

## Electricity Demand in January 2011 (Confirmed Report)

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

- Electricity demand in January, measured in terms of the total electricity sales of the 10 power companies, was up 3.0% on last year to 83.8 billion kWh.

- Outside the liberalized segment, lighting demand rose by 3.5% due principally to increased heating demand caused by relatively lower temperatures in January, compared with a year ago.

Commercial demand in the liberalized segment declined by 0.1%.

**Lighting Demand (up 3.5% on the year, 34.08 billion kWh in total)**

**Commercial Demand (down 0.1% on the year, 16.94 billion kWh in total)**

(Reference)

**Large Industrial Demand (up 5.8% on the year, 22.82 billion kWh in total)**

Large industrial user demand was up year on year for fourteen consecutive months, increasing by 5.8%.

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	Jan. 2010	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2011	
Other than Eligible Customers' Use	Lighting Total	-0.1	3.9	1.4	1.7	8.4	6.5	2.4	6.1	9.5	26.9	4.8	0.5	2.0	3.5	
	Power	-3.4	3.0	1.0	-1.0	6.5	3.7	0.2	3.3	8.4	23.5	4.4	-1.7	-0.2	0.4	
	Lighting & Power Total	-0.6	3.7	1.3	1.3	8.2	6.1	2.1	5.7	9.3	26.4	4.8	0.2	1.7	3.1	
Eligible Customers' Use	Commercial Power	-1.4	0.6	0.6	-1.7	1.0	0.1	-0.7	2.5	6.2	10.4	3.4	0.1	-1.5	-0.1	
	Industrial Power	-7.3	8.7	14.6	17.0	13.7	11.3	10.8	9.6	11.1	10.5	5.7	4.2	4.2	4.7	
	Eligible Customers' Use Total	-5.1	5.4	8.8	9.5	8.7	7.1	6.5	6.8	9.1	10.5	4.9	2.7	2.1	2.8	
Total Electricity Sales		-3.4	4.6	5.5	6.1	8.5	6.7	5.0	6.4	9.2	16.2	4.8	1.8	2.0	3.0	

### 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	2.1	1.6	2.7	2.9	3.9	3.8	3.9	6.7	6.8	3.5	7.0	3.5
	Power	6.0	-0.7	-1.0	-1.1	0.2	0.7	-0.7	1.2	2.5	0.5	0.0	0.4
	Lighting & Power Total	2.9	1.3	2.4	2.4	3.3	3.5	3.4	5.9	6.2	3.1	3.7	3.1
Eligible Customers' Use	Commercial Power	-1.4	0.7	-1.7	-0.5	5.9	0.1	2.0	4.8	1.4	-0.1	9.8	-0.1
	Industrial Power	1.1	5.7	2.8	4.7	8.0	6.6	5.8	6.6	4.0	4.7	-6.2	4.7
	Sub-total	-0.2	4.0	0.8	3.2	7.3	4.0	4.6	5.8	2.9	2.8	0.6	2.8
Total Electricity Sales		1.5	2.8	1.5	2.9	5.7	3.8	4.1	5.9	4.5	3.0	3.2	3.0
(Large Industry)		4.0	7.1	4.0	5.4	7.7	8.0	6.4	8.0	5.3	5.8	-4.8	5.8

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

By Sector \ By Month		Year-on-year Change (%)														
		FY2009	Jan. 2010	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2011	
Textiles		-14.7	2.1	11.8	17.8	18.0	17.4	10.1	11.5	17.0	15.5	5.8	7.1	10.9	9.5	
Paper & Pulp		-9.9	2.7	15.1	20.5	9.0	4.2	7.2	7.8	5.1	4.6	2.0	4.1	4.0	6.5	
Chemicals		-5.2	19.8	22.7	24.1	12.6	13.2	12.0	11.8	11.2	9.3	4.4	0.9	5.2	6.4	
Ceramics		-9.9	6.5	17.3	20.3	22.2	19.7	19.7	16.9	17.0	12.4	10.7	8.6	7.4	9.8	
Steel		-16.1	27.3	42.3	50.3	48.4	44.0	38.9	25.3	18.2	16.4	21.0	13.4	20.3	20.1	
Non-Ferrous Metal		-6.6	19.2	31.3	31.7	19.1	12.5	9.9	13.2	19.3	11.5	7.6	9.2	7.1	6.5	
Machinery		-8.6	14.9	23.9	26.2	19.1	13.1	12.6	11.4	13.9	12.5	4.8	4.5	3.4	3.6	
Large Industry Total		-7.4	10.8	17.7	19.9	15.2	12.4	12.0	10.1	11.6	10.4	5.8	4.8	5.2	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 (January 2011)

