

Actual Electricity Sales Volume in September 2011

1. Overview

Total electricity sales volume by Kyushu Electric Power Co., Inc., for the month of September 2011 came to about 7,688 million kWh, down about 9.0% from September 2010. The sales volume was below the previous year's level for 2 months in a row.

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

Sales volume in September 2011 decreased by 11.4% from September 2010 due to an effect of power saving and a decrease in the air-conditioning demand as the temperature in August through September was lower than the previous year's level. The sales volume underperformed the previous year for 2 months in a row.

II. Large-scale Customers

The decreased sales in main industries including Electric Machinery and Chemicals brought sales volume down by 1.9% from the previous year. The sales volume underperformed the previous year for 2 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	2,514	-13.4	-4.5	
	Power	Low Voltage	518	-15.8	-5.8
		Others	56	-8.6	-1.2
	Total		3,088	-13.8	-4.6
Demand under Liberalization	Business	1,955	-9.3	-3.2	
	Industrial	2,645	-2.6	1.3	
	Total	4,600	-5.6	-0.5	
Electricity Sales Total		7,688	-9.0	-2.2	
(Figures are included above)	General Demand	5,634	-11.4	-3.9	
	Large-scale Demand	2,054	-1.9	2.3	

3. Breakdown of Large-scale Sales

(million kWh, %)

	Actual Sales	Changes from the Previous year	Cumulative changes from FY2010
Machinery	612	-3.1	-1.7
Electric	417	-3.2	-0.5
Transportation	151	-2.0	-5.1
Steel and Iron	196	1.3	13.6
Chemicals	207	-6.3	3.5
Clay and Stone	70	8.4	6.3
Foodstuffs	213	-1.8	1.8
Pulps and Papers	36	1.5	-3.1
Non-ferrous Metals	167	2.6	2.8
Others	553	-2.7	2.3
Total	2,054	-1.9	2.3

[Reference]

Average temperature (in Kyushu 7 prefectures)

(°C)

	August				September			
	Early	Mid	Late	Ave.	Early	Mid	Late	Ave.
Actual	29.1	28.2	27.3	28.2	26.7	26.8	22.3	25.2
Compare to the previous year	-0.5	-1.6	-2.4	-1.5	-1.9	0.2	-1.2	-1.0
Compare to average	0.8	0.2	-0.1	0.3	0.5	2.1	-0.7	0.5