

Electricity Demand in July 2010 (Confirmed Report)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in July, measured in terms of the total electricity sales of the 10 power companies, was up 6.4% on last year to 76.9 billion kWh.

- Outside the liberalized segment, lighting demand rose by 6.1% year on year due principally to increased cooling demand caused by relatively higher temperatures from mid June to July, compared with a year ago.

Commercial demand in the liberalized segment increased by 2.5%.

Lighting Demand (up 6.1% on the year, 22.58 billion kWh in total)

Commercial Demand (up 2.5% on the year, 18.82 billion kWh in total)

(Reference)

Large Industrial Demand (up 10.1% on the year, 25.36 billion kWh in total)

Large industrial user demand was up year on year for eight consecutive months, increasing by 10.1%.

This was due mainly to the year-on-year increase in all major sectors including steel.

Demand Change by Use

By Month By Use		Year-on-year Change (%)													
		FY2009	Jul. 2009	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2010	Feb.	Mar.	Apr.	May	Jun.	Jul.
Other than Eligible Customers' Use	Lighting Total	-0.1	2.4	-10.2	-1.8	-1.1	-0.5	-0.9	3.9	1.4	1.7	8.4	6.5	2.4	6.1
	Power	-3.4	-1.6	-14.9	-4.4	-5.6	-4.8	-4.1	3.0	1.0	-1.0	6.5	3.7	0.2	3.3
	Lighting & Power Total	-0.6	1.8	-11.0	-2.3	-1.8	-1.0	-1.3	3.7	1.3	1.3	8.2	6.1	2.1	5.7
Eligible Customers' Use	Commercial Power	-1.4	-0.9	-5.4	-3.5	-3.6	-1.9	-0.9	0.6	0.6	-1.7	1.0	0.1	-0.7	2.5
	Industrial Power	-7.3	-15.3	-14.0	-12.7	-11.1	-6.3	0.7	8.7	14.6	17.0	13.7	11.3	10.8	9.6
	Eligible Customers' Use Total	-5.1	-10.2	-10.6	-9.2	-8.5	-4.8	0.1	5.4	8.8	9.5	8.7	7.1	6.5	6.8
Total Electricity Sales		-3.4	-6.4	-10.8	-6.8	-6.2	-3.4	-0.4	4.6	5.5	6.1	8.5	6.7	5.0	6.4

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	1.9	4.6	10.1	9.1	6.1	7.5	2.0	4.1	-6.5	6.1	3.7	6.1
	Power	5.5	5.0	11.1	7.3	4.9	3.5	-1.6	-2.6	-13.0	3.5	1.6	3.3
	Lighting & Power Total	2.3	4.7	10.2	8.8	5.9	7.0	1.5	2.8	-7.8	5.7	2.6	5.7
Eligible Customers' Use	Commercial Power	3.8	5.0	3.7	2.7	6.4	-0.4	2.5	3.4	-0.7	2.5	0.2	2.5
	Industrial Power	8.4	10.0	8.3	11.1	14.0	10.1	13.7	8.9	4.6	9.6	-9.4	9.6
	Sub-total	6.1	8.4	6.2	8.7	11.6	5.8	10.2	6.5	2.4	6.8	-4.5	6.8
Total Electricity Sales		4.6	7.2	7.6	8.7	10.0	6.2	7.3	5.1	-1.6	6.5	1.4	6.4
(Large Industry)		10.4	10.5	8.2	11.5	14.1	11.1	15.5	11.2	5.1	10.1	-6.5	10.1

(Reference) Large Industry Demand Change by Sector

By Sector \ By Month		Year-on-year Change (%)													
		FY2009	Jul. 2009	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2010	Feb.	Mar.	Apr.	May	Jun.	Jul.
Textiles		-14.7	-22.9	-21.2	-21.2	-14.7	-14.6	-7.3	2.1	11.8	17.8	18.0	17.4	10.1	11.5
Paper & Pulp		-9.9	-18.6	-17.2	-15.2	-14.0	-11.4	-7.4	2.7	15.1	20.5	9.0	4.2	7.2	7.8
Chemicals		-5.2	-16.1	-13.7	-13.8	-7.8	-2.9	5.8	19.8	22.7	24.1	12.6	13.2	12.0	11.8
Ceramics		-9.9	-18.3	-17.3	-16.0	-14.8	-10.8	-3.9	6.5	17.3	20.3	22.2	19.7	19.7	16.9
Steel		-16.1	-32.2	-26.7	-23.2	-21.0	-12.2	2.0	27.3	42.3	50.3	48.4	44.0	38.9	25.3
Non-Ferrous Metal		-6.6	-19.1	-20.4	-15.2	-12.1	-8.3	5.5	19.2	31.3	31.7	19.1	12.5	9.9	13.2
Machinery		-8.6	-19.5	-16.5	-16.8	-13.9	-6.3	5.5	14.9	23.9	26.2	19.1	13.1	12.6	11.4
Large Industry Total		-7.4	-16.3	-14.1	-13.7	-11.2	-6.2	1.9	10.8	17.7	19.9	15.2	12.4	10.8	10.1

