

Actual Electricity Sales Volume in November 2011

1. Overview

Total electricity sales volume by Kyushu Electric Power Co., Inc., for the month of November 2011 came to about 6,336 million kWh, down about 2.1% from November 2010. The sales volume was below the previous year's level for 4 months in a row.

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

Sales volume in November 2011 decreased by 3.8% from November 2010 due to an effect of power saving and a decrease in the air-conditioning demand as the temperature in November was higher than the previous year's level. The sales volume underperformed the previous year for 4 months in a row.

II. Large-scale Customers

The increased sales in main industries including Transportation Machinery and Chemicals brought sales volume up by 2.2% from the previous year. The sales volume exceeded 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	2,050	-5.2	-4.3	
	Power	Low Voltage	286	-2.7	-5.7
		Others	52	-9.5	-1.8
	Total	2,388	-5.0	-4.4	
Demand under Liberalization	Business	1,441	-2.9	-3.7	
	Industrial	2,507	1.5	1.0	
	Total	3,948	-0.2	-0.9	
Electricity Sales Total		6,336	-2.1	-2.3	
(Figures are included above)	General Demand	4,365	-3.8	-3.9	
	Large-scale Demand	1,971	2.2	2.0	

3. Breakdown of Large-scale Sales

(million kWh, %)

	Actual Sales	Changes from the Previous year	Cumulative changes from FY2010
Machinery	562	2.3	-0.9
Electric	383	1.1	-0.4
Transportation	140	7.7	-1.8
Steel and Iron	179	0.2	11.6
Chemicals	241	9.8	3.1
Clay and Stone	83	-5.9	3.9
Foodstuffs	191	4.6	1.8
Pulps and Papers	40	2.1	-1.9
Non-ferrous Metals	145	1.5	2.2
Others	530	0.2	1.5
Total	1,971	2.2	2.0

[Reference]

Average temperature (in Kyushu 7 prefectures)

(°C)

	October				November			
	Early	Mid	Late	Ave.	Early	Mid	Late	Ave.
Actual	20.4	20.6	18.6	19.8	19.8	16.1	12.9	16.3
Compare to the previous year	-1.1	0.0	0.1	-0.3	5.4	2.4	1.1	3.0
Compare to average	-0.9	1.0	1.2	0.4	3.9	2.2	0.9	2.4