

## Electricity Demand in November 2010 (Confirmed Report)

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

- Electricity demand in November, measured in terms of the total electricity sales of the 10 power companies, was up 1.8% on last year to 68.5 billion kWh.

- Outside the liberalized segment, lighting demand did not significantly change from the last year, increasing by only 0.5%.

Commercial demand in the liberalized segment increased by 0.1%.

**Lighting Demand (up 0.5% on the year, 21.65 billion kWh in total)**

**Commercial Demand (up 0.1% on the year, 15.28 billion kWh in total)**

(Reference)

**Large Industrial Demand (up 4.8% on the year, 23.04 billion kWh in total)**

Large industrial user demand was up year on year for twelve consecutive months, increasing by 4.8%.

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	Nov. 2009	Dec.	Jan. 2010	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.
Other than Eligible Customers' Use	Lighting Total	-0.1	-0.5	-0.9	3.9	1.4	1.7	8.4	6.5	2.4	6.1	9.5	26.9	4.8	0.5
	Power	-3.4	-4.8	-4.1	3.0	1.0	-1.0	6.5	3.7	0.2	3.3	8.4	23.5	4.4	-1.7
	Lighting & Power Total	-0.6	-1.0	-1.3	3.7	1.3	1.3	8.2	6.1	2.1	5.7	9.3	26.4	4.8	0.2
Eligible Customers' Use	Commercial Power	-1.4	-1.9	-0.9	0.6	0.6	-1.7	1.0	0.1	-0.7	2.5	6.2	10.4	3.4	0.1
	Industrial Power	-7.3	-6.3	0.7	8.7	14.6	17.0	13.7	11.3	10.8	9.6	11.1	10.5	5.7	4.2
	Eligible Customers' Use Total	-5.1	-4.8	0.1	5.4	8.8	9.5	8.7	7.1	6.5	6.8	9.1	10.5	4.9	2.7
Total Electricity Sales		-3.4	-3.4	-0.4	4.6	5.5	6.1	8.5	6.7	5.0	6.4	9.2	16.2	4.8	1.8

### 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	-3.7	2.4	3.5	-3.3	5.7	-3.2	1.6	0.6	-0.4	0.5	0.6	0.5
	Power	-2.8	-2.1	0.6	-5.2	3.1	-3.1	-1.4	-3.7	-3.1	-2.1	1.8	-1.7
	Lighting & Power Total	-3.6	1.8	3.2	-3.6	5.4	-3.2	1.3	-0.1	-0.8	0.2	1.3	0.2
Eligible Customers' Use	Commercial Power	-0.3	1.2	-0.9	1.2	1.4	0.3	1.9	0.6	0.4	0.1	-3.8	0.1
	Industrial Power	-0.2	5.9	1.6	5.7	9.6	6.1	4.4	3.9	3.5	4.2	-11.4	4.2
	Sub-total	-0.2	4.4	0.6	4.5	7.4	4.0	3.7	2.7	2.3	2.8	-8.0	2.7
Total Electricity Sales		-1.8	3.5	1.5	2.0	6.7	1.4	2.9	1.6	1.1	1.8	-0.2	1.8
(Large Industry)		1.1	6.9	1.9	6.3	9.6	7.0	4.7	4.7	4.2	4.8	-7.9	4.8

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

By Sector \ By Month		Year-on-year Change (%)													
		FY2009	Nov. 2009	Dec.	Jan. 2010	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.
Textiles		-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	7.1
Paper & Pulp		-9.9	-11.4	-7.4	2.7	15.1	20.5	9.0	4.2	7.2	7.8	5.1	4.6	2.0	4.1
Chemicals		-5.2	-2.9	5.8	19.8	22.7	24.1	12.6	13.2	12.0	11.8	11.2	9.3	4.4	0.9
Ceramics		-9.9	-10.8	-3.9	6.5	17.3	20.3	22.2	19.7	19.7	16.9	17.0	12.4	10.7	8.6
Steel		-16.1	-12.2	2.0	27.3	42.3	50.3	48.4	44.0	38.9	25.3	18.2	16.4	21.0	13.4
Non-Ferrous Metal		-6.6	-8.3	5.5	19.2	31.3	31.7	19.1	12.5	9.9	13.2	19.3	11.5	7.6	9.2
Machinery		-8.6	-6.3	5.5	14.9	23.9	26.2	19.1	13.1	12.6	11.4	13.9	12.5	4.8	4.5
Large Industry Total		-7.4	-6.2	1.9	10.8	17.7	19.9	15.2	12.4	12.0	10.1	11.6	10.4	10.8	4.8

