

Electricity Demand in March 2011 (Confirmed Report)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in March 2011, measured in terms of the total electricity sales of the ten power companies, was down year on year for the first time in fifteen months, decreasing by 1.4% to 72.2 billion kWh, due mainly to the impact of the Great East Japan Earthquake.

- Outside the liberalized segment, lighting demand rose by 4.0% year on year due principally to increased heating demand caused by relatively lower temperatures from February to March, compared with a year ago.

Commercial demand in the liberalized segment decreased by 3.9%, due mainly to the effect of the Great East Japan Earthquake.

Lighting Demand (up 4.0% on the year, 26.50 billion kWh in total)

Commercial Demand (down 3.9% on the year, 15.30 billion kWh in total)

(Reference)

Large Industrial Demand (down 6.3% on the year, 21.40 billion kWh in total)

Large industrial user demand was down year on year for the first time in sixteen months, decreasing by 6.3%. This was due mainly to the year-on-year decrease in chemicals, non-ferrous metal and machinery, due mainly to the effect of the Great East Japan Earthquake.

Demand Change by Use

By Use		Year-on-year Change (%)													
		FY2009	Mar. 2010	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2011	Feb.	Mar.
Other than Eligible Customers' Use	Lighting Total	-0.1	1.7	8.4	6.5	2.4	6.1	9.5	26.9	4.8	0.5	2.0	3.5	7.0	4.0
	Power	-3.4	-1.0	6.5	3.7	0.2	3.3	8.4	23.5	4.4	-1.7	-0.2	0.4	4.7	2.2
	Lighting & Power Total	-0.6	1.3	8.2	6.1	2.1	5.7	9.3	26.4	4.8	0.2	1.7	3.1	6.7	3.7
Eligible Customers' Use	Commercial Power	-1.4	-1.7	1.0	0.1	-0.7	2.5	6.2	10.4	3.4	0.1	-1.5	-0.1	1.5	-3.9
	Industrial Power	-7.3	17.0	13.7	11.3	10.8	9.6	11.1	10.5	5.7	4.2	4.2	4.7	4.0	-5.4
	Eligible Customers' Use Total	-5.1	9.5	8.7	7.1	6.5	6.8	9.1	10.5	4.9	2.7	2.1	2.8	3.0	-4.9
Total Electricity Sales		-3.4	6.1	8.5	6.7	5.0	6.4	9.2	16.2	4.8	1.8	2.0	3.0	4.6	-1.4

Demand Change by Company and Use (% change on year)

By Company		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
Other than Eligible Customers' Use	Lighting	0.3	-1.8	3.5	5.6	7.2	6.0	6.1	5.2	5.2	4.0	1.1	4.0
	Power	2.8	-1.7	1.1	0.0	3.4	4.4	2.6	1.7	6.0	2.5	-3.0	2.2
	Lighting & Power Total	0.8	-1.7	3.2	5.2	6.7	5.8	5.7	4.7	5.3	3.8	-1.0	3.7
Eligible Customers' Use	Commercial Power	-2.4	-14.5	-8.1	0.0	1.3	0.9	2.4	1.0	2.5	-3.9	-4.8	-3.9
	Industrial Power	-1.1	-25.9	-15.3	-1.2	5.5	5.1	2.5	7.4	5.4	-5.4	-7.8	-5.4
	Sub-total	-1.7	-22.2	-12.2	-0.9	4.3	3.6	2.5	5.0	4.3	-4.9	-6.5	-4.9
Total Electricity Sales		-0.5	-14.0	-5.9	1.2	5.2	4.4	3.7	4.9	4.7	-1.4	-1.9	-1.4
(Large Industry)		1.0	-30.1	-17.6	-2.1	5.7	5.7	2.6	9.5	6.5	-6.3	-5.8	-6.3

(Reference) Large Industry Demand Change by Sector

By Sector		Year-on-year Change (%)													
		FY2009	Mar. 2010	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2011	Feb.	Mar.
Textiles		-14.7	17.8	18.0	17.4	10.1	11.5	17.0	15.5	5.8	7.1	10.9	9.5	9.1	10.3
Paper & Pulp		-9.9	20.5	9.0	4.2	7.2	7.8	5.1	4.6	2.0	4.1	4.0	6.5	6.6	0.9
Chemicals		-5.2	24.1	12.6	13.2	12.0	11.8	11.2	9.3	4.4	0.9	5.2	6.4	6.5	-6.7
Ceramics		-9.9	20.3	22.2	19.7	19.7	16.9	17.0	12.4	10.7	8.6	7.4	9.8	7.1	1.3
Steel		-16.1	50.3	48.4	44.0	38.9	25.3	18.2	16.4	21.0	13.4	20.3	20.1	13.8	3.5
Non-Ferrous Metal		-6.6	31.7	19.1	12.5	9.9	13.2	19.3	11.5	7.6	9.2	7.1	6.5	6.8	-11.5
Machinery		-8.6	26.2	19.1	13.1	12.6	11.4	13.9	12.5	4.8	4.5	3.4	3.6	3.1	-11.5
Large Industry Total		-7.4	19.9	15.2	12.4	12.0	10.1	11.6	10.4	5.8	4.8	5.2	5.8	4.6	-6.3

