

## Electricity Demand in Fiscal 2010 (Confirmed Report)

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

Electricity demand in fiscal 2010, measured in terms of the total electricity sales of the ten power companies, was up for the first time in three years, increasing by 5.6% from the last year to 906.4 billion kWh.

- **Lighting Demand (up 6.8% on the year, 304.23 billion kWh in total)**
- **Commercial Demand (up 1.8% on the year, 205.38 billion kWh in total)**

Outside the liberalized segment, lighting demand rose by 6.8% due principally to increased demand for cooling caused by record high temperatures in this summer.

Commercial demand in the liberalized segment increased by 1.8%.

### (Reference)

- **Large Industrial Demand (up 7.5% on the year, 280.40 billion kWh in total)**

Large industrial demand was up year on year for the first time in three years, increasing by 7.5%. This was due mainly to year-on-year increase in all major sectors including steel.

### Demand Change by Use

(Units: 100 GWh, %)

By Use		By Fiscal Year		This Year		Prev. 3 Years			
		FY2010		FY2009		FY2008		FY2007	
Other than Eligible Customers' Use	Lighting Total	3,042.3	6.8	2,849.6	-0.1	2,852.8	-1.5	2,897.2	4.1
	Power	474.5	5.0	451.7	-3.4	467.6	-6.0	497.4	0.6
	Lighting & Power Total	3,516.8	6.5	3,301.4	-0.6	3,320.4	-2.2	3,394.7	3.6
Eligible Customers' Use	Commercial Power	2,053.8	1.8	2,017.0	-1.4	2,045.5	-0.6	2,058.6	3.3
	Industrial Power	3,493.5	6.9	3,266.8	-7.3	3,523.4	-5.8	3,742.2	3.3
	Eligible Customers' Use Total	5,547.3	5.0	5,283.8	-5.1	5,569.0	-4.0	5,800.8	3.3
Total Electricity Sales		9,064.2	5.6	8,585.2	-3.4	8,889.3	-3.3	9,195.4	3.4

Remarks : Figures may not add up due to rounding.

### 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	5.1	7.6	6.4	8.3	7.1	7.1	7.0	6.8	6.8	2.6	6.8
	Power	5.9	5.4	6.9	4.3	7.8	6.3	4.7	2.6	3.7	5.5	-0.2	5.0
	Lighting & Power Total	2.7	5.2	7.5	6.0	8.3	7.0	6.8	6.3	6.3	6.6	1.1	6.5
Eligible Customers' Use	Commercial Power	1.7	2.2	1.1	2.4	3.9	1.7	4.3	3.3	1.6	1.8	2.0	1.8
	Industrial Power	3.7	5.5	4.5	8.6	11.0	9.5	10.0	6.9	5.5	7.0	-6.1	6.9
	Sub-total	2.7	4.4	3.0	6.8	9.0	6.5	8.3	5.5	3.9	5.0	-2.3	5.0
Total Electricity Sales		2.7	4.7	4.7	6.6	8.7	6.7	7.7	5.8	4.9	5.6	0.6	5.6
(Large Industry)		5.3	5.7	4.6	9.0	11.1	10.5	11.0	8.4	6.4	7.5	-4.2	7.5

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

(Units: 100 GWh, %)

By Sector		By Fiscal Year		This Year		Prev. 3 Years			
		FY2010		FY2009		FY2008		FY2007	
Textiles		44.5	11.7	39.9	-14.7	27.8	-12.3	31.7	0.4
Paper & Pulp		98.8	5.1	94.0	-9.9	105.9	-3.6	109.9	4.5
Chemicals		279.2	7.1	260.8	-5.2	293.6	-6.2	312.8	6.9
Ceramics		115.5	12.4	102.8	-9.9	114.3	-5.4	120.8	2.3
Steel		363.1	22.4	296.6	-16.1	353.6	-10.8	396.3	1.9
Non-Ferrous Metal		160.2	9.0	147.1	-6.6	157.5	-6.4	168.2	11.4
Machinery		740.1	7.3	689.9	-6.6	757.0	-8.4	826.1	5.1
Large Industry Total		2,804.0	7.5	2,608.7	-7.4	2,185.7	-5.9	2,992.6	4.2

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 (FY2010)

