

Electricity Demand in March 2013 (Bulletin)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in March 2013, measured in terms of the total electricity sales of the ten power companies, was down year on year, decreasing by 6.7% to 71.5 billion kWh.

- Outside the liberalized segment, lighting demand declined by 8.9%, due principally to efforts by customers for saving electricity, in addition to a generally shorter meter-reading period compared with a year ago and decreased heating demands caused by relatively higher temperatures in March than the previous year.

Commercial demand in the liberalized segment dropped by 4.8% due mainly to efforts by companies and other customers for saving electricity and decreased heating demands caused by relatively higher temperatures in March than the previous year.

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

			This Month (Mar.)	Prev. 3 Month		
				Feb.	Jan.	Dec.
Volume (GWh)	Other than Eligible Customers' Use	Lighting	25,790	29,452	32,823	26,180
		Power	3,678	4,158	4,485	3,526
		Lighting & Power Total	29,468	33,610	37,308	29,706
	Eligible Customers' Use	Commercial Power	15,100	16,425	16,504	15,215
		Industrial Power	26,905	26,085	25,998	26,605
		Eligible Customers' Use Total	42,006	42,510	42,502	41,820
	Total Electricity Sales			71,473	76,120	79,810
(Large Industry)			21,713	20,424	20,779	21,283
Year-on-year Basis (%)	Other than Eligible Customers' Use	Lighting	91.1	98.7	99.3	110.6
		Power	90.7	95.1	97.6	107.5
		Lighting & Power Total	91.1	98.3	99.1	110.2
	Eligible Customers' Use	Commercial Power	95.2	97.0	101.7	102.9
		Industrial Power	94.7	93.3	96.7	96.3
		Eligible Customers' Use Total	94.9	94.7	98.6	98.6
	Total Electricity Sales			93.3	96.2	98.8
(Large Industry)			95.0	92.6	96.1	95.8

Remarks: 1) Figures in () indicate breakdown.

2) Figures may not add up due to rounding.

(Reference)

Large industrial demand declined year on year for the tenth consecutive month, decreasing by 5.0%.

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 (Mar.)		Prev. 3 Months		
	Volume	Year-on-year Basis	Feb.	Jan.	Dec.
Textiles	328	97.4	90.3	92.2	91.5
Paper & Pulp	697	92.3	90.3	89.8	91.0
Chemicals	2,128	97.6	95.2	95.8	96.0
Ceramic	935	95.6	92.3	96.0	95.7
Steel	3,109	94.6	90.7	94.3	93.6
Non-Ferrous Metals	1,228	90.3	89.9	94.5	93.9
Machinery	5,521	92.0	90.6	94.5	93.8

(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	-5.8	-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