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 (March 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	1,143,172	2,496,444	8,996,011	3,178,413	842,745	4,402,504	1,764,039	864,687	2,606,128	26,294,143	210,267	26,504,410
	<Residential Lighting>	688,475	1,546,268	6,317,979	1,969,937	366,383	2,821,952	981,262	523,962	1,518,100	16,734,318	177,744	16,912,062
	Power	316,982	368,812	940,697	534,543	124,391	483,534	216,756	148,764	431,301	3,565,780	211,214	3,776,994
	<Low Voltage>	99,507	256,913	787,061	379,109	91,660	405,679	157,917	94,193	348,829	2,620,868	22,120	2,642,988
	Lighting & Power Total	1,460,154	2,865,256	9,936,708	3,712,956	967,136	4,886,038	1,980,795	1,013,451	3,037,429	29,859,923	421,481	30,281,404
	Eligible Customers' Use	1,457,331	3,361,238	12,384,274	6,930,993	1,666,208	7,431,005	3,209,975	1,421,611	4,018,466	41,881,101	81,312	41,962,413
	<Commercial Power>	716,928	1,205,671	5,519,109	1,804,314	449,999	2,616,994	900,395	515,804	1,529,505	15,258,719	36,551	15,295,270
	<Industrial Power>	740,403	2,155,567	6,865,166	5,126,679	1,216,209	4,814,011	2,309,580	905,807	2,488,961	26,622,383	44,761	26,667,144
	Total Electricity Sales	2,917,485	6,226,494	22,320,983	10,643,949	2,633,344	12,317,043	5,190,770	2,435,062	7,055,895	71,741,025	502,793	72,243,818
Yea-on-year Basis (%)	Lighting	100.3	98.2	103.5	105.6	107.2	106.0	106.1	105.2	105.2	104.0	101.1	104.0
	Power	102.8	98.3	101.1	103.3	103.4	104.4	102.6	101.7	106.0	102.5	97.0	102.2
	<Low Voltage>	98.4	96.0	101.9	104.9	104.4	105.7	104.7	103.6	105.1	102.8	89.2	102.7
	Lighting & Power Total	100.8	98.3	103.2	105.2	106.7	105.8	105.7	104.7	105.3	103.8	99.0	103.7
	Eligible Customers' Use	98.3	77.8	87.8	99.1	104.3	103.6	102.5	105.0	104.3	95.1	93.5	95.1
	<Commercial Power>	97.6	85.5	91.9	100.0	101.3	100.9	102.4	101.0	102.5	96.1	95.2	96.1
	<Industrial Power>	98.9	74.1	84.7	98.8	105.5	105.1	102.5	107.4	105.4	94.6	92.2	94.6
	Total Electricity Sales	99.5	86.0	94.1	101.2	105.2	104.4	103.7	104.9	104.7	98.6	98.1	98.6

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)	2,535,441	4,564,552	19,959,619	6,439,390	1,047,298	9,030,434	3,234,095	1,783,285	5,490,176	54,084,290	664,455	54,748,745
	Power Total (kW)	2,804,657	5,017,578	14,733,351	8,134,700	1,787,332	7,806,114	3,184,152	2,321,484	6,363,610	52,152,978	1,376,670	53,529,648
	<Low Voltage (kW)>	1,430,427	3,951,004	12,990,424	6,196,664	1,409,507	6,886,971	2,576,443	1,712,555	5,230,156	42,384,151	428,390	42,812,541
	Lighting & Power Total (Number of Contracts)	3,971,640	7,405,039	28,713,264	10,462,554	2,088,397	13,479,010	5,199,163	2,840,662	8,477,235	82,636,964	841,999	83,478,963

