

Actual Electricity Sales Volume in January 2012

1. Overview

Total electricity sales volume by Kyushu Electric Power Co., Inc., for the month of January 2012 came to about 7,853 million kWh, down about 5.3% from January 2011. The sales volume was below the previous year's level for 6 months in a row.

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

Sales volume in January 2012 decreased by 4.9% from January 2011 due to an effect of power saving and a decrease in the air-conditioning demand as the temperature in January was higher than the previous year's level. The sales volume underperformed the previous year for 6 months in a row.

II. Large-scale Customers

Sales volume in January 2012 decreased by 6.2% from January 2011 due to an effect of power saving and the decreased sales in main industries including Electric Machinery, Steel and Iron and Non-ferrous Metals. 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	3,399	-5.9	-4.5	
	Power	Low Voltage	435	-5.5	-5.6
		Others	83	-4.5	-2.8
	Total		3,917	-5.8	-4.7
Demand under Liberalization	Business	1,592	-4.0	-3.7	
	Industrial	2,344	-5.2	0.1	
	Total	3,936	-4.7	-1.5	
Electricity Sales Total		7,853	-5.3	-2.8	
(Figures are included above)	General Demand	6,006	-4.9	-4.1	
	Large-scale Demand	1,847	-6.2	0.6	

3. Breakdown of Large-scale Sales

(million kWh, %)

	Actual Sales	Changes from the Previous year	Cumulative changes from FY2010
Machinery	528	-3.0	-1.2
Electric	357	-4.9	-1.2
Transportation	131	2.3	-0.7
Steel and Iron	190	-15.0	6.2
Chemicals	210	-1.7	2.2
Clay and Stone	86	-5.0	2.5
Foodstuffs	161	-0.2	1.4
Pulps and Papers	35	-3.2	-0.9
Non-ferrous Metals	122	-20.3	-0.8
Others	515	-5.9	0.1
Total	1,847	-6.2	0.6

Note: The large decrease in Steel and Iron was mainly brought by rebound from previous years' increase of selling power due to periodic maintenance of private power generators in some factories.

Note: The large decrease in Non-ferrous Metals was mainly brought by shutdown with trouble in some factories.

[Reference]

Average temperature (in Kyushu 7 prefectures)

(°C)

	December				January			
	Early	Mid	Late	Ave.	Early	Mid	Late	Ave.
Actual	11.5	7.9	6.1	8.4	6.1	7.2	5.6	6.3
Compare to the previous year	1.0	-1.4	-1.0	-0.5	1.5	3.7	2.0	2.4
Compare to average	1.3	-0.9	-1.8	-0.6	-1.1	0.5	-0.7	-0.4