

## Electricity Demand in December 2010 (Confirmed Report)

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

- Electricity demand in December, measured in terms of the total electricity sales of the 10 power companies, was up 2.0% on last year to 71.9 billion kWh.

- Outside the liberalized segment, lighting demand rose by 2.0% due principally to a longer meter-reading period than the last year, in spite of decreased heating demand caused by relatively higher temperatures from early- to mid-December, compared with a year ago.

Commercial demand in the liberalized segment declined by 1.5%.

**Lighting Demand (up 2.0% on the year, 24.30 billion kWh in total)**

**Commercial Demand (down 1.5% on the year, 15.64 billion kWh in total)**

(Reference)

**Large Industrial Demand (up 5.2% on the year, 23.10 billion kWh in total)**

Large industrial user demand was up year on year for thirteen consecutive months, increasing by 5.2%.

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	Dec. 2009	Jan. 2010	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Other than Eligible Customers' Use	Lighting Total	-0.1	-0.9	3.9	1.4	1.7	8.4	6.5	2.4	6.1	9.5	26.9	4.8	0.5	2.0
	Power	-3.4	-4.1	3.0	1.0	-1.0	6.5	3.7	0.2	3.3	8.4	23.5	4.4	-1.7	-0.2
	Lighting & Power Total	-0.6	-1.3	3.7	1.3	1.3	8.2	6.1	2.1	5.7	9.3	26.4	4.8	0.2	1.7
Eligible Customers' Use	Commercial Power	-1.4	-0.9	0.6	0.6	-1.7	1.0	0.1	-0.7	2.5	6.2	10.4	3.4	0.1	-1.5
	Industrial Power	-7.3	0.7	8.7	14.6	17.0	13.7	11.3	10.8	9.6	11.1	10.5	5.7	4.2	4.2
	Eligible Customers' Use Total	-5.1	0.1	5.4	8.8	9.5	8.7	7.1	6.5	6.8	9.1	10.5	4.9	2.7	2.1
Total Electricity Sales		-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	2.0

### 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	3.6	2.6	-1.8	5.3	4.5	5.0	0.9	3.0	4.5	2.0	4.7	2.0
	Power	4.8	-1.2	-4.6	2.9	-0.3	3.3	-1.7	-0.3	2.5	-0.0	-2.9	-0.2
	Lighting & Power Total	3.8	2.2	-2.1	4.9	3.9	4.9	0.6	2.5	4.2	1.7	0.5	1.7
Eligible Customers' Use	Commercial Power	-1.3	-0.4	-3.0	-0.7	-0.7	-1.0	0.5	0.8	-1.4	-1.6	6.3	-1.5
	Industrial Power	3.1	5.0	2.5	4.3	8.2	5.6	5.1	4.5	4.6	4.3	-12.1	4.2
	Sub-total	0.8	3.3	0.1	3.0	5.6	3.1	3.8	3.1	2.3	2.1	-4.4	2.1
Total Electricity Sales		2.2	2.9	-0.7	3.6	5.0	3.8	2.6	2.8	3.1	2.0	-0.3	2.0
(Large Industry)		6.1	6.0	3.5	5.0	8.9	6.8	5.5	5.8	5.9	5.3	-8.4	5.2

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

By Sector \ By Month		Year-on-year Change (%)													
		FY2009	Dec. 2009	Jan. 2010	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Textiles		-14.7	-7.3	2.1	11.8	17.8	18.0	17.4	10.1	11.5	17.0	15.5	5.8	7.1	10.9
Paper & Pulp		-9.9	-7.4	2.7	15.1	20.5	9.0	4.2	7.2	7.8	5.1	4.6	2.0	4.1	4.0
Chemicals		-5.2	5.8	19.8	22.7	24.1	12.6	13.2	12.0	11.8	11.2	9.3	4.4	0.9	5.2
Ceramics		-9.9	-3.9	6.5	17.3	20.3	22.2	19.7	19.7	16.9	17.0	12.4	10.7	8.6	7.4
Steel		-16.1	2.0	27.3	42.3	50.3	48.4	44.0	38.9	25.3	18.2	16.4	21.0	13.4	20.3
Non-Ferrous Metal		-6.6	5.5	19.2	31.3	31.7	19.1	12.5	9.9	13.2	19.3	11.5	7.6	9.2	7.1
Machinery		-8.6	5.5	14.9	23.9	26.2	19.1	13.1	12.6	11.4	13.9	12.5	4.8	4.5	3.4
Large Industry Total		-7.4	1.9	10.8	17.7	19.9	15.2	12.4	12.0	10.1	11.6	10.4	5.8	10.8	5.2