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

Demand Volume and Change by Large Industry Sector (March 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		7,766	7,639	13,208	4,576	0	9,316	14,996	4,644	15,243	77,388	432	77,820	
		Manufacturing	Foodstuffs	89,680	96,533	382,238	213,697	16,587	198,849	81,722	38,735	178,439	1,296,480	6,551	1,303,031	
			Textiles	0	5,673	22,484	89,680	92,862	56,182	40,416	28,547	32,568	368,412	0	368,412	
			Paper & Pulp	64,514	53,222	202,821	138,359	37,237	69,091	44,445	152,370	42,331	804,390	381	804,771	
			Chemical	23,694	164,729	543,358	243,415	115,497	406,971	238,725	102,138	220,779	2,059,306	1,170	2,060,476	
			Oil/Coal	0	1,042	35,703	7,044	610	41,865	41,513	35,515	7,815	171,107	3,860	174,967	
			Rubber Products	0	16,190	47,194	55,167	1,509	28,722	25,471	4,884	52,806	231,943	0	231,943	
			Ceramics	8,588	32,855	185,774	239,049	35,951	287,294	72,116	1,966	93,376	956,969	5,147	962,116	
			Steel	84,608	132,269	569,259	520,697	81,613	744,948	546,722	84,863	209,931	2,974,910	9,842	2,984,752	
			Non-Ferrous Metals	14,468	179,567	264,790	134,353	81,661	193,223	131,089		154,416	1,153,567	542	1,154,109	
			Machinery	51,532	509,372	1,151,433	1,549,290	302,393	811,403	387,882	156,305	544,760	5,464,370	0	5,464,370	
			Others	36,573	142,896	718,921	458,543	135,274	434,600	110,757	60,042	158,747	2,256,353	1,597	2,257,950	
			Manufacturing Total	373,657	1,334,348	4,123,977	3,649,294	901,194	3,273,148	1,720,858	665,365	1,695,968	17,737,809	29,090	17,766,899	
		Mining & Manufacturing Total		381,423	1,341,987	4,137,185	3,653,870	901,194	3,282,464	1,735,854	670,009	1,711,211	17,815,197	29,522	17,844,719	
	Others	Railways		31,597	78,356	417,172	227,366	21,705	378,243	107,370	8,659	94,792	1,365,260	616	1,365,876	
		Other than Railways		53,525	146,614	936,951	260,584	55,179	350,058	112,227	41,145	198,309	2,154,592	32,988	2,187,580	
		Others Total		85,122	224,970	1,354,123	487,950	76,884	728,301	219,597	49,804	293,101	3,519,852	33,604	3,553,456	
	Total		466,545	1,566,957	5,491,308	4,141,820	978,078	4,010,765	1,955,451	719,813	2,004,312	21,335,049	63,126	21,398,175		

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Demand Volume and Change by Large Industry Sector (March 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		123.4	76.0	88.1	108.8	0.0	104.4	108.8	106.4	103.4	100.0	103.9	100.1	
		Manufacturing	Foodstuffs	102.8	77.1	89.3	106.0	99.3	104.7	102.6	105.1	103.2	96.9	99.8	96.9	
			Textiles	0.0	74.5	83.7	105.7	108.4	109.6	124.0	117.3	156.9	110.3	0.0	110.3	
			Paper & Pulp	102.7	62.5	97.1	105.2	113.9	101.7	99.4	118.4	120.6	100.9	88.4	100.9	
			Chemical	98.0	100.5	70.7	102.5	108.7	104.3	108.8	100.3	112.2	93.3	115.0	93.3	
			Oil/Coal	0.0	68.4	84.9	98.4	90.4	145.7	124.1	109.2	109.3	111.7	98.7	111.3	
			Rubber Products	0.0	58.8	80.3	90.2	88.3	105.5	97.0	98.0	109.6	90.7	0.0	90.7	
			Ceramics	108.0	48.7	82.9	122.6	107.5	109.9	102.5	131.5	113.2	101.4	87.1	101.3	
			Steel	111.4	52.6	94.9	103.6	129.4	113.5	109.8	113.1	137.5	103.5	96.0	103.5	
			Non-Ferrous Metals	87.7	60.9	74.2	112.4	104.3	123.9	104.3		98.8	88.5	121.2	88.5	
			Machinery	92.5	73.7	76.9	90.1	102.7	102.9	91.7	108.6	97.0	88.5	0.0	88.5	
			Others	101.6	70.2	85.7	97.8	99.7	103.8	99.6	112.4	107.2	93.5	102.9	93.5	
			Manufacturing Total	102.0	69.5	81.6	97.9	106.2	107.8	103.4	110.3	107.2	94.4	96.7	94.4	
		Mining & Manufacturing Total		102.4	69.6	81.7	97.9	106.2	107.8	103.4	110.3	107.2	94.4	96.8	94.4	
	Others	Railways		92.5	63.1	78.0	98.9	96.4	97.0	101.0	98.4	108.2	88.7	100.8	88.7	
		Other than Railways		97.0	77.6	88.3	97.4	101.5	97.8	92.5	100.0	100.5	91.9	91.9	91.9	
		Others Total		95.3	71.9	84.9	98.1	100.0	97.4	96.5	99.7	102.9	90.6	92.1	90.7	
Total				101.0	69.9	82.4	97.9	105.7	105.7	102.6	109.5	106.5	93.7	94.2	93.7	

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