

## Electricity Demand in July 2011 (Confirmed Report)

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

- Electricity demand in July 2011, measured in terms of the total electricity sales of ten power companies, was down year on year for five consecutive months, decreasing by 5.0% to 73.10 billion kWh, due mainly to the impact of the Great East Japan Earthquake.

- Outside the liberalized segment, lighting demand declined by 1.9% year on year due principally to the effect of the Great East Japan Earthquake.

Commercial demand in the liberalized segment dropped by 10.0%, due mainly to the effect of the Great East Japan Earthquake.

**Lighting Demand (down 1.9% on the year, 22.15 billion kWh in total)**

**Commercial Demand (down 10.0% on the year, 16.94 billion kWh in total)**

(Reference)

**Large Industrial Demand (down 4.7% on the year, 24.17 billion kWh in total)**

Large industrial user demand was down year on year for five consecutive months, decreasing by 4.7%.

This was due mainly to the year-on-year decrease in major industries except for ceramics and steel.

### Demand Change by Use

By Use		By Month		Year-on-year Change (%)											
		FY2010	Jul. 2010	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2011	Feb.	Mar.	Apr.	May	Jun.	Jul.
Other than Eligible Customers' Use	Lighting Total	6.8	6.1	9.5	26.9	4.8	0.5	2.0	3.5	7.0	4.0	-4.4	-7.1	-3.6	-1.9
	Power	5.0	3.3	8.4	23.5	4.4	-1.7	-0.2	0.4	4.7	2.2	-5.0	-7.6	-6.0	-0.8
	Lighting & Power Total	6.5	5.7	9.3	26.4	4.8	0.2	1.7	3.1	6.7	3.7	-4.4	-7.1	-4.0	-1.8
Eligible Customers' Use	Commercial Power	1.8	2.5	6.2	10.4	3.4	0.1	-1.5	-0.1	1.5	-3.9	-10.8	-10.2	-9.7	-10.0
	Industrial Power	6.9	9.6	11.1	10.5	5.7	4.2	4.2	4.7	4.0	-5.4	-6.4	-4.0	-3.3	-4.7
	Eligible Customers' Use Total	5.0	6.8	9.1	10.5	4.9	2.7	2.1	2.8	3.0	-4.9	-8.0	-6.2	-5.6	-6.7
Total Electricity Sales		5.6	6.4	9.2	16.2	4.8	1.8	2.0	3.0	4.6	-1.4	-6.5	-6.5	-5.1	-5.0

### 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		-1.6	-7.0	1.1	0.5	1.4	0.9	0.8	3.2	-2.0	0.2	-1.9
	Power	-6.3	-4.7	-6.1	1.4	1.9	2.2	1.5	-1.0	5.0	-1.2	4.1	-0.8
	Lighting & Power Total	-2.9	-2.1	-6.9	1.1	0.8	1.5	1.0	0.5	3.5	-1.9	2.3	-1.8
Eligible Customers' Use	Commercial Power	-6.9	-18.1	-17.5	-5.8	-4.2	-2.7	-1.6	-4.1	-1.4	-10.0	2.9	-10.0
	Industrial Power	-1.3	-12.2	-10.1	-1.5	-0.1	-1.1	-2.5	-1.6	2.7	-4.7	1.7	-4.7
	Sub-total	-4.0	-14.1	-13.3	-2.7	-1.3	-1.7	-2.3	-2.7	1.1	-6.7	2.4	-6.7
Total Electricity Sales		-3.6	-10.5	-11.0	-1.6	-0.7	-0.6	-1.2	-1.5	2.0	-5.0	2.3	-5.0
(Large Industry)		0.8	-13.6	-10.4	-1.2	0.3	-0.9	-2.9	-1.4	3.4	-4.7	4.8	-4.7

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

By Sector		By Month		Year-on-year Change (%)											
		FY2010	Jul. 2010	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2011	Feb.	Mar.	Apr.	May	Jun.	Jul.
Textiles		11.7	11.5	17.0	15.5	5.8	7.1	10.9	9.5	9.1	10.3	2.3	-0.2	4.0	-1.5
Paper & Pulp		5.1	7.8	5.1	4.6	2.0	4.1	4.0	6.5	6.6	0.9	-1.5	-3.5	-1.8	-9.8
Chemicals		7.1	11.8	11.2	9.3	4.4	0.9	5.2	6.4	6.5	-6.7	-5.1	1.1	2.0	-3.5
Ceramics		12.4	16.9	17.0	12.4	10.7	8.6	7.4	9.8	7.1	1.3	1.2	0.0	1.0	0.1
Steel		22.4	25.3	18.2	16.4	21.0	13.4	20.3	20.1	13.8	3.5	0.4	-4.2	-2.8	1.6
Non-Ferrous Metals		9.0	13.2	19.3	11.5	7.6	9.2	7.1	6.5	6.8	-11.5	-11.1	-1.4	-0.5	-2.2
Machinery		7.3	11.4	13.9	12.5	4.8	4.5	3.4	3.6	3.1	-11.5	-10.8	-6.1	-4.1	-6.4
Large Industry Total		7.5	10.1	11.6	10.4	5.8	4.8	5.2	5.8	4.6	-6.3	-6.2	-3.3	-2.8	-4.7