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 (December 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	1,055,395	2,311,808	8,005,803	2,950,579	755,489	4,087,299	1,637,725	798,418	2,485,331	24,087,847	211,686	24,299,533
	<Residential Lighting>	641,065	1,449,747	5,534,505	1,820,308	340,582	2,611,350	922,456	489,865	1,459,186	15,269,064	178,653	15,447,717
	Power	211,877	302,779	812,395	473,163	106,650	433,118	195,286	135,333	391,330	3,061,931	242,269	3,304,200
	<Low Voltage>	91,554	232,334	673,668	335,150	82,095	360,806	141,164	85,491	325,303	2,327,565	27,264	2,354,829
	Lighting & Power Total	1,267,272	2,614,587	8,818,199	3,423,742	862,139	4,520,417	1,833,011	933,751	2,876,661	27,149,779	453,955	27,603,734
	Eligible Customers' Use	1,413,299	4,375,152	14,095,877	6,897,174	1,614,480	7,222,119	3,205,479	1,388,518	3,966,701	44,178,799	85,927	44,264,726
	<Commercial Power>	700,311	1,365,793	5,867,668	1,773,059	447,930	2,573,086	875,200	525,945	1,475,193	15,604,185	39,694	15,643,879
	<Industrial Power>	712,988	3,009,359	8,228,210	5,124,115	1,166,550	4,649,033	2,330,279	862,573	2,491,508	28,574,615	46,233	28,620,848
Total Electricity Sales		2,680,571	6,989,739	22,914,076	10,320,916	2,476,619	11,742,536	5,038,490	2,322,269	6,843,362	71,328,578	539,882	71,868,460
Yea-on-year Basis (%)	Lighting	103.6	102.6	98.2	105.3	104.5	105.0	100.9	103.0	104.5	102.0	104.7	102.0
	Power	104.8	98.8	95.4	102.9	99.7	103.3	98.3	99.7	102.5	100.0	97.1	99.8
	<Low Voltage>	102.2	100.2	95.6	104.2	102.0	104.0	99.2	100.9	102.8	100.4	97.3	100.4
	Lighting & Power Total	103.8	102.2	97.9	104.9	103.9	104.9	100.6	102.5	104.2	101.7	100.5	101.7
	Eligible Customers' Use	100.8	103.3	100.1	103.0	105.6	103.1	103.8	103.1	102.3	102.1	95.6	102.1
	<Commercial Power>	98.7	99.6	97.0	99.3	99.3	99.0	100.5	100.8	98.6	98.4	106.3	98.5
	<Industrial Power>	103.1	105.0	102.5	104.3	108.2	105.6	105.1	104.5	104.6	104.3	87.9	104.2
	Total Electricity Sales	102.2	102.9	99.3	103.6	105.0	103.8	102.6	102.8	103.1	102.0	99.7	102.0

## 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)	2,524,915	4,738,403	19,973,042	6,440,658	1,050,602	9,094,826	3,245,034	1,790,890	5,514,082	54,372,452	662,263	55,034,715
	Power Total (kW)	2,477,903	5,267,187	14,802,397	8,171,252	1,817,966	7,876,504	3,203,825	2,335,158	6,386,528	52,338,720	1,383,167	53,721,887
	<Low Voltage (kW)>	1,436,290	4,148,134	13,052,185	6,227,867	1,415,034	6,931,098	2,590,703	1,722,426	5,240,640	42,764,377	431,417	43,195,794
	Lighting & Power Total (Number of Contracts)	3,902,773	7,683,586	28,695,166	10,448,095	2,088,635	13,532,739	5,201,266	2,839,074	8,487,224	82,878,558	836,026	83,714,584

