	29,377	22,799
	Eligible Customers' Use	Commercial Power	15,600	18,513	19,076	16,383
		Industrial Power	28,035	29,027	29,140	29,306
		Eligible Customers' Use Total	43,635	47,540	48,216	45,689
	Total Electricity Sales			65,942	76,393	77,593
(Large Industry)			22,494	23,005	22,940	23,758
Year-on-year Basis (%)	Other than Eligible Customers' Use	Lighting	96.7	100.1	106.5	87.6
		Power	95.9	100.5	104.2	83.5
		Lighting & Power Total	96.6	100.2	106.2	87.0
	Eligible Customers' Use	Commercial Power	103.5	104.9	104.4	96.7
		Industrial Power	97.5	98.4	99.2	97.8
		Eligible Customers' Use Total	99.6	100.9	101.2	97.4
	Total Electricity Sales			98.6	100.6	103.0
(Large Industry)			96.7	97.9	98.7	98.3

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 fifth consecutive month, decreasing by 3.3%. This was mainly due to a year-on-year decrease in all major industries.

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

Units: GWh, %

	This Month (Oct)		Prev. 3 Months		
	Volume	Year-on-year Basis	Sep	Aug	Jul
Textiles	362	93.6	92.5	91.5	91.3
Paper & Pulp	755	89.6	93.0	94.3	90.4
Chemicals	2,275	96.1	101.6	98.4	95.9
Ceramic	950	95.7	98.7	95.6	97.3
Steel	2,991	94.2	98.5	99.9	102.6
Non-Ferrous Metals	1,277	96.0	94.7	91.9	95.7
Machinery	5,775	94.3	94.7	97.4	97.9

### (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	-1.7	-1.3	-2.1	-3.3					