

Electricity Demand in March 2010 (Confirmed Report)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in March, measured in terms of the total electricity sales of the 10 power companies, was up 6.1% on last year to 73.3 billion kWh.

- Outside the liberalized segment, lighting demand rose by 1.7% year on year due principally to increased heating demand caused by relatively lower temperatures from February to March, compared with a year ago, in addition to a longer meter-reading period than the last year.

Commercial demand in the liberalized segment decreased by 1.7%.

Lighting Demand (up 1.7% on the year, 25.50 billion kWh in total)

Commercial Demand (down 1.7% on the year, 15.91 billion kWh in total)

(Reference)

Large Industrial Demand (up 19.9% on the year, 22.83 billion kWh in total)

Large industrial user demand was up year on year for four consecutive months, increasing by 19.9%. This was due mainly to the year-on-year increase in all major sectors including steel.

Demand Change by Use

By Use		Year-on-year Change (%)													
		FY2008	Mar. 2009	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2010	Feb.	Mar.
Other than Eligible Customers' Use	Lighting Total	-1.5	-4.4	7.5	-1.6	-2.1	2.4	-10.2	-1.8	-1.1	-0.5	-0.9	3.9	1.4	1.7
	Power	-6.0	-10.1	5.4	-4.4	-5.1	-1.6	-14.9	-4.4	-5.6	-4.8	-4.1	3.0	1.0	-1.0
	Lighting & Power Total	-2.2	-5.2	7.2	-2.0	-2.5	1.8	-11.0	-2.3	-1.8	-1.0	-1.3	3.7	1.3	1.3
Eligible Customers' Use	Commercial Power	-0.6	-2.0	1.3	-0.4	0.7	-0.9	-5.4	-3.5	-3.6	-1.9	-0.9	0.6	0.6	-1.7
	Industrial Power	-5.8	-22.9	-18.9	-18.2	-15.9	-15.3	-14.0	-12.7	-11.1	-6.3	0.7	8.7	14.6	17.0
	Eligible Customers' Use Total	-4.0	-15.7	-12.1	-12.3	-10.3	-10.2	-10.6	-9.2	-8.5	-4.8	0.1	5.4	8.8	9.5
Total Electricity Sales		-3.3	-11.6	-5.1	-8.6	-7.9	-6.4	-10.8	-6.8	-6.2	-3.4	-0.4	4.6	5.5	6.1

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	5.9	7.1	2.1	-1.1	6.2	-1.2	0.2	-0.4	1.3	1.6	7.7	1.7
	Power	6.2	4.5	-1.2	-4.3	4.2	-3.8	-3.6	-4.2	-1.6	-1.0	-0.4	-1.0
	Lighting & Power Total	5.9	6.7	1.7	-1.6	5.9	-1.4	-0.3	-1.0	0.9	1.3	3.4	1.3
Eligible Customers' Use	Commercial Power	1.2	0.6	-0.8	-0.3	3.3	-0.8	-21.2	2.7	-0.0	-1.7	5.9	-1.7
	Industrial Power	10.8	18.3	11.8	22.7	28.1	17.5	26.0	11.2	12.8	17.0	-0.9	17.0
	Sub-total	5.8	11.9	6.0	15.8	20.1	10.1	7.9	7.8	7.5	9.5	2.0	9.5
Total Electricity Sales		5.9	9.7	4.2	9.4	14.5	5.3	4.7	4.0	4.5	6.1	3.1	6.1
(Large Industry)		24.3	21.8	13.3	25.6	31.7	20.7	31.0	13.5	15.2	20.0	-0.9	19.9

(Reference) Large Industry Demand Change by Sector

By Sector		Year-on-year Change (%)													
		FY2008	Mar. 2009	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2010	Feb.	Mar.
Textiles		-12.3	-29.5	-29.3	-30.0	-22.0	-22.9	-21.2	-21.2	-14.7	-14.6	-7.3	2.1	11.8	17.8
Paper & Pulp		-3.6	-29.3	-18.3	-16.3	-17.5	-18.6	-17.2	-15.2	-14.0	-11.4	-7.4	2.7	15.1	20.5
Chemicals		-6.2	-30.3	-19.7	-17.2	-17.9	-16.1	-13.7	-13.8	-7.8	-2.9	5.8	19.8	22.7	24.1
Ceramics		-5.4	-24.8	-23.3	-20.7	-21.2	-18.3	-17.3	-16.0	-14.8	-10.8	-3.9	6.5	17.3	20.3
Steel		-10.8	-44.8	-41.5	-39.8	-38.2	-32.2	-26.7	-23.2	-21.0	-12.2	2.0	27.3	42.3	50.3
Non-Ferrous Metal		-6.4	-33.2	-22.5	-18.5	-17.2	-19.1	-20.4	-15.2	-12.1	-8.3	5.5	19.2	31.3	31.7
Machinery		-8.4	-29.2	-25.8	-24.0	-19.4	-19.5	-16.5	-16.8	-13.9	-6.3	5.5	14.9	23.9	26.2
Large Industry Total		-5.9	-24.4	-20.5	-19.4	-17.0	-16.3	-14.1	-13.7	-11.2	-6.2	1.9	10.8	10.8	19.9