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

## Demand Volume and Change by Large Industry Sector (December 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		6,527	9,999	15,245	4,372	0	8,581	13,817	4,407	15,142	78,090	441	78,531	
		Manufacturing	Foodstuffs	89,777	131,623	442,959	208,881	16,218	194,493	80,808	38,217	181,262	1,384,238	8,130	1,392,368	
			Textiles	0	6,188	27,550	86,861	87,367	56,773	33,852	29,556	36,198	364,345	0	364,345	
			Paper & Pulp	61,712	85,834	219,014	131,233	34,180	63,558	36,280	126,823	36,764	795,398	481	795,879	
			Chemical	22,625	197,396	833,575	220,324	114,229	392,632	282,042	97,752	220,217	2,380,792	1,101	2,381,893	
			Oil/Coal	0	1,510	41,131	5,889	427	40,218	37,635	34,563	7,882	169,255	3,777	173,032	
			Rubber Products	0	26,746	56,451	54,265	1,620	26,181	25,184	4,533	48,159	243,139	0	243,139	
			Ceramics	10,283	64,272	218,828	226,017	32,474	272,376	61,410	1,679	89,209	976,548	5,564	982,112	
			Steel	67,181	268,668	679,901	504,459	73,471	679,835	524,476	83,916	207,991	3,089,898	10,451	3,100,349	
			Non-Ferrous Metals	14,100	340,246	343,785	118,525	74,648	157,838	137,970		153,664	1,340,776	470	1,341,246	
			Machinery	54,842	662,929	1,457,912	1,628,906	294,569	779,458	398,051	150,672	549,251	5,976,590	0	5,976,590	
			Others	35,842	201,386	832,670	440,551	130,032	396,292	104,376	56,946	148,091	2,346,186	1,950	2,348,136	
			Manufacturing Total	356,362	1,986,798	5,153,777	3,625,911	859,235	3,059,654	1,722,084	624,657	1,678,688	19,067,166	31,924	19,099,090	
		Mining & Manufacturing Total		362,889	1,996,797	5,169,022	3,630,283	859,235	3,068,235	1,735,901	629,064	1,693,830	19,145,256	32,365	19,177,621	
	Others	Railways		31,798	126,923	526,473	229,327	22,490	390,842	106,315	8,822	92,971	1,535,961	682	1,536,643	
		Other than Railways		54,353	191,165	1,069,196	260,873	55,623	360,831	117,386	42,978	198,679	2,351,084	34,489	2,385,573	
		Others Total		86,151	318,088	1,595,669	490,200	78,113	751,673	223,701	51,800	291,650	3,887,045	35,171	3,922,216	
	Total		449,040	2,314,885	6,764,691	4,120,483	937,348	3,819,908	1,959,602	680,864	1,985,480	23,032,301	67,536	23,099,837		

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

2. 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.

## Demand Volume and Change by Large Industry Sector (December 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		105.9	99.2	103.3	96.5	0.0	103.6	102.6	96.7	97.8	101.0	98.8	101.0	
		Manufacturing	Foodstuffs	101.9	102.1	101.5	104.5	97.6	103.8	103.9	101.0	102.7	102.6	102.1	102.6	
			Textiles	0.0	77.5	99.1	111.4	106.1	110.7	122.0	115.8	129.7	110.9	0.0	110.9	
			Paper & Pulp	118.6	113.1	105.1	102.0	130.9	102.0	82.1	96.3	102.5	104.0	102.5	104.0	
			Chemical	87.8	107.8	102.6	98.8	108.9	108.5	107.3	109.4	110.6	105.2	101.0	105.2	
			Oil/Coal	0.0	94.7	109.7	89.0	76.7	167.9	131.3	106.9	87.3	120.7	97.8	120.1	
			Rubber Products	0.0	104.4	98.7	101.5	105.5	105.8	107.7	100.4	126.6	106.4	0.0	106.4	
			Ceramics	131.3	104.2	102.6	120.0	105.7	107.0	90.1	101.1	108.6	107.5	94.6	107.4	
			Steel	131.4	126.0	132.8	115.7	135.8	118.1	114.8	106.3	111.2	120.4	96.6	120.3	
			Non-Ferrous Metals	87.2	107.7	103.8	112.5	119.6	107.4	100.7		112.1	107.1	97.6	107.1	
			Machinery	102.9	101.2	102.3	104.0	106.0	105.1	103.0	112.3	101.2	103.4	0.0	103.4	
			Others	101.4	106.0	102.9	102.2	104.4	104.6	103.9	112.0	107.5	103.9	109.0	103.9	
			Manufacturing Total	108.1	106.9	105.8	106.1	109.9	108.9	106.7	106.4	106.7	106.9	98.7	106.9	
		Mining & Manufacturing Total		108.0	106.8	105.8	106.1	109.9	108.9	106.7	106.4	106.6	106.9	98.7	106.8	
	Others	Railways		98.9	99.6	99.7	98.3	94.0	98.3	97.2	97.7	102.5	99.0	99.0	99.0	
		Other than Railways		98.2	101.9	95.4	97.3	101.3	99.9	96.7	100.0	101.9	97.7	85.7	97.5	
		Others Total		98.5	101.0	96.8	97.7	99.1	99.0	96.9	99.6	102.1	98.2	85.9	98.0	
Total			106.1	106.0	103.5	105.0	108.9	106.8	105.5	105.8	105.9	105.3	91.6	105.2		

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

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