

Electricity Demand in First Half of Fiscal 2014 (Bulletin)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in the first half of fiscal 2014, measured in terms of the total electricity sales of the 10 power companies, declined by 3.5% from last year to 403.6 billion kWh.

- Outside the liberalized segment, lighting demand dropped by 5.6% due principally to decreased cooling demands caused by relatively lower temperatures from June to September than last year.

Commercial demand in the liberalized segment also declined by 4.4% due mainly to decreased cooling demands.

(Reference)

Large industrial demand was down for the first time in two half terms, decreasing by 0.7%.

This was due mainly to a year-on-year decrease in major sectors except for steel and non-ferrous metals.

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

			This Period (1st half of FY2014)	Prev. 3 Periods		
				2nd half of FY2013	1st half of FY2013	2nd half of FY2012
Volume (GWh)	Other than Eligible Customers' Use	Lighting	123,460	153,506	130,835	154,068
		Power	19,896	21,368	21,414	21,784
		Lighting & Power Total	143,356	174,874	152,249	175,852
	Eligible Customers' Use	Commercial Power	93,103	91,808	97,414	92,993
		Industrial Power	167,166	163,703	168,493	160,413
		Eligible Customers' Use Total	260,269	255,511	265,907	253,406
	Total Electricity Sales		403,624	430,385	418,156	429,258
	(Large Industry)		134,340	131,215	135,263	128,154
	Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	94.4	99.6	99.0
Power			92.9	98.1	97.7	97.2
Lighting & Power Total			94.2	99.4	98.8	99.3
Eligible Customers' Use		Commercial Power	95.6	98.7	99.7	100.1
		Industrial Power	99.2	102.1	98.8	95.7
		Eligible Customers' Use Total	97.9	100.8	99.1	97.3
Total Electricity Sales		96.5	100.3	99.0	98.1	
(Large Industry)		99.3	102.4	98.8	95.3	

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 (1st half of FY2014)		Prev. 3 Periods		
	Volume	Year-on-year Basis	2nd half of FY2013	1st half of FY2013	2nd half of FY2012
Textiles	2,032	97.1	101.4	101.7	92.0
Paper & Pulp	4,095	93.8	99.6	98.9	90.5
Chemicals	13,136	98.9	102.8	99.0	95.9
Ceramic	5,266	97.7	96.8	95.4	95.2
Steel	18,650	101.5	108.6	99.4	93.5
Non-Ferrous Metals	7,275	102.6	98.4	90.4	93.2
Machinery	34,959	99.7	103.0	98.1	93.0