

Electricity Demand in October 2010 (Confirmed Report)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in October, measured in terms of the total electricity sales of the 10 power companies, was down 6.2% on last year to 68.1 billion kWh.

- Outside the liberalized segment, lighting demand declined by 1.1% year on year due principally to decreased cooling demand caused by lower temperatures from September to October, in spite of a longer meter-reading period than the last year.

Commercial demand in the liberalized segment decreased by 3.6%.

Lighting Demand (down 1.1% on the year, 20.27 billion kWh in total)

Commercial Demand (down 3.6% on the year, 16.31 billion kWh in total)

(Reference)

Large Industrial Demand (down 11.2% on the year, 22.73 billion kWh in total)

Large industrial user demand was down year on year for thirteen consecutive months, decreasing by 11.2%.

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

Demand Change by Use

By Month By Use		Year-on-year Change (%)													
		FY2009	Oct. 2009	Nov.	Dec.	Jan. 2010	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.
Other than Eligible Customers' Use	Lighting Total	-0.1	-1.1	-0.5	-0.9	3.9	1.4	1.7	8.4	6.5	2.4	6.1	9.5	26.9	4.8
	Power	-3.4	-5.6	-4.8	-4.1	3.0	1.0	-1.0	6.5	3.7	0.2	3.3	8.4	23.5	4.4
	Lighting & Power Total	-0.6	-1.8	-1.0	-1.3	3.7	1.3	1.3	8.2	6.1	2.1	5.7	9.3	26.4	4.8
Eligible Customers' Use	Commercial Power	-1.4	-3.6	-1.9	-0.9	0.6	0.6	-1.7	1.0	0.1	-0.7	2.5	6.2	10.4	3.4
	Industrial Power	-7.3	-11.1	-6.3	0.7	8.7	14.6	17.0	13.7	11.3	10.8	9.6	11.1	10.5	5.7
	Eligible Customers' Use Total	-5.1	-8.5	-4.8	0.1	5.4	8.8	9.5	8.7	7.1	6.5	6.8	9.1	10.5	4.9
Total Electricity Sales		-3.4	-6.2	-3.4	-0.4	4.6	5.5	6.1	8.5	6.7	5.0	6.4	9.2	16.2	4.8

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	-0.4	6.7	6.3	0.1	7.1	2.6	3.5	2.3	4.8	3.8	4.8
	Power	-1.0	-0.4	7.2	7.4	1.8	10.2	3.6	1.7	0.3	5.0	-0.3	4.4
	Lighting & Power Total	0.8	-0.4	6.7	6.5	0.4	7.5	2.7	3.2	2.0	4.8	1.5	4.8
Eligible Customers' Use	Commercial Power	4.0	2.9	2.2	5.1	2.4	3.9	6.8	2.6	4.1	3.4	4.6	3.4
	Industrial Power	2.4	5.0	3.8	7.6	7.5	7.7	6.2	2.6	6.0	5.7	3.5	5.7
	Sub-total	3.2	4.4	3.1	6.9	6.2	6.3	6.4	2.6	5.2	4.9	4.0	4.9
Total Electricity Sales		2.2	2.8	4.4	6.8	4.5	6.7	5.2	2.8	4.0	4.9	1.9	4.8
(Large Industry)		2.2	4.7	3.8	7.4	7.8	7.9	5.9	4.0	6.6	5.8	2.3	5.8

(Reference) Large Industry Demand Change by Sector

By Month By Sector		Year-on-year Change (%)													
		FY2009	Oct. 2009	Nov.	Dec.	Jan. 2010	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.
Textiles		-14.7	-14.7	-14.6	-7.3	2.1	11.8	17.8	18.0	17.4	10.1	11.5	17.0	15.5	5.8
Paper & Pulp		-9.9	-14.0	-11.4	-7.4	2.7	15.1	20.5	9.0	4.2	7.2	7.8	5.1	4.6	2.0
Chemicals		-5.2	-7.8	-2.9	5.8	19.8	22.7	24.1	12.6	13.2	12.0	11.8	11.2	9.3	4.4
Ceramics		-9.9	-14.8	-10.8	-3.9	6.5	17.3	20.3	22.2	19.7	19.7	16.9	17.0	12.4	10.7
Steel		-16.1	-21.0	-12.2	2.0	27.3	42.3	50.3	48.4	44.0	38.9	25.3	18.2	16.4	21.0
Non-Ferrous Metal		-6.6	-12.1	-8.3	5.5	19.2	31.3	31.7	19.1	12.5	9.9	13.2	19.3	11.5	7.6
Machinery		-8.6	-13.9	-6.3	5.5	14.9	23.9	26.2	19.1	13.1	12.6	11.4	13.9	12.5	4.8
Large Industry Total		-7.4	-11.2	-6.2	1.9	10.8	17.7	19.9	15.2	12.4	12.0	10.1	11.6	10.8	5.8