FEPC

## 1) Sales Volume & 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	12,124,433	26,323,482	103,422,108	37,256,053	8,661,921	52,315,580	19,854,689	10,130,108	31,150,452	301,238,826	2,990,871	304,229,697
	<Residential Lighting>	7,654,085	17,108,934	73,148,996	23,671,711	4,125,015	34,693,213	11,640,628	6,473,940	19,073,768	197,590,290	2,602,775	200,193,065
	Power	2,506,407	4,284,530	12,174,403	6,694,935	1,474,455	6,560,728	2,703,272	1,918,082	5,748,356	44,065,168	3,387,387	47,452,555
	<Low Voltage>	1,262,535	3,227,250	10,296,283	5,061,259	1,145,106	5,701,739	2,083,070	1,331,675	4,903,094	35,012,011	467,608	35,479,619
	Lighting & Power Total	14,630,840	30,608,012	115,596,511	43,950,988	10,136,376	58,876,308	22,557,961	12,048,190	36,898,808	345,303,994	6,378,258	351,682,252
	Eligible Customers' Use	17,671,570	52,097,742	177,789,587	86,960,405	19,406,928	92,201,461	39,837,180	17,052,168	50,574,975	553,592,016	1,142,977	554,734,993
	<Commercial Power>	8,779,720	16,837,276	77,361,684	23,627,462	5,390,857	34,377,803	11,618,572	6,560,727	20,264,024	204,818,125	563,694	205,381,819
	<Industrial Power>	8,891,850	35,260,466	100,427,904	63,332,943	14,016,071	57,823,658	28,218,608	10,491,441	30,310,951	348,773,892	579,283	349,353,175
Total Electricity Sales		32,302,410	82,705,754	293,386,098	130,911,393	29,543,304	151,077,769	62,395,141	29,100,358	87,473,783	898,896,010	7,521,235	906,417,245
Yea-on-year Basis (%)	Lighting	102.1	105.1	107.6	106.4	108.3	107.1	107.1	107.0	106.8	106.8	102.6	106.8
	Power	105.9	105.4	106.9	104.3	107.8	106.3	104.7	102.6	103.7	105.5	99.8	105.0
	<Low Voltage>	102.5	106.9	108.8	107.5	110.1	107.9	107.5	105.2	104.5	107.2	97.0	107.1
	Lighting & Power Total	102.7	105.2	107.5	106.0	108.3	107.0	106.8	106.3	106.3	106.6	101.1	106.5
	Eligible Customers' Use	102.7	104.4	103.0	106.8	109.0	106.5	108.3	105.5	103.9	105.0	97.7	105.0
	<Commercial Power>	101.7	102.2	101.1	102.4	103.9	101.7	104.3	103.3	101.6	101.8	102.0	101.8
	<Industrial Power>	103.7	105.5	104.5	108.6	111.0	109.5	110.0	106.9	105.5	107.0	93.9	106.9
	Total Electricity Sales	102.7	104.7	104.7	106.6	108.7	106.7	107.7	105.8	104.9	105.6	100.6	105.6

## 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 Volume & Number of Contracts	Residential Lighting (Number of Contracts)	30,374,837	56,829,898	240,088,038	77,521,142	12,689,505	109,342,386	39,085,332	21,578,979	66,346,088	653,856,205	7,941,983	661,798,188
	Power Total (kW)	26,716,602	61,273,273	180,217,827	99,032,365	21,070,310	95,396,068	38,944,770	28,479,310	77,669,432	628,799,957	16,666,373	645,466,330
	<Low Voltage (kW)>	17,292,004	49,764,463	157,261,074	75,098,168	17,031,762	83,510,509	31,193,332	20,727,193	63,013,992	514,892,497	5,184,506	520,077,003
	Lighting & Power Total (Number of Contracts)	46,445,609	91,658,146	344,616,618	125,462,006	25,026,999	162,363,963	62,500,594	34,130,704	101,827,214	994,031,853	10,053,238	1,004,085,091

