

Actual Electricity Sales Volume in July 2011

1. Overview

Total electricity sales volume by Kyushu Electric Power Co., Inc., for the month of July 2011 came to about 7,192 million kWh, up about 2.0% from July 2010. The sales volume was exceeded the previous year's level for 2 months in a row.

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

Sales volume in July 2011 increased by 1.4% from July 2010 as the metering period was longer than in last year. The sales volume exceeded the previous year for the first time in 4 months.

II. Large-scale Customers

The increased sales in main industries including Steel and Iron and Chemicals brought sales volume up by 3.4% from the previous year. The sales volume exceeded the previous year for 20 months in a row.

2. Sales Volume by Sector/Use

(million kWh, %)

		Actual Sales	Changes from the previous year	Cumulative changes from FY2010	
Demand other than those under Liberalization	Lighting	2,201	3.2	-0.3	
	Power	Low Voltage	435	5.9	-0.3
		Others	54	-1.3	0.0
	Total	2,690	3.5	-0.2	
Demand under Liberalization	Business	1,764	-1.4	-0.6	
	Industrial	2,738	2.7	3.0	
	Total	4,502	1.1	1.6	
Electricity Sales Total		7,192	2.0	0.9	
(Figures are included above)	General Demand	5,015	1.4	-0.5	
	Large-scale Demand	2,177	3.4	4.1	

3. Breakdown of Large-scale Sales

(million kWh, %)

		Actual Sales	Changes from the Previous year	Cumulative changes from FY2010
Machinery		641	-0.9	-1.2
	Electric	445	-0.9	0.9
	Transportation	149	-0.2	-7.7
Steel and Iron		211	27.4	18.1
Chemicals		235	8.9	7.1
Clay and Stone		74	7.2	8.5
Foodstuffs		223	1.0	3.5
Pulps and Papers		35	-2.2	-3.0
Non-ferrous Metals		170	0.3	3.6
Others		588	0.9	4.4
Total		2,177	3.4	4.1

[Reference]

Comparison to the previous year

after meter-reading period adjustment (%)

		July	Cumulative	
Demand other than those under Liberalization	Lighting	0.9	0.5	
	Power	Low Voltage	3.5	0.2
		Others	-2.9	1.1
	Total	1.2	0.5	
General Demand		0.2	-0.1	
Total Electricity Sales Volume		1.1	1.1	

Average temperature (in Kyushu 7 prefectures)

(°C)

	June				July			
	Early	Mid	Late	Ave.	Early	Mid	Late	Ave.
Actual	21.8	21.7	27.6	23.7	27.4	28.1	27.5	27.7
Compare to the previous year	0.1	-2.1	3.2	0.4	1.4	0.9	-1.3	0.3
Compare to average	-0.2	-1.4	3.2	0.5	1.5	0.8	-0.6	0.6