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 (October 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	879,831	1,789,354	7,235,756	2,674,078	525,415	3,709,351	1,322,994	716,085	2,119,213	20,972,077	270,775	21,242,852
	<Residential Lighting>	579,703	1,196,819	5,032,431	1,692,479	257,627	2,461,852	791,205	465,531	1,313,676	13,791,323	239,331	14,030,654
	Power	122,819	304,147	860,796	507,064	95,652	522,415	203,346	148,072	439,431	3,203,742	338,946	3,542,688
	<Low Voltage>	105,253	258,551	756,356	409,535	78,997	469,979	161,820	110,714	384,823	2,736,028	53,116	2,789,144
	Lighting & Power Total	1,002,650	2,093,501	8,096,552	3,181,142	621,067	4,231,766	1,526,340	864,157	2,558,644	24,175,819	609,721	24,785,540
	Eligible Customers' Use	1,458,920	4,319,101	14,846,786	7,356,850	1,572,494	7,782,223	3,369,149	1,395,589	4,438,661	46,539,773	107,541	46,647,314
	<Commercial Power>	708,903	1,289,650	6,301,604	1,968,454	400,314	2,882,733	968,624	498,335	1,797,657	16,816,274	53,436	16,869,710
	<Industrial Power>	750,017	3,029,451	8,545,182	5,388,396	1,172,180	4,899,490	2,400,525	897,254	2,641,004	29,723,499	54,105	29,777,604
Total Electricity Sales		2,461,570	6,412,602	22,943,338	10,537,992	2,193,561	12,013,989	4,895,489	2,259,746	6,997,305	70,715,592	717,262	71,432,854
Yea-on-year Basis (%)	Lighting	101.1	99.6	106.7	106.3	100.1	107.1	102.6	103.5	102.3	104.8	103.8	104.8
	Power	99.0	99.6	107.2	107.4	101.8	110.2	103.6	101.7	100.3	105.0	99.7	104.4
	<Low Voltage>	100.2	101.5	109.7	112.6	105.1	112.6	107.5	105.5	102.3	107.8	99.4	107.7
	Lighting & Power Total	100.8	99.6	106.7	106.5	100.4	107.5	102.7	103.2	102.0	104.8	101.5	104.8
	Eligible Customers' Use	103.2	104.4	103.1	106.9	106.2	106.3	106.4	102.6	105.2	104.9	104.0	104.9
	<Commercial Power>	104.0	102.9	102.2	105.1	102.4	103.9	106.8	102.6	104.1	103.4	104.6	103.4
	<Industrial Power>	102.4	105.0	103.8	107.6	107.5	107.7	106.2	102.6	106.0	105.7	103.5	105.7
	Total Electricity Sales	102.2	102.8	104.4	106.8	104.5	106.7	105.2	102.8	104.0	104.9	101.9	104.8

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)	2,535,042	4,744,280	20,015,045	6,460,344	1,057,442	9,122,514	3,257,894	1,798,529	5,530,813	54,521,903	662,294	55,184,197
	Power Total (kW)	1,868,495	4,876,213	14,854,646	8,205,818	1,692,460	7,920,364	3,272,543	2,358,466	6,500,619	51,549,624	1,390,780	52,940,404
	<Low Voltage (kW)>	1,441,239	4,162,364	13,097,382	6,252,147	1,419,098	6,955,327	2,596,964	1,726,565	5,248,899	42,899,985	434,361	43,334,346
	Lighting & Power Total (Number of Contracts)	3,825,501	7,627,558	28,708,917	10,452,510	2,086,465	13,542,920	5,217,550	2,841,476	8,502,635	82,805,532	838,695	83,644,227

