

## Electricity Demand in January 2010 (Confirmed Report)

### Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in January, measured in terms of the total electricity sales of the 10 power companies, was up 4.6% on last year to 81.4 billion kWh.

- Outside the liberalized segment, lighting demand rose by 3.9% year on year due principally to increased heating demand caused by relatively lower temperatures from mid December to mid January, compared with a year ago, in addition to a longer meter-reading period than the last year.

Commercial demand in the liberalized segment increased by 0.6%.

**Lighting Demand (up 3.9% on the year, 32.92 billion kWh in total)**

**Commercial Demand (up 0.6% on the year, 16.95 billion kWh in total)**

(Reference)

**Large Industrial Demand (up 10.8% on the year, 21.57 billion kWh in total)**

Large industrial user demand was up year on year for two consecutive months, increasing by 10.8%. This was due mainly to the year-on-year increase in major sectors including machinery, steel and chemicals.

### Demand Change by Use

By Month By Use		Year-on-year Change (%)													
		FY2008	Jan. 2009	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2010
Other than Eligible Customers' Use	Lighting Total	-1.5	-0.4	-5.4	-4.4	7.5	-1.6	-2.1	2.4	-10.2	-1.8	-1.1	-0.5	-0.9	3.9
	Power	-6.0	-3.1	-10.8	-10.1	5.4	-4.4	-5.1	-1.6	-14.9	-4.4	-5.6	-4.8	-4.1	3.0
	Lighting & Power Total	-2.2	-0.7	-6.2	-5.2	7.2	-2.0	-2.5	1.8	-11.0	-2.3	-1.8	-1.0	-1.3	3.7
Eligible Customers' Use	Commercial Power	-0.6	0.9	-3.4	-2.0	1.3	-0.4	0.7	-0.9	-5.4	-3.5	-3.6	-1.9	-0.9	0.6
	Industrial Power	-5.8	-16.7	-23.7	-22.9	-18.9	-18.2	-15.9	-15.3	-14.0	-12.7	-11.1	-6.3	0.7	8.7
	Eligible Customers' Use Total	-4.0	-10.4	-16.3	-15.7	-12.1	-12.3	-10.3	-10.2	-10.6	-9.2	-8.5	-4.8	0.1	5.4
Total Electricity Sales		-3.3	-6.1	-12.1	-11.6	-5.1	-8.6	-7.9	-6.4	-10.8	-6.8	-6.2	-3.4	-0.4	4.6

### Demand Change by Company and Use (% change on year)

By Use		By Company											
		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
Other than Eligible Customers' Use	Lighting	2.8	5.6	7.1	2.0	3.0	1.4	3.5	0.6	1.2	3.9	0.3	3.9
	Power	11.1	13.6	4.7	-0.9	7.0	-0.8	0.3	-3.1	-1.1	3.1	0.0	3.0
	Lighting & Power Total	4.5	6.6	6.9	1.6	3.6	1.2	3.1	0.0	0.8	3.8	0.2	3.7
Eligible Customers' Use	Commercial Power	1.3	1.6	-0.1	1.2	1.4	0.9	2.5	0.4	-0.9	0.6	0.9	0.6
	Industrial Power	4.5	10.3	6.4	9.8	11.3	9.2	16.8	-1.8	7.9	8.7	9.1	8.7
	Sub-total	2.8	7.1	3.4	7.2	8.1	5.8	12.0	-0.9	4.2	5.4	5.5	5.4
Total Electricity Sales		3.7	6.9	5.0	4.8	6.2	3.6	8.0	-0.5	2.5	4.6	0.9	4.6
(Large Industry)		7.3	12.8	7.8	11.9	13.5	11.9	20.7	-1.7	9.9	10.8	7.2	10.8