# Lighting & Power Demand Volume and Change by Company and Use (July 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
Sales Volume (MWh)	Lighting	838,394	1,658,427	7,578,300	2,812,972	575,437	4,014,200	1,417,742	767,675	2,201,176	21,864,323	282,974	22,147,297
	<Residential Lighting>	551,786	1,127,600	5,445,258	1,813,635	289,907	2,710,580	852,251	498,899	1,374,191	14,664,107	251,826	14,915,933
	Power	122,360	301,625	1,104,227	574,961	118,052	618,717	226,632	163,086	489,073	3,718,733	343,501	4,062,234
	<Low Voltage>	105,195	240,926	935,266	472,867	100,819	561,359	188,600	125,674	435,030	3,165,736	57,947	3,223,683
	Lighting & Power Total	960,754	1,960,052	8,682,527	3,387,933	693,489	4,632,917	1,644,374	930,761	2,690,249	25,583,056	626,475	26,209,531
	Eligible Customers' Use	1,402,300	3,959,716	14,243,757	7,712,901	1,757,430	8,223,036	3,428,338	1,549,729	4,501,192	46,778,399	115,647	46,894,046
	<Commercial Power>	660,046	1,213,242	5,945,753	2,027,972	505,384	3,106,842	1,010,940	638,829	1,764,374	16,873,382	62,631	16,936,013
	<Industrial Power>	742,254	2,746,474	8,298,004	5,684,929	1,252,046	5,116,194	2,417,398	910,900	2,736,818	29,905,017	53,016	29,958,033
	Total Electricity Sales	2,363,054	5,919,768	22,926,283	11,100,834	2,450,919	12,855,953	5,072,712	2,480,490	7,191,441	72,361,454	742,122	73,103,576
Yea-on-year Basis (%)	Lighting	97.6	98.4	93.0	101.1	100.5	101.4	100.9	100.8	103.2	98.0	100.2	98.1
	Power	93.7	95.3	93.9	101.4	101.9	102.2	101.5	99.0	105.0	98.8	104.1	99.2
	<Low Voltage>	92.5	93.8	92.1	102.8	102.3	102.7	103.2	100.7	105.9	98.6	101.8	98.7
	Lighting & Power Total	97.1	97.9	93.1	101.1	100.8	101.5	101.0	100.5	103.5	98.1	102.3	98.2
	Eligible Customers' Use	96.0	85.9	86.7	97.3	98.7	98.3	97.7	97.3	101.1	93.3	102.4	93.3
	<Commercial Power>	93.1	81.9	82.5	94.2	95.8	97.3	98.4	95.9	98.6	90.0	102.9	90.0
	<Industrial Power>	98.7	87.8	89.9	98.5	99.9	98.9	97.5	98.4	102.7	95.3	101.7	95.3
	Total Electricity Sales	96.4	89.5	89.0	98.4	99.3	99.4	98.8	98.5	102.0	95.0	102.3	95.0

## 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
Contracted Electricity & Number of Contracts	Residential Lighting (Number of Contracts)	2,527,630	4,772,785	19,996,159	6,425,787	1,043,139	9,090,065	3,229,199	1,778,938	5,498,316	54,362,018	666,176	55,028,194
	Power Total (kW)	1,733,320	4,902,530	14,993,460	8,138,643	1,685,846	7,869,748	3,201,240	2,370,470	6,549,214	51,444,471	1,386,638	52,831,109
	<Low Voltage (kW)>	1,420,207	3,983,680	12,884,399	6,145,158	1,398,974	6,842,593	2,560,413	1,701,389	5,211,830	42,148,643	429,917	42,578,560
	Lighting & Power Total (Number of Contracts)	3,810,546	7,738,657	28,777,087	10,469,420	2,085,465	13,592,772	5,219,233	2,861,684	8,543,985	83,098,849	845,038	83,943,887