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	1,388,275	2,942,871	11,145,184	4,292,148	1,007,673	6,001,524	2,245,596	1,167,006	3,610,093	33,800,370	280,978	34,081,348
	<Residential Lighting>	840,356	1,836,715	7,882,938	2,713,030	451,414	3,924,844	1,270,983	723,421	2,158,094	21,801,795	236,959	22,038,754
	Power	416,827	469,050	1,105,640	673,481	158,403	616,120	258,120	189,541	546,939	4,434,121	238,626	4,672,747
	<Low Voltage>	113,067	303,128	921,262	484,528	108,898	516,941	188,414	121,260	460,343	3,217,841	26,179	3,244,020
	Lighting & Power Total	1,805,102	3,411,921	12,250,824	4,965,629	1,166,076	6,617,644	2,503,716	1,356,547	4,157,032	38,234,491	519,604	38,754,095
	Eligible Customers' Use	1,505,083	4,530,838	14,132,051	6,925,704	1,672,464	7,397,471	3,304,852	1,414,803	4,131,526	45,014,792	80,848	45,095,640
	<Commercial Power>	769,755	1,517,423	6,197,143	1,936,845	500,145	2,769,553	978,493	574,083	1,657,524	16,900,964	37,292	16,938,256
	<Industrial Power>	735,328	3,013,415	7,934,908	4,988,859	1,172,319	4,627,918	2,326,359	840,720	2,474,002	28,113,828	43,556	28,157,384
Total Electricity Sales		3,310,185	7,942,759	26,382,875	11,891,333	2,838,540	14,015,115	5,808,568	2,771,350	8,288,558	83,249,283	600,452	83,849,735
Yea-on-year Basis (%)	Lighting	102.1	101.6	102.7	102.9	103.9	103.8	103.9	106.7	106.8	103.5	107.0	103.5
	Power	106.0	99.3	99.0	98.9	100.2	100.7	99.3	101.2	102.5	100.5	100.0	100.4
	<Low Voltage>	99.5	99.0	99.7	100.7	100.7	101.6	100.3	102.8	103.7	100.8	99.5	100.8
	Lighting & Power Total	102.9	101.3	102.4	102.4	103.3	103.5	103.4	105.9	106.2	103.1	103.7	103.1
	Eligible Customers' Use	99.8	104.0	100.8	103.2	107.3	104.0	104.6	105.8	102.9	102.8	100.6	102.8
	<Commercial Power>	98.6	100.7	98.3	99.5	105.9	100.1	102.0	104.8	101.4	99.9	109.8	99.9
	<Industrial Power>	101.1	105.7	102.8	104.7	108.0	106.6	105.8	106.6	104.0	104.7	93.8	104.7
	Total Electricity Sales	101.5	102.8	101.5	102.9	105.7	103.8	104.1	105.9	104.5	103.0	103.2	103.0

## 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)	2,519,280	4,749,337	19,971,329	6,439,306	1,049,378	9,093,016	3,240,941	1,788,158	5,508,702	54,359,447	661,988	55,021,435
	Power Total (kW)	2,794,361	5,323,314	14,775,051	8,165,104	1,839,359	7,857,846	3,195,668	2,329,894	6,363,387	52,643,984	1,378,291	54,022,275
	<Low Voltage (kW)>	1,433,313	4,142,165	13,030,588	6,216,967	1,413,385	6,917,502	2,585,884	1,719,890	5,236,668	42,696,362	430,209	43,126,571
	Lighting & Power Total (Number of Contracts)	3,952,087	7,707,125	28,705,617	10,455,296	2,091,812	13,541,459	5,200,577	2,839,269	8,484,807	82,978,049	838,973	83,817,022

