

Actual Electricity Sales Volume in July 2010

1. Overview

Total electricity sales volume by Kyushu Electric Power Co., Inc., for the month of July 2010 came to about 7,052 million kWh, down about 1.6% from July 2009. The sales volume was below the previous year's level for the first time in 7 months.

I. General Demand (Customers Other Than Large-scale Customers)

Sales volume in July 2010 decreased by 4.2% from July 2009 due to the metering period was shorter than in last year. The sales volume underperformed the previous year for the first time in 7 months.

(Note) Sales Volume exceeded the previous year by 0.9% after meter-reading period adjustment.

Regarding sales volume by use, see reference below.

II. Large-scale Customers

The increased sales in main industries including Electric machinery, Transportation machinery, Chemicals and Non-ferrous Metals brought sales volume up by 5.1% from the previous year. The sales volume exceeded the previous year for 8 months in a row.

2. Sales Volume by Sector/Use

(million kWh, %)

		Actual Sales	Changes from the previous year	Cumulative changes from FY2009	
Demand other than those under Liberalization	Lighting	2,133	-6.5	3.8	
	Power	Low Voltage	411	-12.3	-1.3
		Others	55	-18.1	-0.9
	Total	2,599	-7.8	3.0	
Demand under Liberalization	Business	1,789	-0.7	-0.8	
	Industrial	2,664	4.6	6.4	
	Total	4,453	2.4	3.5	
Electricity Sales Total		7,052	-1.6	3.3	

(Figures are included above)	General Demand	4,946	-4.2	1.7
	Large-scale Demand	2,106	5.1	7.2

3. Breakdown of Large-scale Sales

(million kWh, %)

		Actual Sales	Changes from the Previous year	Cumulative changes from FY2009
Machinery	Electric	448	2.4	5.2
	Transportation	150	9.1	13.3
	Total	646	4.4	7.4
Steel and Iron	166	7.4	8.8	
Chemicals	216	7.9	12.5	
Clay and Stone	70	6.4	6.1	
Foodstuffs	221	3.0	1.6	
Pulps and Papers	35	4.1	4.0	
Non-ferrous Metals	170	14.2	17.8	
Others	582	2.6	4.4	
Total	2,106	5.1	7.2	

[Reference]

*Comparison to the previous year
after meter-reading period adjustment (%)*

		July	Cumulative	
Demand other than those under Liberalization	Lighting	3.1	4.1	
	Power	Low Voltage	-3.3	-0.2
		Others	-12.8	-1.6
	Total	1.7	3.4	
General Demand		0.9	1.9	
Total Electricity Sales Volume		2.1	3.4	

Average temperature (in Kyushu 7 prefectures)

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	June				July			
	Early	Mid	Late	Ave.	Early	Mid	Late	Ave.
Actual	21.7	23.8	24.4	23.3	26.0	27.2	28.8	27.4
Compare to the previous year	0.2	-0.3	-1.0	-0.3	0.4	-1.5	2.7	0.6
Compare to average	0.0	1.0	0.4	0.5	0.3	0.1	1.0	0.5