### (Reference) Large Industry Demand Change by Sector

By Sector \ By Month		Year-on-year Change (%)													
		FY2008	Jan. 2009	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2010
Textiles		-12.3	-18.2	-28.7	-29.5	-29.3	-30.0	-22.0	-22.9	-21.2	-21.2	-14.7	-14.6	-7.3	2.1
Paper & Pulp		-3.6	-20.9	-27.3	-29.3	-18.3	-16.3	-17.5	-18.6	-17.2	-15.2	-14.0	-11.4	-7.4	2.7
Chemicals		-6.2	-23.6	-30.1	-30.3	-19.7	-17.2	-17.9	-16.1	-13.7	-13.8	-7.8	-2.9	5.8	19.8
Ceramics		-5.4	-15.0	-25.9	-24.8	-23.3	-20.7	-21.2	-18.3	-17.3	-16.0	-14.8	-10.8	-3.9	6.5
Steel		-10.8	-37.5	-43.4	-44.8	-41.5	-39.8	-38.2	-32.2	-26.7	-23.2	-21.0	-12.2	2.0	27.3
Non-Ferrous Metal		-6.4	-24.0	-35.0	-33.2	-22.5	-18.5	-17.2	-19.1	-20.4	-15.2	-12.1	-8.3	5.5	19.2
Machinery		-8.4	-23.8	-32.5	-29.2	-25.8	-24.0	-19.4	-19.5	-16.5	-16.8	-13.9	-6.3	5.5	14.9
Large Industry Total		-5.9	-18.7	-26.4	-24.4	-20.5	-19.4	-17.0	-16.3	-14.1	-13.7	-11.2	-6.2	1.9	10.8

Remarks: The latest revision of Japan Standard Industry Classification applied on April 1, 2008 was reflected to the definition of each industry sector for the figures in and after April 2009.  
The year-on-year basis in and after April 2009 are calculated after the adjustment of the results of the year-ago period according to the latest Japan Standard Industry Classification.

# Lighting & Power Demand Volume and Change by Company and Use (January 2010)

FEPC

## 1) Sales Volume and Change

By Company		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
By Use													
Sales Volume (MWh)	Lighting	1,360,134	2,895,375	10,847,538	4,170,238	970,304	5,780,317	2,160,510	1,093,899	3,381,005	32,659,320	262,632	32,921,952
	<Residential Lighting>	838,238	1,851,058	7,761,062	2,683,116	459,115	3,860,006	1,260,656	703,099	2,075,142	21,491,492	223,820	21,715,312
	Power	393,246	472,418	1,116,555	680,830	158,018	611,791	260,052	187,279	533,686	4,413,875	238,608	4,652,483
	<Low Voltage>	113,658	306,122	923,598	481,273	108,172	508,838	187,863	117,917	444,006	3,191,447	26,306	3,217,753
	Lighting & Power Total	1,753,380	3,367,793	11,964,093	4,851,068	1,128,322	6,392,108	2,420,562	1,281,178	3,914,691	37,073,195	501,240	37,574,435
	Eligible Customers' Use	1,508,246	4,357,369	14,022,760	6,709,271	1,557,962	7,110,498	3,159,072	1,336,946	4,014,227	43,776,351	80,399	43,856,750
	<Commercial Power>	780,942	1,506,365	6,304,904	1,946,359	472,333	2,768,046	959,489	548,001	1,634,440	16,920,879	33,953	16,954,832
	<Industrial Power>	727,304	2,851,004	7,717,857	4,762,912	1,085,629	4,342,452	2,199,583	788,945	2,379,787	26,855,473	46,446	26,901,919
	Total Electricity Sales	3,261,626	7,725,162	25,986,854	11,560,339	2,686,284	13,502,606	5,579,634	2,618,124	7,928,918	80,849,547	581,639	81,431,186
Yea-on-year Basis (%)	Lighting	102.8	105.6	107.1	102.0	103.0	101.4	103.5	100.6	101.2	103.9	100.3	103.9
	Power	111.1	113.6	104.7	99.1	107.0	99.2	100.3	96.9	98.9	103.1	100.0	103.0
	<Low Voltage>	100.0	108.1	105.5	100.6	104.4	100.2	102.3	99.3	99.8	102.6	96.5	102.6
	Lighting & Power Total	104.5	106.6	106.9	101.6	103.6	101.2	103.1	100.0	100.8	103.8	100.2	103.7
	Eligible Customers' Use	102.8	107.1	103.4	107.2	108.1	105.8	112.0	99.1	104.2	105.4	105.5	105.4
	<Commercial Power>	101.3	101.6	99.9	101.2	101.4	100.9	102.5	100.4	99.1	100.6	100.9	100.6
	<Industrial Power>	104.5	110.3	106.4	109.8	111.3	109.2	116.8	98.2	107.9	108.7	109.1	108.7
	Total Electricity Sales	103.7	106.9	105.0	104.8	106.2	103.6	108.0	99.5	102.5	104.6	100.9	104.6