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

Demand Volume and Change by Large Industry Sector (October 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		5,896	10,010	14,388	3,812	0	8,116	12,870	3,916	13,968	72,976	449	73,425	
		Manufacturing	Foodstuffs	102,132	141,443	493,438	223,240	18,056	213,150	89,309	42,910	202,302	1,525,980	9,589	1,535,569	
			Textiles	0	6,268	29,265	108,827	97,569	58,707	36,612	37,942	32,241	407,431	0	407,431	
			Paper & Pulp	69,343	111,135	238,261	133,022	40,192	68,111	47,446	124,583	38,797	870,890	492	871,382	
			Chemical	22,554	174,358	843,237	235,212	112,379	419,872	287,651	108,123	240,909	2,444,295	1,471	2,445,766	
			Oil/Coal	0	1,224	48,829	13,035	503	26,692	47,971	37,173	8,028	183,455	4,028	187,483	
			Rubber Products	0	28,542	61,185	65,439	1,542	30,927	25,323	4,938	52,548	270,444	0	270,444	
			Ceramics	16,216	75,598	211,505	226,706	34,171	280,822	61,998	1,608	89,808	998,432	5,476	1,003,908	
			Steel	66,100	250,974	709,239	537,076	74,293	745,138	518,303	83,717	201,417	3,186,257	13,296	3,199,553	
			Non-Ferrous Metals	16,820	347,135	359,882	131,848	69,610	168,031	132,338		160,410	1,386,074	509	1,386,583	
			Machinery	54,207	691,190	1,522,828	1,705,991	302,151	826,409	418,106	158,445	582,565	6,261,892	0	6,261,892	
			Others	34,341	203,864	885,167	459,898	130,927	424,166	107,101	57,859	155,391	2,458,714	2,089	2,460,803	
		Manufacturing Total	381,713	2,031,731	5,402,837	3,840,294	881,393	3,262,025	1,772,158	657,298	1,764,416	19,993,865	36,950	20,030,815		
		Mining & Manufacturing Total		387,609	2,041,741	5,417,224	3,844,106	881,393	3,270,141	1,785,028	661,214	1,778,384	20,066,840	37,399	20,104,239	
	Others	Railways		26,519	111,951	506,643	217,300	19,398	377,207	100,811	7,847	84,796	1,452,472	794	1,453,266	
		Other than Railways		52,011	188,054	1,128,943	273,026	53,614	376,524	119,565	41,683	204,827	2,438,247	39,968	2,478,215	
		Others Total		78,530	300,005	1,635,586	490,326	73,012	753,731	220,376	49,530	289,623	3,890,719	40,762	3,931,481	
	Total			466,139	2,341,746	7,052,810	4,334,432	954,405	4,023,872	2,005,404	710,744	2,068,007	23,957,559	78,161	24,035,720	

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Demand Volume and Change by Large Industry Sector (October 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		80.7	115.2	104.1	86.8	0.0	104.0	101.6	102.6	96.0	99.9	109.7	100.0
		Manufacturing	Foodstuffs	100.9	103.5	103.3	103.7	101.5	101.4	102.9	104.0	104.0	103.0	99.5	103.0
			Textiles	0.0	78.4	107.8	115.7	110.0	102.5	104.2	92.4	95.5	105.8	0.0	105.8
			Paper & Pulp	117.4	91.1	105.7	96.8	130.1	98.0	102.8	100.5	97.9	102.0	109.0	102.0
			Chemical	83.4	95.6	107.4	107.3	106.4	105.2	100.1	96.9	107.2	104.4	127.5	104.4
			Oil/Coal	0.0	80.9	109.5	192.1	84.3	144.3	147.1	110.9	97.4	125.4	99.2	124.7
			Rubber Products	0.0	109.4	96.0	106.9	94.0	108.0	106.1	101.5	132.8	108.3	0.0	108.3
			Ceramics	152.5	125.1	94.6	122.7	102.7	112.5	100.9	120.6	116.2	110.7	110.0	110.7
			Steel	100.7	119.0	116.1	125.1	133.1	124.5	119.7	105.1	134.2	121.0	119.1	121.0
			Non-Ferrous Metals	133.3	112.5	103.8	118.6	90.4	109.7	97.5		111.9	107.6	97.0	107.6
			Machinery	98.4	101.8	105.2	105.2	109.6	107.0	102.7	114.9	100.8	104.8	0.0	104.8
			Others	98.7	103.7	104.9	101.7	102.9	105.3	101.6	106.3	103.1	103.9	102.1	103.9
			Manufacturing Total	104.3	105.2	106.0	108.7	108.2	110.2	107.1	104.4	107.6	107.4	108.6	107.4
		Mining & Manufacturing Total		103.8	105.2	106.0	108.7	108.2	110.2	107.1	104.4	107.5	107.3	108.7	107.3
	Others	Railways		99.4	103.0	98.1	99.5	95.9	99.7	96.5	99.0	100.0	99.1	100.3	99.1
		Other than Railways		93.1	100.4	96.7	97.9	105.9	98.3	98.3	98.8	102.2	98.0	97.0	98.0
		Others Total		95.1	101.3	97.1	98.6	103.1	99.0	97.4	98.9	101.6	98.4	97.1	98.4
	Total			102.2	104.7	103.8	107.4	107.8	107.9	105.9	104.0	106.6	105.8	102.3	105.8

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

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