

Electricity Demand in August 2010 (Confirmed Report)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in August, measured in terms of the total electricity sales of the 10 power companies, was up 9.2% on last year to 84.9 billion kWh.

- Outside the liberalized segment, lighting demand rose by 9.5% year on year due principally to increased cooling demand caused by unusually high temperatures this summer, in spite of a shorter meter-reading period than the last year.

Commercial demand in the liberalized segment increased by 6.2%.

Lighting Demand (up 9.5% on the year, 27.32 billion kWh in total)

Commercial Demand (up 6.2% on the year, 21.24 billion kWh in total)

(Reference)

Large Industrial Demand (up 11.6% on the year, 24.67 billion kWh in total)

Large industrial user demand was up year on year for nine consecutive months, increasing by 11.6%. This was due mainly to the year-on-year increase in all major sectors including machinery.

Demand Change by Use

By Month By Use		Year-on-year Change (%)													
		FY2009	Aug. 2009	Sep.	Oct.	Nov.	Dec.	Jan. 2010	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.
Other than Eligible Customers' Use	Lighting Total	-0.1	-10.2	-1.8	-1.1	-0.5	-0.9	3.9	1.4	1.7	8.4	6.5	2.4	6.1	9.5
	Power	-3.4	-14.9	-4.4	-5.6	-4.8	-4.1	3.0	1.0	-1.0	6.5	3.7	0.2	3.3	8.4
	Lighting & Power Total	-0.6	-11.0	-2.3	-1.8	-1.0	-1.3	3.7	1.3	1.3	8.2	6.1	2.1	5.7	9.3
Eligible Customers' Use	Commercial Power	-1.4	-5.4	-3.5	-3.6	-1.9	-0.9	0.6	0.6	-1.7	1.0	0.1	-0.7	2.5	6.2
	Industrial Power	-7.3	-14.0	-12.7	-11.1	-6.3	0.7	8.7	14.6	17.0	13.7	11.3	10.8	9.6	11.1
	Eligible Customers' Use Total	-5.1	-10.6	-9.2	-8.5	-4.8	0.1	5.4	8.8	9.5	8.7	7.1	6.5	6.8	9.1
Total Electricity Sales		-3.4	-10.8	-6.8	-6.2	-3.4	-0.4	4.6	5.5	6.1	8.5	6.7	5.0	6.4	9.2

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	1.1	10.7	11.3	6.4	19.4	9.5	9.0	9.2	9.9	9.7	-7.0	9.5
	Power	4.0	16.4	10.5	5.9	25.2	8.4	8.9	7.0	7.5	9.5	-3.1	8.4
	Lighting & Power Total	1.5	11.6	11.2	6.3	20.4	9.3	9.0	8.8	9.5	9.7	-4.9	9.3
Eligible Customers' Use	Commercial Power	5.1	10.7	6.2	6.1	12.9	4.4	8.8	9.2	2.7	6.2	-0.1	6.2
	Industrial Power	6.2	15.1	9.3	13.8	16.6	12.9	8.7	10.8	6.1	11.1	-1.7	11.1
	Sub-total	5.6	13.6	7.8	11.3	15.4	9.3	8.8	10.1	4.6	9.1	-0.9	9.1
Total Electricity Sales		3.9	12.9	9.1	9.5	17.0	9.3	8.8	9.6	6.6	9.3	-4.3	9.2
(Large Industry)		8.2	15.5	9.5	14.5	15.6	14.1	9.0	11.9	6.9	11.7	-0.6	11.6

(Reference) Large Industry Demand Change by Sector

By Sector \ By Month		Year-on-year Change (%)													
		FY2009	Aug. 2009	Sep.	Oct.	Nov.	Dec.	Jan. 2010	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.
Textiles		-14.7	-21.2	-21.2	-14.7	-14.6	-7.3	2.1	11.8	17.8	18.0	17.4	10.1	11.5	17.0
Paper & Pulp		-9.9	-17.2	-15.2	-14.0	-11.4	-7.4	2.7	15.1	20.5	9.0	4.2	7.2	7.8	5.1
Chemicals		-5.2	-13.7	-13.8	-7.8	-2.9	5.8	19.8	22.7	24.1	12.6	13.2	12.0	11.8	11.2
Ceramics		-9.9	-17.3	-16.0	-14.8	-10.8	-3.9	6.5	17.3	20.3	22.2	19.7	19.7	16.9	17.0
Steel		-16.1	-26.7	-23.2	-21.0	-12.2	2.0	27.3	42.3	50.3	48.4	44.0	38.9	25.3	18.2
Non-Ferrous Metal		-6.6	-20.4	-15.2	-12.1	-8.3	5.5	19.2	31.3	31.7	19.1	12.5	9.9	13.2	19.3
Machinery		-8.6	-16.5	-16.8	-13.9	-6.3	5.5	14.9	23.9	26.2	19.1	13.1	12.6	11.4	13.9
Large Industry Total		-7.4	-14.1	-13.7	-11.2	-6.2	1.9	10.8	17.7	19.9	15.2	12.4	12.0	10.8	11.6