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 (November 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	996,840	1,966,472	7,392,910	2,584,746	644,444	3,551,360	1,419,404	701,295	2,163,244	21,420,715	228,593	21,649,308
	<Residential Lighting>	626,510	1,269,900	5,089,986	1,587,404	301,676	2,264,037	807,772	434,021	1,275,147	13,656,453	196,879	13,853,332
	Power	153,737	263,361	748,936	418,125	92,938	391,261	172,686	122,589	351,311	2,714,944	298,793	3,013,737
	<Low Voltage>	94,791	210,820	624,882	301,208	72,914	330,341	124,656	79,444	294,215	2,133,271	37,556	2,170,827
	Lighting & Power Total	1,150,577	2,229,833	8,141,846	3,002,871	737,382	3,942,621	1,592,090	823,884	2,514,555	24,135,659	527,386	24,663,045
	Eligible Customers' Use	1,401,603	4,237,416	14,062,070	6,952,895	1,545,654	7,192,643	3,109,205	1,306,755	3,954,276	43,762,517	89,471	43,851,988
	<Commercial Power>	681,724	1,274,946	5,819,961	1,746,014	395,198	2,531,075	839,553	463,906	1,483,331	15,235,708	41,899	15,277,607
	<Industrial Power>	719,879	2,962,470	8,242,109	5,206,881	1,150,456	4,661,568	2,269,652	842,849	2,470,945	28,526,809	47,572	28,574,381
	Total Electricity Sales	2,552,180	6,467,249	22,203,916	9,955,766	2,283,036	11,135,264	4,701,295	2,130,639	6,468,831	67,898,176	616,857	68,515,033
Yea-on-year Basis (%)	Lighting	96.3	102.4	103.5	96.7	105.7	96.8	101.6	100.6	99.6	100.5	100.6	100.5
	Power	97.2	97.9	100.6	94.8	103.1	96.9	98.6	96.3	96.9	97.9	101.8	98.3
	<Low Voltage>	94.2	98.7	101.5	97.5	105.5	98.4	100.5	98.0	97.6	99.2	98.0	99.2
	Lighting & Power Total	96.4	101.8	103.2	96.4	105.4	96.8	101.3	99.9	99.2	100.2	101.3	100.2
	Eligible Customers' Use	99.8	104.4	100.6	104.5	107.4	104.0	103.7	102.7	102.3	102.8	92.0	102.7
	<Commercial Power>	99.7	101.2	99.1	101.2	101.4	100.3	101.9	100.6	100.4	100.1	96.2	100.1
	<Industrial Power>	99.8	105.9	101.6	105.7	109.6	106.1	104.4	103.9	103.5	104.2	88.6	104.2
	Total Electricity Sales	98.2	103.5	101.5	102.0	106.7	101.4	102.9	101.6	101.1	101.8	99.8	101.8

## 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)	2,529,284	4,737,090	19,991,985	6,450,017	1,053,908	9,107,760	3,252,134	1,794,848	5,523,082	54,440,108	662,166	55,102,274
	Power Total (kW)	2,214,388	4,955,347	14,823,676	8,183,757	1,760,037	7,891,738	3,219,978	2,342,962	6,407,798	51,799,681	1,385,901	53,185,582
	<Low Voltage (kW)>	1,437,433	4,155,359	13,073,693	6,239,974	1,417,477	6,941,363	2,593,355	1,724,609	5,244,077	42,827,340	433,191	43,260,531
	Lighting & Power Total (Number of Contracts)	3,875,382	7,631,712	28,699,729	10,449,584	2,084,948	13,536,602	5,206,066	2,837,691	8,485,880	82,807,594	838,821	83,646,415