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 (July 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	858,912	1,685,074	8,145,111	2,783,484	572,422	3,957,521	1,404,407	761,718	2,132,893	22,301,542	282,414	22,583,956
	<Residential Lighting>	576,243	1,147,922	5,828,304	1,796,805	296,511	2,680,961	855,112	505,715	1,350,337	15,037,910	252,940	15,290,850
	Power	130,640	316,555	1,176,094	566,789	115,850	605,423	223,325	164,668	465,627	3,764,971	330,021	4,094,992
	<Low Voltage>	113,699	256,828	1,015,273	460,066	98,557	546,637	182,722	124,797	410,858	3,209,437	56,920	3,266,357
	Lighting & Power Total	989,552	2,001,629	9,321,204	3,350,273	688,272	4,562,944	1,627,732	926,386	2,598,520	26,066,512	612,435	26,678,947
	Eligible Customers' Use	1,461,244	4,609,391	16,437,843	7,925,698	1,781,125	8,367,673	3,507,941	1,592,231	4,453,528	50,136,674	112,976	50,249,650
	<Commercial Power>	709,015	1,481,994	7,206,335	2,152,961	527,762	3,194,295	1,027,337	666,277	1,788,989	18,754,965	60,843	18,815,808
	<Industrial Power>	752,229	3,127,397	9,231,509	5,772,737	1,253,363	5,173,378	2,480,604	925,954	2,664,539	31,381,710	52,133	31,433,843
Total Electricity Sales		2,450,796	6,611,020	25,759,047	11,275,971	2,469,397	12,930,617	5,135,673	2,518,617	7,052,048	76,203,186	725,411	76,928,597
Yea-on-year Basis (%)	Lighting	101.9	104.6	110.1	109.1	106.1	107.5	102.0	104.1	93.5	106.1	103.7	106.1
	Power	105.5	105.0	111.1	107.3	104.9	103.5	98.4	97.4	87.0	103.5	101.6	103.3
	<Low Voltage>	108.1	109.2	114.2	109.7	106.9	104.4	99.4	99.2	87.7	105.5	100.8	105.4
	Lighting & Power Total	102.3	104.7	110.2	108.8	105.9	107.0	101.5	102.8	92.2	105.7	102.6	105.7
	Eligible Customers' Use	106.1	108.4	106.2	108.7	111.6	105.8	110.2	106.5	102.4	106.8	95.5	106.8
	<Commercial Power>	103.8	105.0	103.7	102.7	106.4	99.6	102.5	103.4	99.3	102.5	100.2	102.5
	<Industrial Power>	108.4	110.0	108.3	111.1	114.0	110.1	113.7	108.9	104.6	109.6	90.6	109.6
	Total Electricity Sales	104.6	107.2	107.6	108.7	110.0	106.2	107.3	105.1	98.4	106.5	101.4	106.4

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)	2,534,161	4,754,385	20,032,381	6,470,911	1,062,934	9,137,362	3,267,202	1,804,979	5,545,648	54,609,963	660,951	55,270,914
	Power Total (kW)	1,726,195	5,125,365	15,318,364	8,343,311	1,720,561	8,049,516	3,276,764	2,424,476	6,621,493	52,606,045	1,397,454	54,003,499
	<Low Voltage (kW)>	1,444,912	4,173,590	13,158,136	6,285,447	1,423,233	6,989,053	2,609,256	1,732,870	5,261,790	43,078,287	434,009	43,512,296
	Lighting & Power Total (Number of Contracts)	3,796,772	7,654,145	28,753,870	10,454,354	2,082,128	13,541,735	5,212,944	2,851,852	8,498,679	82,846,479	836,055	83,682,534