## 2) Contracted Electricity Volume (kW) & Number of Contracts

By Company		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
By Use													
Contracted Electricity & Number of Contracts	Residential Lighting (Number of Contracts)	2,526,602	4,788,493	20,009,836	6,496,924	1,071,395	9,160,873	3,285,747	1,816,064	5,566,189	54,722,123	657,352	55,379,475
	Power Total (kW)	2,740,239	5,406,185	15,080,914	8,390,982	1,871,011	8,032,478	3,276,804	2,384,685	6,448,223	53,631,521	1,393,835	55,025,356
	<Low Voltage (kW)>	1,459,130	4,218,500	13,291,456	6,369,817	1,436,151	7,064,711	2,640,457	1,750,301	5,293,326	43,523,849	432,541	43,956,390
	Lighting & Power Total (Number of Contracts)	3,931,513	7,691,212	28,591,617	10,451,963	2,088,018	13,501,411	5,199,005	2,833,782	8,444,438	82,732,959	830,580	83,563,539

Remarks : 1. Figures in < > indicate breakdown.  
2. Figures may not add up due to rounding

# Demand Volume and Change by Large Industry Sector (January 2010)

FEPC

Sales Volume and Change

By Sector			By Company		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
Sales Volume (MWh)	Mining & Manufacturing	Mining		5,977	8,994	13,245	4,119	0	7,394	12,669	4,135	13,969	70,502	532	71,034	
		Manufacturing	Foodstuffs	81,623	118,121	402,085	183,853	15,558	173,928	74,093	33,554	157,569	1,240,384	7,956	1,248,340	
			Textiles	0	7,317	27,285	83,450	80,685	47,114	27,112	20,183	32,339	325,485	0	325,485	
			Paper & Pulp	51,825	73,994	192,069	120,563	23,595	59,733	42,246	115,773	39,387	719,185	546	719,731	
			Chemical	26,516	199,718	752,793	220,574	106,243	364,683	257,245	92,044	207,401	2,227,217	1,239	2,228,456	
			Oil/Coal	0	1,550	34,839	10,902	449	24,709	40,203	33,692	10,163	156,507	3,687	160,194	
			Rubber Products	41	24,364	52,701	52,218	1,510	25,037	23,720	4,465	40,512	224,568	0	224,568	
			Ceramics	7,157	51,272	205,548	171,643	25,971	259,537	76,122	1,525	82,551	881,326	3,273	884,599	
			Steel	57,544	206,113	538,931	407,352	52,627	588,460	443,224	72,623	182,900	2,549,774	9,138	2,558,912	
			Non-Ferrous Metals	16,680	327,178	329,540	112,841	81,569	149,615	136,098		141,316	1,294,837	443	1,295,280	
			Machinery	52,954	648,642	1,378,099	1,557,032	278,980	735,224	384,905	134,623	537,436	5,707,895	0	5,707,895	
			Others	32,006	181,240	751,382	417,245	123,617	370,408	97,530	49,398	132,788	2,155,614	1,790	2,157,404	
			Manufacturing Total	326,346	1,839,509	4,665,272	3,337,673	790,804	2,798,448	1,602,498	557,880	1,564,362	17,482,792	28,072	17,510,864	
		Mining & Manufacturing Total		332,323	1,848,503	4,678,517	3,341,792	790,804	2,805,842	1,615,167	562,015	1,578,331	17,553,294	28,604	17,581,898	
	Others	Railways		35,497	132,564	540,276	237,769	24,865	407,238	109,903	9,232	93,317	1,590,661	680	1,591,341	
		Other than Railways		53,730	188,083	1,081,521	263,937	54,666	355,088	121,733	42,323	199,055	2,360,136	38,940	2,399,076	
		Others Total		89,227	320,647	1,621,797	501,706	79,531	762,326	231,636	51,555	292,372	3,950,797	39,620	3,990,417	
	Total			421,550	2,169,150	6,300,314	3,843,498	870,335	3,568,168	1,846,803	613,570	1,870,703	21,504,091	68,224	21,572,315	

