

## Electricity Demand in Fiscal 2014 (Bulletin)

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

- Electricity demand in fiscal 2014, measured in terms of the total electricity sales of the 10 power utilities, was down for the fourth consecutive year, decreasing by 3.0% from last year to 823.0 billion kWh.

- Outside the liberalized segment, lighting demand declined by 4.0% due principally to decreased cooling demands caused by relatively lower temperatures from June to September, and decreased heating demands caused by relatively higher temperatures from January to March than the previous year.

Commercial demand in the liberalized segment also dropped by 4.0%, due mainly to decreased cooling and heating demands.

### (Reference)

Large industrial demand was down year on year for the first time in two years, decreasing by 1.2%.

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

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

			This Period (FY2014)	Prev. 3 Periods		
				FY2013	FY2012	FY2011
Volume (GWh)	Other than Eligible Customers' Use	Lighting	273,101	284,341	286,220	288,946
		Power	40,473	42,782	43,694	44,931
		Lighting & Power Total	313,574	327,123	329,914	333,877
	Eligible Customers' Use	Commercial Power	181,669	189,222	190,687	188,123
		Industrial Power	327,767	332,196	330,989	337,809
		Eligible Customers' Use Total	509,436	521,418	521,676	525,932
	Total Electricity Sales		823,010	848,541	851,590	859,809
	(Large Industry)		263,193	266,478	265,124	271,515
Year-on- year Basis (%)	Other than Eligible Customers' Use	Lighting	96.0	99.3	99.1	95.0
		Power	94.6	97.9	97.2	94.7
		Lighting & Power Total	95.9	99.2	98.8	94.9
	Eligible Customers' Use	Commercial Power	96.0	99.2	101.4	91.6
		Industrial Power	98.7	100.4	98.0	96.7
		Eligible Customers' Use Total	97.7	100.0	99.2	94.8
	Total Electricity Sales		97.0	99.6	99.0	94.9
	(Large Industry)		98.8	100.5	97.6	96.8

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 (FY2014)		Prev. 3 Periods		
	Volume	Year-on-year Basis	FY2013	FY2012	FY2011
Textiles	3,951	97.9	101.5	92.5	96.5
Paper & Pulp	8,053	95.2	99.3	92.4	93.4
Chemicals	26,102	98.9	100.9	96.9	96.7
Ceramic	10,422	97.3	96.1	97.1	99.4
Steel	36,592	98.1	103.9	98.6	100.3
Non-Ferrous Metals	14,582	102.1	94.3	96.7	97.8
Machinery	68,493	99.6	100.4	96.3	96.1