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 (March 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	1,139,897	2,541,069	8,694,061	3,010,292	786,348	4,154,271	1,662,442	821,710	2,478,195	25,288,285	207,988	25,496,273
	<Residential Lighting>	698,536	1,610,486	6,148,061	1,895,461	362,222	2,712,906	952,991	516,488	1,486,383	16,383,534	178,715	16,562,249
	Power	308,470	375,152	930,126	517,505	120,275	463,204	211,273	146,333	407,035	3,479,373	217,676	3,697,049
	<Low Voltage>	101,075	267,680	772,735	361,535	87,785	383,958	150,795	90,896	331,871	2,548,330	24,802	2,573,132
	Lighting & Power Total	1,448,367	2,916,221	9,624,186	3,527,797	906,623	4,617,475	1,873,715	968,043	2,885,230	28,767,657	425,664	29,193,321
	Eligible Customers' Use	1,482,937	4,320,504	14,106,547	6,995,096	1,596,851	7,174,829	3,131,757	1,354,228	3,854,451	44,017,200	86,922	44,104,122
	<Commercial Power>	734,257	1,410,100	6,002,435	1,804,214	444,242	2,594,792	879,167	510,606	1,492,583	15,872,396	38,383	15,910,779
	<Industrial Power>	748,680	2,910,404	8,104,112	5,190,882	1,152,609	4,580,037	2,252,590	843,622	2,361,868	28,144,804	48,539	28,193,343
Total Electricity Sales		2,931,304	7,236,725	23,730,733	10,522,893	2,503,474	11,792,304	5,005,472	2,322,271	6,739,681	72,784,857	512,586	73,297,443
Yea-on-year Basis (%)	Lighting	105.9	107.1	102.1	98.9	106.2	98.8	100.2	99.6	101.3	101.6	107.7	101.7
	Power	106.2	104.5	98.8	95.7	104.2	96.2	96.4	95.8	98.4	99.0	99.6	99.0
	<Low Voltage>	102.9	104.9	99.3	96.9	104.5	96.7	97.3	97.5	99.0	99.2	99.3	99.2
	Lighting & Power Total	105.9	106.7	101.7	98.4	105.9	98.6	99.7	99.0	100.9	101.3	103.4	101.3
	Eligible Customers' Use	105.8	111.9	106.0	115.8	120.1	110.1	107.9	107.8	107.5	109.5	102.0	109.5
	<Commercial Power>	101.2	100.6	99.2	99.7	103.3	99.2	78.8	102.7	100.0	98.3	105.9	98.3
	<Industrial Power>	110.8	118.3	111.8	122.7	128.1	117.5	126.0	111.2	112.8	117.0	99.1	117.0
	Total Electricity Sales	105.9	109.7	104.2	109.4	114.5	105.3	104.7	104.0	104.5	106.1	103.1	106.1

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)	2,550,316	4,785,685	19,999,675	6,493,718	1,068,190	9,089,971	3,277,379	1,810,832	5,547,834	54,623,600	659,977	55,283,577
	Power Total (kW)	2,749,435	5,310,184	15,020,895	8,350,491	1,818,396	7,986,089	3,263,623	2,376,601	6,437,945	53,313,659	1,391,634	54,705,293
	<Low Voltage (kW)>	1,454,737	4,202,522	13,248,601	6,340,700	1,430,990	7,034,513	2,628,443	1,743,936	5,280,615	43,365,057	431,539	43,796,596
	Lighting & Power Total (Number of Contracts)	3,957,266	7,687,578	28,598,953	10,454,600	2,083,732	13,432,335	5,196,598	2,832,726	8,436,696	82,680,484	833,512	83,513,996

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

Demand Volume and Change by Large Industry Sector (March 2010)