Remarks: 1. Figures may not add up due to rounding.

2. The latest revision of Japan Standard Industry Classification applied on April 1, 2008 was reflected to the definition of each industry sector for the figures in and after April 2009.

The year-on-year basis in and after April 2009 are calculated after the adjustment of the results of the year-ago period according to the latest Japan Standard Industry Classification.

## Demand Volume and Change by Large Industry Sector (January 2010)

FEPC

Sales Volume and Change

By Sector			By Company		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
Year-on-year Basis (%)	Mining & Manufacturing	Mining		89.6	100.6	95.7	95.2	0.0	93.0	105.1	108.2	101.5	98.8	98.9	98.8	
		Manufacturing	Foodstuffs	100.4	100.7	100.4	98.8	96.8	97.9	107.2	96.1	99.7	100.0	102.4	100.0	
			Textiles	0.0	87.1	112.8	114.2	98.4	93.7	98.3	71.1	129.7	102.1	0.0	102.1	
			Paper & Pulp	92.4	110.3	103.2	124.6	90.4	104.8	96.9	89.1	104.2	102.7	92.1	102.7	
			Chemical	104.7	127.3	123.0	112.5	119.8	114.7	124.6	104.5	123.3	119.8	106.4	119.8	
			Oil/Coal	0.0	91.8	104.8	419.0	10.4	118.4	415.8	93.9	229.5	138.9	102.0	137.7	
			Rubber Products	62.1	116.7	106.8	103.9	109.3	107.3	116.5	118.4	114.6	109.7	0.0	109.7	
			Ceramics	184.0	92.8	102.8	86.4	113.0	132.1	137.8	108.6	89.7	106.7	70.5	106.5	
			Steel	120.9	116.2	125.8	135.7	105.9	128.5	145.3	92.8	116.7	127.4	97.6	127.3	
			Non-Ferrous Metals	247.1	127.5	113.5	137.8	120.4	105.3	105.7		126.5	119.2	87.7	119.2	
			Machinery	127.3	115.6	113.3	114.1	130.2	115.8	116.5	108.9	112.1	114.9	0.0	114.9	
			Others	100.9	104.7	104.2	111.3	106.8	110.3	107.4	111.4	103.3	106.9	97.1	106.9	
			Manufacturing Total	110.9	115.3	112.1	114.1	114.8	115.9	124.5	98.1	112.0	114.0	95.2	114.0	
		Mining & Manufacturing Total		110.4	115.2	112.0	114.1	114.8	115.9	124.3	98.2	111.9	114.0	95.2	113.9	
	Others	Railways		98.5	102.2	92.3	99.3	99.2	100.0	99.1	97.8	99.5	97.1	99.1	97.1	
		Other than Railways		96.3	99.9	99.8	99.3	103.7	98.7	100.8	99.8	101.2	99.8	118.2	100.0	
		Others Total		97.2	100.9	97.2	99.3	102.2	99.4	100.0	99.4	100.7	98.7	117.8	98.8	
Total			107.3	112.8	107.8	111.9	113.5	111.9	120.7	98.3	109.9	110.8	107.2	110.8		

Remarks: 1. Figures may not add up due to rounding.

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