

Actual Electricity Sales Volume in August 2011

1. Overview

Total electricity sales volume by Kyushu Electric Power Co., Inc., for the month of August 2011 came to about 8,019 million kWh, down about 5.1% from August 2010. The sales volume was below the previous year's level for the first time in 3 months.

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

Sales volume in August 2011 decreased by 6.7% from August 2010 due to a decrease in the air-conditioning demand as the temperature in late July through August was lower than the previous year's level. The sales volume underperformed the previous year for the first time in 2 months.

II. Large-scale Customers

The decreased sales in main industries including Electric Machinery brought sales volume down by 0.3% from the previous year. The sales volume underperformed the previous year for the first time in 21 months since November 2009. (The sales in Transportation Machinery increased by 1.5% from the previous year, and exceeded it for the first time in 6 months.)

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	2,656	-8.8	-2.3	
	Power	Low Voltage	569	-8.4	-2.7
		Others	59	0.2	0.1
	Total		3,284	-8.5	-2.3
Demand under Liberalization	Business	2,022	-4.7	-1.6	
	Industrial	2,713	-0.8	2.1	
	Total	4,735	-2.5	0.6	
Electricity Sales Total		8,019	-5.1	-0.6	
(Figures are included above)	General Demand	5,913	-6.7	-2.0	
	Large-scale Demand	2,106	-0.3	3.1	

3. Breakdown of Large-scale Sales

(million kWh, %)

	Actual Sales	Changes from the Previous year	Cumulative changes from FY2010	
Machinery	622	-1.9	-1.3	
	Electric	439	-2.8	0.1
	Transportation	138	1.5	-5.8
Steel and Iron	196	9.7	16.3	
Chemicals	216	-0.5	5.5	
Clay and Stone	74	-4.3	6.0	
Foodstuffs	222	-0.6	2.6	
Pulps and Papers	31	-8.1	-3.9	
Non-ferrous Metals	172	0.2	2.9	
Others	573	-0.7	3.3	
Total	2,106	-0.3	3.1	

[Reference]

Average temperature (in Kyushu 7 prefectures)

(°C)

	July				August			
	Early	Mid	Late	Ave.	Early	Mid	Late	Ave.
Actual	27.4	28.1	27.5	27.7	29.1	28.2	27.3	28.2
Compare to the previous year	1.4	0.9	-1.3	0.3	-0.5	-1.6	-2.4	-1.5
Compare to average	1.5	0.8	-0.6	0.6	0.8	0.2	-0.1	0.3