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

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

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Sales Volume and Change

By Sector		By Company											9-Co. Total	Okinawa	10-Co. Total
		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu					
Sales Volume (MWh)	Mining & Manufacturing	Mining	7,090	7,613	12,861	3,863	0	7,451	12,101	3,792	13,233	68,004	349	68,353	
		Manufacturing	Foodstuffs	99,089	129,019	519,363	260,411	21,333	248,885	100,259	48,021	222,888	1,649,268	10,584	1,659,852
			Textiles	0	4,980	24,676	95,977	100,813	60,411	42,700	31,490	29,696	390,743	0	390,743
			Paper & Pulp	76,563	60,260	173,681	145,570	33,763	67,984	41,900	115,542	35,228	750,491	458	750,949
			Chemical	24,281	178,460	789,021	248,229	113,751	411,377	249,370	101,146	234,606	2,350,241	1,263	2,351,504
			Oil/Coal	7,159	1,184	38,193	8,625	443	39,093	45,545	29,724	9,118	179,084	4,228	183,312
			Rubber Products	0	28,657	57,818	69,373	1,756	34,035	30,768	5,407	53,290	281,104	0	281,104
			Ceramics	15,034	55,670	207,445	232,772	34,680	285,106	67,004	1,489	74,477	973,677	3,180	976,857
			Steel	78,978	173,274	589,847	515,652	72,865	671,493	517,679	75,229	211,791	2,906,808	9,946	2,916,754
			Non-Ferrous Metals	14,933	280,417	347,430	135,189	76,212	206,005	133,621		170,291	1,364,098	534	1,364,632
			Machinery	59,191	687,977	1,505,775	1,887,327	332,774	897,155	451,272	171,270	640,895	6,633,636	0	6,633,636
		Others	36,106	180,212	863,932	502,911	139,357	458,223	116,199	61,123	170,084	2,528,147	2,369	2,530,516	
	Manufacturing Total	411,334	1,780,110	5,117,181	4,102,036	927,747	3,379,767	1,796,317	640,441	1,852,364	20,007,297	32,562	20,039,859		
	Mining & Manufacturing Total	418,424	1,787,723	5,130,042	4,105,899	927,747	3,387,218	1,808,418	644,233	1,865,597	20,075,301	32,911	20,108,212		
	Others	Railways	26,294	99,511	510,794	227,661	19,495	413,363	105,577	8,439	98,706	1,509,840	779	1,510,619	
Other than Railways		54,034	180,168	1,123,123	294,897	59,570	408,013	123,704	45,986	213,046	2,502,541	44,580	2,547,121		
Others Total		80,328	279,679	1,633,917	522,558	79,065	821,376	229,281	54,425	311,752	4,012,381	45,359	4,057,740		
Total		498,752	2,067,402	6,763,959	4,628,457	1,006,812	4,208,594	2,037,699	698,658	2,177,349	24,087,682	78,270	24,165,952		

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

## Demand Volume and Change by Large Industry Sector (July 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		90.4	85.0	100.9	103.3	0.0	99.4	94.4	94.1	98.7	95.7	78.6	95.6
		Manufacturing	Foodstuffs	98.0	82.4	91.8	100.1	96.1	98.5	99.3	100.9	101.0	95.5	115.4	95.6
			Textiles		79.8	84.3	99.7	101.8	95.0	100.0	92.2	117.1	98.5	0.0	98.5
			Paper & Pulp	95.6	75.5	78.5	102.6	90.4	90.6	98.2	97.4	97.8	90.1	96.8	90.2
			Chemical	88.1	93.4	91.5	102.9	103.8	101.5	89.3	98.6	108.9	96.5	111.1	96.5
			Oil/Coal	715,900.0	26.6	80.2	72.0	85.0	97.2	102.7	105.6	105.0	96.3	105.8	96.5
			Rubber Products		96.9	84.2	97.2	98.3	98.6	104.8	93.9	106.4	96.6	0.0	96.6
			Ceramics	142.8	83.2	96.1	107.1	97.2	99.6	95.5	126.5	107.2	100.0	104.7	100.1
			Steel	114.0	73.4	103.6	102.1	112.8	100.7	101.9	98.2	127.4	101.6	105.3	101.6
			Non-Ferrous Metals	92.8	90.8	89.0	100.0	100.1	128.2	96.6		100.3	97.8	101.5	97.8
			Machinery	98.2	89.4	86.0	96.7	101.2	96.0	95.3	98.4	99.1	93.6	0.0	93.6
		Others	95.6	82.4	89.8	97.5	95.6	95.9	98.5	102.1	100.4	93.4	108.9	93.4	
	Manufacturing Total	102.2	86.1	90.0	98.9	100.7	99.5	97.2	98.8	104.2	95.8	108.7	95.8		
	Mining & Manufacturing Total		101.9	86.1	90.0	98.9	100.7	99.5	97.2	98.7	104.2	95.8	108.2	95.8	
	Others	Railways		95.8	89.3	88.0	97.8	94.1	95.3	101.7	94.5	104.4	93.6	101.1	93.6
Other than Railways		94.9	87.7	88.3	98.4	96.5	99.8	91.4	97.9	96.7	92.4	102.4	92.6		
Others Total		95.2	88.2	88.2	98.1	95.9	97.5	95.9	97.4	99.0	92.8	102.4	92.9		
Total		100.8	86.4	89.6	98.8	100.3	99.1	97.1	98.6	103.4	95.3	104.8	95.3		

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