

Actual Electricity Sales Volume in March 2011

1. Overview

Total electricity sales volume by Kyushu Electric Power Co., Inc., for the month of March 2011 came to about 7,056 million kWh, up about 4.7% from March 2010. The sales volume exceeded the previous year's level for 8 months in a row.

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

Sales volume in March 2011 increased by 4.0% from March 2010 due to an increase in the air-conditioning demand as the temperature in February through March was lower than the previous year's level. The sales volume exceeded the previous year for 4 months in a row.

II. Large-scale Customers

The increased sales in main industries including Steel and Iron and Chemicals brought sales volume up by 6.5% from the previous year while the sales in Transportation Machinery was decreased due to the March 2011 Great East Japan Earthquake. The sales volume exceeded the previous year for 16 months in a row.

2. Sales Volume by Sector/Use

(million kWh, %)

		Actual Sales	Changes from the previous year	Cumulative changes from FY2009	
Demand other than those under Liberalization	Lighting	2,607	5.2	6.8	
	Power	Low Voltage	349	5.1	4.5
		Others	82	9.7	-1.0
	Total	3,038	5.3	6.3	
Demand under Liberalization	Business	1,529	2.5	1.6	
	Industrial	2,489	5.4	5.5	
	Total	4,018	4.3	3.9	
Electricity Sales Total		7,056	4.7	4.9	
(Figures are included above)	General Demand	5,052	4.0	4.3	
	Large-scale Demand	2,004	6.5	6.4	

3. Breakdown of Large-scale Sales

(million kWh, %)

		Actual Sales	Changes from the Previous year	Cumulative changes from FY2009
Machinery		544	-3.0	3.7
	Electric	393	3.0	2.5
	Transportation	109	-19.9	5.7
Steel and Iron		209	37.5	13.8
Chemicals		221	12.2	8.8
Clay and Stone		94	13.2	8.0
Foodstuffs		178	3.2	3.3
Pulps and Papers		42	20.6	3.4
Non-ferrous Metals		155	-1.2	13.2
Others		561	7.0	5.2
Total		2,004	6.5	6.4

[Reference]

Average temperature (in Kyushu 7 prefectures)

(°C)

	February				March			
	Early	Mid	Late	Ave.	Early	Mid	Late	Ave.
Actual	7.4	6.8	12.2	8.6	7.5	10.2	9.2	9.0
Compare to the previous year	-1.6	-0.7	-1.2	-1.1	-3.5	-2.4	-1.3	-2.3
Compare to average	1.0	-0.7	4.3	1.4	-1.4	0.0	-2.4	-1.3