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

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

FEPC

Sales Volume and Change

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		5,762	9,840	14,563	4,103	0	8,436	13,203	4,293	14,447	74,647	434	75,081	
		Manufacturing	Foodstuffs	90,088	129,170	449,970	207,728	16,762	195,485	81,765	38,502	182,449	1,391,919	9,220	1,401,139	
			Textiles	0	6,351	29,419	87,809	87,441	60,074	34,800	27,662	32,583	366,139	0	366,139	
			Paper & Pulp	67,186	98,987	230,969	130,940	34,485	65,253	42,540	116,889	38,817	826,066	457	826,523	
			Chemical	22,462	182,268	807,774	240,021	109,212	373,586	278,888	100,004	220,141	2,334,356	1,239	2,335,595	
			Oil/Coal	0	1,352	45,894	11,340	471	41,377	35,983	33,883	7,978	178,278	3,489	181,767	
			Rubber Products	0	28,145	56,676	58,309	1,606	28,956	26,049	4,859	50,613	255,213	0	255,213	
			Ceramics	13,831	67,125	214,377	230,762	31,937	272,864	62,291	1,515	87,989	982,691	5,760	988,451	
			Steel	64,926	263,101	676,024	521,494	77,727	725,734	464,078	81,205	178,905	3,053,194	11,216	3,064,410	
			Non-Ferrous Metals	16,278	329,895	352,935	124,525	78,376	164,050	134,867		143,436	1,344,362	400	1,344,762	
			Machinery	54,278	669,453	1,472,805	1,658,873	290,210	781,497	405,790	152,059	549,510	6,034,475	0	6,034,475	
			Others	34,778	200,138	859,338	450,061	133,257	406,325	105,307	57,555	148,979	2,395,738	1,851	2,397,589	
		Manufacturing Total	363,827	1,975,985	5,196,183	3,721,862	861,484	3,115,201	1,672,358	614,133	1,641,400	19,162,433	33,632	19,196,065		
		Mining & Manufacturing Total		369,589	1,985,825	5,210,746	3,725,965	861,484	3,123,637	1,685,561	618,426	1,655,847	19,237,080	34,066	19,271,146	
	Others	Railways		28,247	111,861	521,819	212,189	19,673	360,615	99,143	8,026	83,485	1,445,058	776	1,445,834	
		Other than Railways		51,819	182,308	1,051,927	256,688	51,136	348,370	111,535	40,841	190,360	2,284,984	36,047	2,321,031	
		Others Total		80,066	294,169	1,573,746	468,877	70,809	708,985	210,678	48,867	273,845	3,730,042	36,823	3,766,865	
	Total		449,655	2,279,994	6,784,492	4,194,842	932,293	3,832,622	1,896,239	667,293	1,929,692	22,967,122	70,889	23,038,011		

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## Demand Volume and Change by Large Industry Sector (November 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																									
Year-on-year Basis (%)	Mining & Manufacturing	Mining		102.9	114.0	106.6	93.5	0.0	109.6	108.4	106.2	102.4	106.2	85.7	106.0										
		Manufacturing	Foodstuffs	102.9	102.4	101.1	104.6	101.9	102.4	104.7	103.9	103.7	102.6	102.2	102.6										
			Textiles	0.0	80.4	105.1	113.1	106.5	101.8	117.7	110.9	99.5	107.1	0.0	107.1										
			Paper & Pulp	94.9	108.6	108.3	100.3	131.4	100.1	100.7	97.3	114.4	104.1	90.5	104.1										
			Chemical	88.0	106.4	97.9	106.8	105.6	102.4	100.2	98.3	100.8	100.9	98.2	100.9										
			Oil/Coal	0.0	87.3	119.4	118.4	83.1	205.8	116.9	107.8	96.0	126.7	95.6	125.9										
			Rubber Products	0.0	109.9	94.6	103.2	98.8	108.7	110.4	105.6	125.5	106.9	0.0	106.9										
			Ceramics	179.3	116.5	98.7	123.0	97.4	107.8	93.0	122.7	111.3	108.8	92.7	108.6										
			Steel	102.9	127.1	106.6	114.3	132.4	118.5	112.5	105.3	105.1	113.4	106.3	113.4										
			Non-Ferrous Metals	116.3	108.2	104.2	112.5	115.6	109.4	104.5		124.2	109.2	87.0	109.2										
			Machinery	101.8	102.3	104.3	104.9	108.0	107.1	104.4	111.0	100.2	104.5	0.0	104.5										
			Others	99.5	105.6	103.8	103.9	109.6	105.8	102.3	116.7	104.7	104.8	90.7	104.8										
			Manufacturing Total	101.9	107.5	103.1	107.4	110.4	109.1	105.6	105.0	104.9	106.0	99.8	106.0										
		Mining & Manufacturing Total		101.9	107.6	103.1	107.4	110.4	109.1	105.7	105.0	104.9	106.0	99.6	106.0										
	Others	Railways		99.1	101.3	105.6	98.8	93.6	98.6	97.5	99.4	100.2	101.2	101.2	101.2										
		Other than Railways		96.8	103.1	94.9	98.1	103.5	98.7	97.5	100.7	100.8	97.4	85.9	97.2										
		Others Total		97.6	102.4	98.2	98.4	100.6	98.6	97.5	100.5	100.6	98.8	86.1	98.7										
	Total				101.1	106.9	101.9	106.3	109.6	107.0	104.7	104.7	104.2	104.8	92.1	104.8									

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