

Electricity Demand in Fiscal 2012 (Bulletin)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in fiscal 2012, measured in terms of the total electricity sales of the 10 power companies, was down for the second consecutive year, decreasing by 1.0% from last year to 851.6 billion kWh.

- Outside the liberalized segment, lighting demand declined by 0.9% due principally to efforts of customers for saving electricity, in spite of increased cooling demands caused by relatively higher temperatures from August to September than the previous year.

Commercial demand in the liberalized segment rose by 1.4%, due mainly to a rebound from the negative effect of the Great East Japan Earthquake, in spite of efforts of companies and other customers for saving electricity.

(Reference)

Large industrial demand was down year on year for in the second consecutive year, decreasing by 2.4%.

This was due mainly to a year-on-year decrease in all major sectors.

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

			This Period (FY2011)	Prev. 3 Periods		
				FY2010	FY2009	FY2008
Volume (GWh)	Other than Eligible Customers' Use	Lighting	286,221	288,946	304,230	284,965
		Power	43,695	44,931	47,452	45,173
		Lighting & Power Total	329,916	333,877	351,682	330,138
	Eligible Customers' Use	Commercial Power	190,685	188,123	205,382	201,697
		Industrial Power	330,990	337,809	349,354	326,681
		Eligible Customers' Use Total	521,675	525,932	554,736	528,378
	Total Electricity Sales		851,591	859,809	906,418	858,516
	(Large Industry)		265,123	271,515	280,398	260,869
	Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	99.1	95.0	106.8
Power			97.2	94.7	105.0	96.6
Lighting & Power Total			98.8	94.9	106.5	99.4
Eligible Customers' Use		Commercial Power	101.4	91.6	101.8	98.6
		Industrial Power	98.0	96.7	106.9	92.7
		Eligible Customers' Use Total	99.2	94.8	105.0	94.9
Total Electricity Sales		99.0	94.9	105.6	96.6	
(Large Industry)		97.6	96.8	107.5	92.6	

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 (FY2011)		Prev. 3 Periods		
	Volume	Year-on-year Basis	FY2010	FY2009	FY2008
Textiles	3,973	92.5	96.5	111.7	85.3
Paper & Pulp	8,524	92.4	93.4	105.1	90.1
Chemicals	26,167	96.9	96.7	107.1	94.8
Ceramic	11,145	97.1	99.4	112.4	90.1
Steel	35,920	98.6	100.3	122.4	83.9
Non-Ferrous Metals	15,150	96.7	97.8	109.0	93.4
Machinery	68,487	96.3	96.1	107.3	91.4