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

# Demand Volume and Change by Large Industry Sector (January 2011)

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		7,262	9,866	13,555	3,865	0	7,686	13,003	4,391	13,887	73,515	474	73,989	
		Manufacturing	Foodstuffs	82,891	121,605	408,570	194,056	15,307	180,178	75,641	34,510	161,898	1,274,656	8,160	1,282,816	
			Textiles	0	5,505	27,811	88,226	85,750	52,119	33,347	27,863	35,641	356,262	0	356,262	
			Paper & Pulp	60,920	88,868	202,190	122,816	34,749	60,422	40,727	119,661	35,681	766,034	457	766,491	
			Chemical	22,272	215,053	819,784	220,186	115,309	395,462	274,160	93,830	212,850	2,368,906	1,243	2,370,149	
			Oil/Coal	0	1,619	40,043	6,441	311	37,002	40,500	34,467	7,937	168,320	3,768	172,088	
			Rubber Products	0	25,780	51,723	53,351	1,631	26,737	25,344	4,584	46,591	235,741	0	235,741	
			Ceramics	5,324	60,723	208,140	227,256	30,875	277,199	65,963	1,675	90,486	967,641	4,080	971,721	
			Steel	64,159	250,206	649,142	478,861	69,488	705,357	537,799	84,184	223,412	3,062,608	10,688	3,073,296	
			Non-Ferrous Metals	17,641	360,197	341,364	127,721	78,861	165,699	135,011		152,906	1,379,400	406	1,379,806	
			Machinery	54,242	656,276	1,422,280	1,600,479	294,002	788,354	399,379	151,089	545,167	5,911,268	0	5,911,268	
			Others	32,964	195,754	767,969	425,572	130,485	387,743	98,906	55,705	144,513	2,239,611	1,739	2,241,350	
			Manufacturing Total	340,413	1,981,586	4,939,015	3,544,965	856,768	3,076,272	1,726,777	607,568	1,657,082	18,730,446	30,541	18,760,987	
		Mining & Manufacturing Total		347,675	1,991,452	4,952,569	3,548,830	856,768	3,083,958	1,739,780	611,959	1,670,969	18,803,960	31,015	18,834,975	
	Others	Railways		36,807	141,733	551,585	238,101	24,830	411,352	109,091	9,247	97,354	1,620,100	688	1,620,788	
		Other than Railways		53,985	190,491	1,047,166	263,504	55,410	356,780	115,480	41,741	201,542	2,326,099	33,264	2,359,363	
		Others Total		90,792	332,224	1,598,751	501,605	80,240	768,132	224,571	50,988	298,896	3,946,199	33,952	3,980,151	
	Total				438,467	2,323,676	6,551,320	4,050,435	937,008	3,852,090	1,964,351	662,947	1,969,865	22,750,159	64,967	22,815,126

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.

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## Demand Volume and Change by Large Industry Sector (January 2011)

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		121.5	109.7	102.3	93.8	0.0	104.0	102.6	106.2	99.4	104.3	89.2	104.2	
		Manufacturing	Foodstuffs	101.6	102.9	101.6	105.5	98.4	103.6	102.1	102.8	102.7	102.8	102.6	102.8	
			Textiles	0.0	75.2	101.9	105.7	106.3	110.6	123.0	138.1	110.2	109.5	0.0	109.5	
			Paper & Pulp	117.5	120.1	105.3	101.9	147.3	101.2	96.4	103.4	90.6	106.5	83.7	106.5	
			Chemical	84.0	107.7	108.9	99.8	108.5	108.4	106.6	101.9	102.6	106.4	100.2	106.4	
			Oil/Coal	0.0	104.5	114.9	59.1	69.3	149.8	100.7	102.3	78.1	107.5	102.2	107.4	
			Rubber Products	0.0	105.8	98.1	102.2	108.0	106.8	106.8	102.7	115.0	105.0	0.0	105.0	
			Ceramics	74.4	118.4	101.3	132.4	118.9	106.8	86.7	109.8	109.6	109.8	124.6	109.8	
			Steel	111.5	121.4	120.4	117.6	132.0	119.9	121.3	115.9	122.1	120.1	117.0	120.1	
			Non-Ferrous Metals	105.8	110.1	103.6	113.2	96.7	110.8	99.2		108.2	106.5	91.6	106.5	
			Machinery	102.4	101.2	103.2	102.8	105.4	107.2	103.8	112.2	101.4	103.6	0.0	103.6	
			Others	103.0	108.0	102.2	102.0	105.6	104.7	101.4	112.8	108.8	103.9	97.1	103.9	
			Manufacturing Total	104.3	107.7	105.9	106.2	108.3	109.9	107.8	108.9	105.9	107.1	108.8	107.1	
		Mining & Manufacturing Total		104.6	107.7	105.9	106.2	108.3	109.9	107.7	108.9	105.9	107.1	108.4	107.1	
	Others	Railways		103.7	106.9	102.1	100.1	99.9	101.0	99.3	100.2	104.3	101.9	101.3	101.9	
		Other than Railways		100.5	101.3	96.8	99.8	101.4	100.5	94.9	98.6	101.2	98.6	85.4	98.3	
		Others Total		101.8	103.6	98.6	100.0	100.9	100.8	96.9	98.9	102.2	99.9	85.7	99.7	
Total			104.0	107.1	104.0	105.4	107.7	108.0	106.4	108.0	105.3	105.8	95.2	105.8		

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

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