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

Demand Volume and Change by Large Industry Sector (July 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		7,844	8,953	12,748	3,738	0	7,498	12,814	4,030	13,411	71,036	444	71,480	
		Manufacturing	Foodstuffs	101,079	156,489	565,597	260,160	22,204	252,599	100,978	47,574	220,682	1,727,362	9,172	1,736,534	
			Textiles		6,243	29,261	96,228	99,007	63,601	42,708	34,169	25,367	396,584	0	396,584	
			Paper & Pulp	80,078	79,819	221,121	141,842	37,363	75,039	42,660	118,580	36,011	832,513	473	832,986	
			Chemical	27,561	190,984	862,494	241,172	109,574	405,374	279,396	102,533	215,458	2,434,546	1,137	2,435,683	
			Oil/Coal	1	4,446	47,651	11,986	521	40,227	44,343	28,137	8,682	185,994	3,997	189,991	
			Rubber Products	0	29,574	68,662	71,386	1,786	34,510	29,355	5,760	50,068	291,101	0	291,101	
			Ceramics	10,526	66,887	215,899	217,266	35,691	286,207	70,166	1,177	69,486	973,305	3,039	976,344	
			Steel	69,250	235,968	569,527	505,262	64,572	666,832	507,973	76,631	166,217	2,862,232	9,445	2,871,677	
			Non-Ferrous Metals	16,085	308,971	390,182	135,159	76,121	160,676	138,289		169,863	1,395,346	526	1,395,872	
			Machinery	60,291	769,616	1,751,781	1,950,770	328,750	934,126	473,408	174,139	646,460	7,089,341	0	7,089,341	
			Others	37,775	218,700	962,442	515,946	145,827	477,986	117,996	59,845	169,340	2,705,857	2,175	2,708,032	
		Manufacturing Total	402,646	2,067,697	5,684,616	4,147,177	921,416	3,397,177	1,847,272	648,545	1,777,634	20,894,180	29,964	20,924,144		
		Mining & Manufacturing Total		410,490	2,076,650	5,697,364	4,150,915	921,416	3,404,675	1,860,086	652,575	1,791,045	20,965,216	30,408	20,995,624	
	Others	Railways		27,452	111,415	580,221	232,804	20,721	433,874	103,844	8,932	94,565	1,613,828	771	1,614,599	
		Other than Railways		56,928	205,517	1,272,586	299,744	61,742	408,812	135,298	46,970	220,327	2,707,924	43,526	2,751,450	
		Others Total		84,380	316,932	1,852,808	532,548	82,463	842,686	239,142	55,902	314,892	4,321,753	44,297	4,366,050	
	Total		494,870	2,393,582	7,550,172	4,683,463	1,003,879	4,247,361	2,099,228	708,477	2,105,937	25,286,969	74,705	25,361,674		

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Demand Volume and Change by Large Industry Sector (July 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		102.7	103.3	95.4	91.9	0.0	109.2	108.2	107.4	107.6	103.5	101.8	103.5	
		Manufacturing	Foodstuffs	108.2	104.8	105.1	103.1	100.4	102.4	106.9	101.0	103.0	104.2	105.7	104.2	
			Textiles		77.0	102.0	115.0	116.1	111.3	126.5	119.9	82.9	111.5	0.0	111.5	
			Paper & Pulp	118.2	104.9	107.0	113.3	143.7	104.4	101.5	97.3	104.1	107.8	100.2	107.8	
			Chemical	104.1	112.2	113.0	104.7	114.1	108.2	128.1	104.5	107.9	111.8	91.2	111.8	
			Oil/Coal	0.0	287.2	101.9	310.0	60.0	108.2	150.0	129.2	93.6	120.8	95.8	120.2	
			Rubber Products	0.0	115.9	106.6	115.1	111.8	110.6	119.8	112.7	121.7	113.9	0.0	113.9	
			Ceramics	125.8	116.0	104.2	117.5	145.3	125.1	133.4	91.9	106.4	117.2	63.8	116.9	
			Steel	127.1	119.9	118.0	130.4	143.5	128.9	128.4	160.5	107.4	125.4	97.7	125.3	
			Non-Ferrous Metals	122.0	129.8	109.0	117.6	104.9	104.9	103.6		114.2	113.2	89.1	113.2	
			Machinery	111.6	106.5	113.7	112.4	112.3	115.5	109.2	112.7	104.4	111.4	0.0	111.4	
			Others	106.1	107.2	105.2	106.2	108.2	108.4	107.6	114.9	106.7	106.7	104.3	106.7	
			Manufacturing Total	113.0	111.8	110.4	113.1	115.0	114.5	117.9	112.2	106.1	112.2	94.6	112.2	
		Mining & Manufacturing Total		112.7	111.7	110.3	113.1	115.0	114.4	117.8	112.2	106.1	112.2	94.7	112.2	
	Others	Railways		100.5	101.7	104.2	98.7	94.4	99.7	98.3	99.9	100.9	101.2	102.1	101.2	
		Other than Railways		99.9	104.3	101.1	101.6	108.9	98.7	101.9	101.4	99.6	101.1	92.5	100.9	
		Others Total		100.1	103.4	102.1	100.3	104.8	99.2	100.3	101.2	100.0	101.1	92.7	101.0	
	Total			110.4	110.5	108.2	111.5	114.1	111.1	115.5	111.2	105.1	110.1	93.5	110.1	

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