

Rural per capita electricity demand

The majority of China's rural energy demand is used to satisfy the electricity usage of lights and other domestic electrical appliances (for example televisions, fridges etc.). Income level is a key factor affecting the frequency of possession of domestic electrical appliances and peoples' lifestyles. Currently, average energy consumption per unit area is lower in rural areas than in urban areas, with electricity consumption only comprising 2% of rural inhabitants' daily life energy needs.

Trajectory 1

In this scenario, along with a rise in living standards and the development of electrical industry in rural areas, rural inhabitants' zeal for buying household electrical appliances

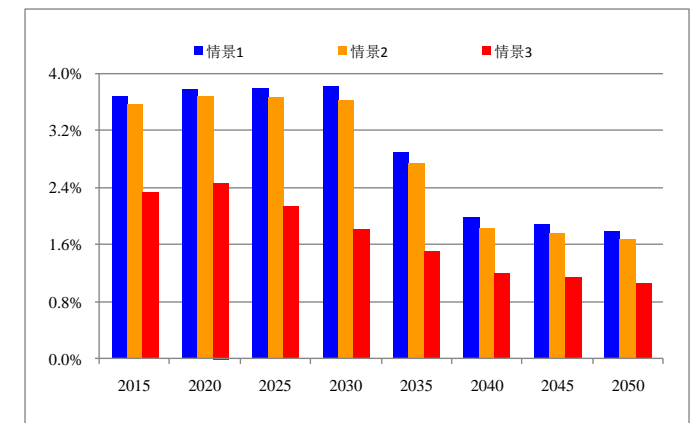
strengthens, with an exceptional increase in the frequency of appliances such as fridges and computers. The comfortable and clean lifestyle afforded by electricity becomes widespread throughout rural areas. Rural and urban lifestyles grow ever more similar, and per capita electricity demand sees a remarkable rise. By 2050, rural per capita electricity demand reaches 1020 kilowatt hours/person, a 3.19 fold increase on current demand.

Trajectory 2

In this scenario, along with a rise in rural inhabitants' living standards, there is a rapid rise in the frequency of domestic electrical appliances. The majority of areas have adopted a lifestyle reliant on electricity. Per capita electricity demand grows relatively quickly. In 2050, rural per capita electricity demand reaches 966 kilowatt hours/person, a 3.02 fold increase on current demand.

Trajectory 3

In this scenario, there is simultaneously an increase in both the frequency of domestic electrical appliances in rural areas and also in energy-saving public consciousness. Growth in per capita energy demand is relatively small. In 2050, rural per capita electricity demand reaches 627 kilowatt hours/person, a 1.96 fold increase on current demand.



Rural per capita electricity requirement growth rate