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 (August 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	897,887	2,116,008	9,257,347	3,405,047	703,066	5,071,233	1,725,696	922,006	2,910,362	27,008,652	311,744	27,320,396
	<Residential Lighting>	609,904	1,487,424	6,817,956	2,292,265	389,013	3,619,924	1,113,605	640,503	1,947,400	18,917,994	279,796	19,197,790
	Power	143,408	421,018	1,369,489	713,110	153,761	813,814	293,753	205,307	679,872	4,793,532	369,923	5,163,455
	<Low Voltage>	128,355	354,238	1,211,565	616,414	135,346	755,190	257,870	167,909	620,413	4,247,300	63,643	4,310,943
	Lighting & Power Total	1,041,295	2,537,026	10,626,835	4,118,157	856,827	5,885,047	2,019,449	1,127,313	3,590,234	31,802,183	681,667	32,483,850
	Eligible Customers' Use	1,541,182	4,880,029	17,143,849	7,986,185	1,793,726	8,805,860	3,675,985	1,641,808	4,858,152	52,326,776	117,343	52,444,119
	<Commercial Power>	774,520	1,677,975	8,019,356	2,449,760	576,587	3,610,767	1,213,107	728,643	2,122,885	21,173,600	62,677	21,236,277
	<Industrial Power>	766,662	3,202,054	9,124,493	5,536,425	1,217,139	5,195,093	2,462,878	913,165	2,735,267	31,153,176	54,666	31,207,842
	Total Electricity Sales	2,582,477	7,417,055	27,770,684	12,104,342	2,650,553	14,690,907	5,695,434	2,769,121	8,448,386	84,128,959	799,010	84,927,969
Yea-on-year Basis (%)	Lighting	101.1	110.7	111.3	106.4	119.4	109.5	109.0	109.2	109.9	109.7	93.0	109.5
	Power	104.0	116.4	110.5	105.9	125.2	108.4	108.9	107.0	107.5	109.5	96.9	108.4
	<Low Voltage>	106.4	118.2	112.4	108.8	127.3	109.0	112.0	108.9	108.1	111.1	89.2	110.7
	Lighting & Power Total	101.5	111.6	111.2	106.3	120.4	109.3	109.0	108.8	109.5	109.7	95.1	109.3
	Eligible Customers' Use	105.6	113.6	107.8	111.3	115.4	109.3	108.8	110.1	104.6	109.1	99.1	109.1
	<Commercial Power>	105.1	110.7	106.2	106.1	112.9	104.4	108.8	109.2	102.7	106.2	99.9	106.2
	<Industrial Power>	106.2	115.1	109.3	113.8	116.6	112.9	108.7	110.8	106.1	111.1	98.3	111.1
	Total Electricity Sales	103.9	112.9	109.1	109.5	117.0	109.3	108.8	109.6	106.6	109.3	95.7	109.2

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)	2,532,318	4,750,488	20,030,325	6,467,550	1,060,909	9,131,160	3,264,166	1,802,905	5,541,340	54,581,161	661,508	55,242,669
	Power Total (kW)	1,692,243	5,119,753	15,297,178	8,319,270	1,720,130	8,044,476	3,273,929	2,422,735	6,605,745	52,495,459	1,401,163	53,896,622
	<Low Voltage (kW)>	1,443,242	4,170,034	13,142,105	6,276,470	1,422,227	6,980,112	2,604,837	1,730,713	5,258,880	43,028,620	433,587	43,462,207
	Lighting & Power Total (Number of Contracts)	3,790,490	7,656,595	28,761,392	10,456,555	2,082,843	13,546,401	5,214,478	2,853,383	8,503,946	82,866,083	837,125	83,703,208