FEPC

Sales Volume and Change

Sales Volume and Change			By Company		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
By Sector																
Sales Volume (MWh)	Mining & Manufacturing	Mining		6,291	10,052	15,000	4,205	0	8,926	13,783	4,366	14,740	77,363	416	77,779	
		Manufacturing	Foodstuffs	87,259	125,157	428,204	201,680	16,711	189,841	79,656	36,859	172,928	1,338,295	6,566	1,344,861	
			Textiles	0	7,615	26,852	84,875	85,638	51,279	32,594	24,347	20,760	333,960	0	333,960	
			Paper & Pulp	62,795	85,109	208,966	131,470	32,704	67,956	44,698	128,704	35,113	797,515	431	797,946	
			Chemical	24,182	163,943	768,203	237,467	106,277	390,194	219,426	101,844	196,793	2,208,329	1,018	2,209,347	
			Oil/Coal	0	1,523	42,035	7,162	675	28,736	33,441	32,513	7,149	153,234	3,911	157,145	
			Rubber Products	46	27,546	58,741	61,160	1,709	27,230	26,258	4,982	48,165	255,837	0	255,837	
			Ceramics	7,953	67,464	224,073	194,972	33,456	261,360	70,360	1,495	82,471	943,604	5,911	949,515	
			Steel	75,926	251,428	600,105	502,472	63,082	656,308	497,929	75,028	152,674	2,874,952	10,252	2,885,204	
			Non-Ferrous Metals	16,493	295,085	356,915	119,487	78,296	155,956	125,683		156,245	1,304,160	447	1,304,607	
			Machinery	55,683	690,811	1,498,021	1,719,373	294,542	788,393	423,188	143,960	561,577	6,175,548	0	6,175,548	
			Others	35,986	203,594	838,960	468,633	135,623	418,788	111,162	53,408	148,091	2,414,245	1,551	2,415,796	
		Manufacturing Total	366,323	1,919,275	5,051,077	3,728,751	848,713	3,036,041	1,664,395	603,140	1,581,966	18,799,681	30,087	18,829,768		
		Mining & Manufacturing Total		372,614	1,929,327	5,066,077	3,732,956	848,713	3,044,967	1,678,178	607,506	1,596,706	18,877,044	30,503	18,907,547	
	Others	Railways		34,143	124,114	535,168	230,006	22,507	390,097	106,258	8,796	87,591	1,538,680	610	1,539,290	
		Other than Railways		55,203	188,837	1,060,688	267,618	54,361	357,906	121,377	41,137	197,312	2,344,439	35,891	2,380,330	
		Others Total		89,346	312,951	1,595,856	497,624	76,868	748,003	227,635	49,933	284,903	3,883,119	36,501	3,919,620	
	Total		461,960	2,242,278	6,661,933	4,230,580	925,581	3,792,970	1,905,813	657,439	1,881,609	22,760,163	67,004	22,827,167		

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Demand Volume and Change by Large Industry Sector (March 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		99.5	113.1	103.9	95.3	0.0	102.0	109.6	124.5	102.4	105.6	78.3	105.4	
		Manufacturing	Foodstuffs	103.5	102.6	102.8	99.9	97.2	100.3	107.1	99.1	102.6	102.1	98.8	102.0	
			Textiles	0.0	111.7	155.8	132.7	115.8	90.8	127.0	112.0	116.7	117.8	0.0	117.8	
			Paper & Pulp	198.5	138.6	111.1	126.7	120.0	110.0	123.3	110.5	99.4	120.5	90.8	120.5	
			Chemical	100.5	132.8	131.2	117.5	132.1	126.2	99.8	135.4	123.6	124.1	100.6	124.1	
			Oil/Coal	0.0	83.4	128.7	144.7	53.3	125.8	701.5	88.4	137.0	138.9	98.3	137.5	
			Rubber Products	66.7	133.6	121.4	131.5	135.6	125.5	134.2	130.7	165.6	133.9	0.0	133.9	
			Ceramics	151.8	107.9	109.1	108.3	144.8	145.1	160.7	98.7	101.1	120.5	100.0	120.3	
			Steel	169.6	153.7	121.8	173.1	157.4	157.9	188.0	120.2	113.7	150.6	87.9	150.3	
			Non-Ferrous Metals	220.6	133.6	129.8	148.6	144.2	119.6	124.6		128.9	131.7	99.0	131.7	
			Machinery	126.7	121.5	123.9	130.4	149.4	124.2	127.7	114.9	120.8	126.2	0.0	126.2	
			Others	104.0	117.0	110.7	124.5	119.0	117.5	116.1	118.8	116.4	116.0	104.3	116.0	
			Manufacturing Total	132.7	125.8	119.5	130.0	134.7	127.6	136.8	114.8	117.7	125.4	95.1	125.3	
		Mining & Manufacturing Total		131.9	125.7	119.4	129.9	134.7	127.5	136.5	114.8	117.5	125.3	94.9	125.2	
	Others	Railways		103.4	100.9	94.3	98.3	97.9	99.9	99.0	99.1	99.7	97.7	98.8	97.7	
		Other than Railways		98.3	103.0	99.4	102.8	108.8	98.5	103.2	99.9	105.5	100.8	103.0	100.8	
		Others Total		100.2	102.1	97.6	100.6	105.4	99.2	101.2	99.8	103.6	99.5	102.9	99.5	
	Total		124.3	121.8	113.3	125.6	131.7	120.7	131.0	113.5	115.2	120.0	99.1	119.9		

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