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

## Demand Volume and Change by Large Industry Sector (FY2010)

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		83,283	110,020	167,582	46,759	0	95,304	155,847	50,487	165,921	875,203	5,274	880,477	
		Manufacturing	Foodstuffs	1,114,404	1,592,623	5,723,275	2,656,804	215,394	2,511,708	1,035,212	488,910	2,279,164	17,617,494	102,438	17,719,932	
			Textiles	0	70,589	348,506	1,092,759	1,082,918	688,305	446,945	373,217	347,056	4,450,295	0	4,450,295	
			Paper & Pulp	849,229	1,027,199	2,636,601	1,602,263	425,406	826,819	508,750	1,534,039	464,872	9,875,178	5,583	9,880,761	
			Chemical	277,378	2,201,912	9,516,642	2,757,729	1,329,312	4,800,050	3,229,163	1,212,948	2,580,639	27,905,773	15,092	27,920,865	
			Oil/Coal	20,934	25,178	520,394	108,632	5,603	404,897	474,011	410,578	98,498	2,068,725	42,191	2,110,916	
			Rubber Products	43	314,928	702,140	718,578	19,080	353,527	310,593	58,720	583,965	3,061,574	0	3,061,574	
			Ceramics	130,603	720,844	2,509,347	2,604,310	396,225	3,302,228	832,169	17,917	975,795	11,489,438	57,393	11,546,831	
			Steel	862,736	2,891,641	7,612,661	6,140,700	830,783	8,470,430	6,186,254	924,179	2,268,587	36,187,971	124,858	36,312,829	
			Non-Ferrous Metals	182,868	3,847,131	4,184,294	1,530,052	890,737	1,921,019	1,583,800		1,877,837	16,017,738	5,638	16,023,376	
			Machinery	652,808	8,052,870	17,989,381	20,178,426	3,580,741	9,838,585	4,967,054	1,864,906	6,884,315	74,009,086	0	74,009,086	
			Others	420,363	2,350,850	10,281,285	5,484,894	1,585,363	5,058,002	1,283,119	675,111	1,827,836	28,966,823	23,154	28,989,977	
		Manufacturing Total	4,511,366	23,095,765	62,024,525	44,875,147	10,361,562	38,175,570	20,857,070	7,560,525	20,188,564	231,650,094	376,347	232,026,441		
		Mining & Manufacturing Total		4,594,649	23,205,785	62,192,107	44,921,906	10,361,562	38,270,874	21,012,917	7,611,012	20,354,485	232,525,297	381,621	232,906,918	
	Others	Railways		349,609	1,348,237	6,363,104	2,672,751	248,622	4,693,738	1,231,534	101,269	1,072,708	18,081,572	8,784	18,090,356	
		Other than Railways		639,254	2,233,009	13,400,078	3,245,568	661,739	4,415,748	1,433,730	507,153	2,410,672	28,946,951	453,382	29,400,333	
		Others Total		988,863	3,581,246	19,763,182	5,918,319	910,361	9,109,486	2,665,264	608,422	3,483,380	47,028,523	462,166	47,490,689	
	Total		5,583,512	26,787,031	81,955,288	50,840,225	11,271,923	47,380,360	23,678,181	8,219,434	23,837,865	279,553,819	843,787	280,397,606		

Remarks: Figures may not add up due to rounding.

## Demand Volume and Change by Large Industry Sector (FY2010)

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		103.7	106.0	102.8	94.1	0.0	107.4	107.2	109.5	101.7	104.2	96.3	104.1	
		Manufacturing	Foodstuffs	103.2	101.6	102.4	104.3	100.2	103.2	104.8	102.7	103.3	103.0	102.4	103.0	
			Textiles	0.0	77.2	109.9	113.5	110.3	111.5	120.5	118.4	105.5	111.7	0.0	111.7	
			Paper & Pulp	103.5	103.2	105.6	105.3	130.2	104.4	99.4	103.6	103.4	105.1	94.2	105.1	
			Chemical	89.8	108.5	105.5	103.4	111.5	108.4	111.3	105.5	108.8	107.1	102.9	107.1	
			Oil/Coal	237.6	130.1	112.3	142.4	66.2	134.1	131.4	107.2	94.3	119.8	95.4	119.2	
			Rubber Products	6.7	107.8	101.0	107.8	104.6	111.5	112.6	107.4	127.0	110.1	0.0	110.1	
			Ceramics	127.5	106.3	100.3	121.9	116.6	117.0	115.9	105.0	108.0	112.4	100.1	112.4	
			Steel	120.9	117.4	118.9	125.5	137.4	126.0	125.3	113.6	113.8	122.5	103.2	122.4	
			Non-Ferrous Metals	112.0	112.4	104.7	118.5	103.3	109.7	101.9		113.2	109.0	95.8	109.0	
			Machinery	104.9	102.6	106.7	107.9	111.2	112.0	106.5	112.8	103.7	107.3	0.0	107.3	
			Others	103.6	104.5	104.0	105.4	106.8	108.1	106.6	114.9	107.8	105.7	106.7	105.7	
			Manufacturing Total	106.8	106.6	106.5	110.4	112.0	113.5	112.8	109.1	107.3	109.3	101.5	109.3	
		Mining & Manufacturing Total		106.7	106.6	106.5	110.3	112.0	113.5	112.8	109.1	107.3	109.3	101.4	109.3	
	Others	Railways		100.0	98.4	101.0	98.9	95.5	99.7	98.2	99.9	101.8	99.9	100.8	99.9	
		Other than Railways		98.6	101.0	98.1	100.1	105.1	99.7	98.7	100.7	101.4	99.3	91.5	99.2	
		Others Total		99.1	100.0	99.0	99.5	102.3	99.7	98.5	100.6	101.5	99.5	91.7	99.4	
	Total			105.3	105.7	104.6	109.0	111.1	110.5	111.0	108.4	106.4	107.5	95.8	107.5	