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

Demand Volume and Change by Large Industry Sector (August 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		6,954	8,760	13,050	3,739	0	7,067	12,202	4,331	12,962	69,065	447	69,512	
		Manufacturing	Foodstuffs	107,624	162,172	586,120	264,080	22,745	254,459	102,959	49,425	223,739	1,773,323	10,110	1,783,433	
			Textiles	0	5,745	29,473	92,084	93,896	61,111	39,213	33,808	26,640	381,970	0	381,970	
			Paper & Pulp	78,327	81,809	219,496	126,050	35,401	80,717	40,990	116,633	33,712	813,135	522	813,657	
			Chemical	22,377	205,545	814,357	232,017	113,528	434,915	275,114	97,441	217,101	2,412,395	1,495	2,413,890	
			Oil/Coal	12	1,256	52,702	12,003	484	35,454	37,367	37,910	8,824	186,012	4,155	190,167	
			Rubber Products	0	25,676	61,319	62,479	1,587	31,826	25,869	5,141	45,401	259,298	0	259,298	
			Ceramics	9,850	53,419	200,520	207,083	30,447	276,598	66,585	1,478	76,776	922,756	5,725	928,481	
			Steel	69,903	244,475	546,339	473,537	60,844	638,624	499,070	66,403	178,222	2,777,417	8,154	2,785,571	
			Non-Ferrous Metals	12,834	341,557	355,755	121,008	66,804	153,877	134,300		171,363	1,357,498	463	1,357,961	
			Machinery	55,201	734,994	1,634,201	1,757,062	318,220	897,760	444,930	165,027	634,602	6,641,997	0	6,641,997	
			Others	36,305	204,182	917,921	463,351	136,555	448,888	114,535	57,249	160,308	2,539,294	2,504	2,541,798	
			Manufacturing Total	392,433	2,060,830	5,418,204	3,810,754	880,511	3,314,229	1,780,932	630,515	1,776,688	20,065,096	33,128	20,098,224	
		Mining & Manufacturing Total		399,387	2,069,590	5,431,253	3,814,493	880,511	3,321,296	1,793,134	634,846	1,789,650	20,134,160	33,575	20,167,735	
	Others	Railways		28,925	117,397	605,193	244,404	21,618	458,078	111,353	9,454	101,000	1,697,422	840	1,698,262	
		Other than Railways		57,228	206,443	1,316,442	304,815	60,837	406,036	136,500	46,870	221,975	2,757,146	45,427	2,802,573	
		Others Total		86,153	323,840	1,921,635	549,219	82,455	864,114	247,853	56,324	322,975	4,454,568	46,267	4,500,835	
	Total			485,540	2,393,430	7,352,888	4,363,712	962,966	4,185,410	2,040,987	691,170	2,112,625	24,588,728	79,842	24,668,570	

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

FEPC

Sales Volume and Change

By Company			Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total	
By Sector															
Year-on-year Basis (%)	Mining & Manufacturing	Mining		95.6	106.8	109.2	102.3	0.0	110.3	107.0	118.9	97.7	105.0	97.1	104.9
		Manufacturing	Foodstuffs	107.9	109.9	109.5	109.1	108.1	109.2	111.0	107.8	105.9	108.9	102.5	108.9
			Textiles	0.0	79.2	116.5	120.6	112.8	121.6	133.1	128.9	93.6	117.0	0.0	117.0
			Paper & Pulp	101.5	93.9	106.5	109.5	148.2	118.0	90.6	101.9	92.7	105.1	99.1	105.1
			Chemical	88.1	119.9	111.7	104.8	120.2	113.7	109.7	104.6	108.2	111.2	109.1	111.2
			Oil/Coal	171.4	89.1	110.0	280.2	58.0	115.3	129.7	122.9	105.5	121.4	104.7	121.0
			Rubber Products	0.0	113.4	106.7	117.9	106.4	116.1	119.2	113.2	122.2	115.0	0.0	115.0
			Ceramics	103.4	107.5	100.8	127.4	135.9	124.6	117.4	89.7	120.6	117.2	94.4	117.0
			Steel	137.6	128.4	109.8	132.6	136.7	122.8	108.9	122.2	101.1	118.2	96.4	118.2
			Non-Ferrous Metals	110.7	154.0	109.6	126.6	105.4	107.0	101.1		118.9	119.3	91.8	119.3
			Machinery	110.7	109.2	115.5	115.2	115.6	119.5	111.4	118.1	105.4	113.9	0.0	113.9
			Others	109.0	110.8	109.3	110.8	112.4	114.3	114.2	117.4	111.6	111.3	113.1	111.3
			Manufacturing Total	109.8	117.3	111.1	116.5	117.1	117.4	110.2	112.7	107.5	113.6	100.5	113.6
		Mining & Manufacturing Total		109.5	117.3	111.1	116.5	117.1	117.4	110.2	112.7	107.5	113.6	100.4	113.5
	Others	Railways		104.5	102.3	105.0	101.4	97.0	103.7	100.0	103.4	102.6	103.3	99.6	103.3
		Other than Railways		101.7	107.3	105.3	102.6	103.4	102.1	102.2	103.0	104.4	104.3	98.6	104.2
		Others Total		102.7	105.4	105.2	102.1	101.6	103.0	101.2	103.1	103.8	103.9	98.6	103.8
	Total			108.2	115.5	109.5	114.5	115.6	114.1	109.0	111.9	106.9	111.7	99.4	111.6

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

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