

Electricity Demand in the Second Half of Fiscal 2011 (Confirmed Report)

Demand Overview (Total Sales of 10 Power Companies)

Electricity demand in the second half of fiscal 2011, measured in terms of the total electricity sales of the ten power companies, was down for two consecutive half terms, decreasing by 2.4% from the last year to 437.6 billion kWh.

Outside the liberalized segment, lighting demand declined by 2.2% due principally to the efforts of customers for saving electricity.

Commercial demand in the liberalized segment also dropped by 4.6%.

- **Lighting Demand (down 2.2% on the year, 154.66 billion kWh in total)**
- **Commercial Demand (down 4.6% on the year, 92.93 billion kWh in total)**

(Reference)

- **Large Industrial Demand (down 1.5% on the year, 134.52 billion kWh in total)**

Large industrial demand was down for two consecutive half terms, decreasing by 1.5%. This was due mainly to year-on-year decrease in all major sectors except for steel, resulting principally from the efforts of companies and other customers for saving electricity.

Demand Change by Use

(Units: 100 GWh, %)

By Use		By Period		Prev. 3 Periods					
		This Period		1st Half of FY2011		2nd Half of FY2010		1st Half of FY2010	
		2nd Half of FY2011		1st Half of FY2011		2nd Half of FY2010		1st Half of FY2010	
Other than Eligible Customers' Use	Lighting Total	1,546.6	-2.2	1,342.9	-8.1	1,580.8	3.7	1,461.5	10.2
	Power	224.0	-1.3	225.3	-9.0	226.9	1.7	247.6	8.3
	Lighting & Power Total	1,770.6	-2.1	1,568.2	-8.2	1,807.7	3.5	1,709.1	9.9
Eligible Customers' Use	Commercial Power	929.3	-4.6	952.0	-11.8	974.2	-0.1	1,079.6	3.6
	Industrial Power	1,675.9	-1.4	1,702.2	-5.1	1,699.7	2.9	1,793.8	11.1
	Eligible Customers' Use Total	2,605.2	-2.6	2,654.1	-7.6	2,673.9	1.8	2,873.4	8.2
Total Electricity Sales		4,375.8	-2.4	4,222.3	-7.9	4,481.7	2.5	4,582.5	8.8

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	1.2	-1.1	-2.5	-2.0	0.6	-3.0	-2.1	-1.7	-3.0	-2.2	-2.9	-2.2
	Power	11.8	0.6	-1.3	-2.9	-2.1	-3.6	-4.0	-3.4	-4.3	-1.4	-0.1	-1.3
	Lighting & Power Total	3.2	-0.8	-2.4	-2.1	0.3	-3.1	-2.3	-2.0	-3.2	-2.1	-1.5	-2.1
Eligible Customers' Use	Commercial Power	-0.2	-6.2	-6.8	-3.9	-1.9	-2.9	-3.0	-1.5	-3.6	-4.6	3.4	-4.6
	Industrial Power	1.8	-3.2	-1.6	2.6	-3.7	-2.6	-5.1	-0.2	-1.4	-1.4	-0.3	-1.4
	Sub-total	0.8	-4.2	-3.9	0.8	-3.2	-2.7	-4.5	-0.7	-2.2	-2.6	1.5	-2.6
Total Electricity Sales		2.0	-2.9	-3.3	-0.2	-1.9	-2.9	-3.7	-1.3	-2.7	-2.4	-1.0	-2.4
(Large Industry)		1.4	-3.7	-2.0	3.4	-4.0	-2.7	-5.7	-0.3	-1.4	-1.5	0.6	-1.5

(Reference) Large Industry Demand Change by Sector

(Units: 100 GWh, %)

By Sector		By Period		Prev. 3 Periods					
		This Period		1st Half of FY2011		2nd Half of FY2010		1st Half of FY2010	
		2nd Half of FY2011		1st Half of FY2011		2nd Half of FY2010		1st Half of FY2010	
Textiles		20.8	-5.8	22.1	-1.2	22.1	8.7	22.4	14.8
Paper & Pulp		45.4	-6.2	46.9	-7.0	48.4	3.9	50.4	6.3
Chemicals		133.1	-3.6	0.0	-2.9	138.1	2.8	141.1	11.7
Ceramics		57.7	-1.3	57.1	0.1	58.5	7.4	57.0	17.9
Steel		186.5	1.2	177.8	-0.6	184.2	15.1	178.9	31.0
Non-Ferrous Metal		78.4	-1.1	78.3	-3.2	79.3	4.2	80.9	14.1
Machinery		351.9	-1.0	359.1	-6.7	355.4	1.2	384.7	13.6
Large Industry Total		1,345.2	-1.5	1,370.0	-4.7	1,365.8	3.2	1,438.2	11.9

Lighting & Power Demand Volume and Change by Company and Use (2nd Half of FY2011)

FEPC

Electricity Demand in the First Half of Fiscal 2010 (Confirmed Report)

By Use		By Company											
		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
Sales Volume (MWh)	Lighting	6,670,358	14,005,287	51,704,982	18,955,135	4,763,193	25,991,084	10,263,779	5,174,589	15,730,045	153,258,452	1,399,063	154,657,515
	<Residential Lighting>	4,002,817	8,693,474	35,951,351	11,607,514	2,051,288	16,511,038	5,647,253	3,093,983	9,062,344	96,621,062	1,182,652	97,803,714
	Power	1,763,784	2,178,615	5,463,250	3,119,100	725,432	2,896,837	1,249,739	886,120	2,566,847	20,849,724	1,551,117	22,400,841
	<Low Voltage>	600,505	1,529,550	4,614,992	2,298,832	533,314	2,470,799	930,937	588,234	2,169,563	15,736,726	186,987	15,923,713
	Lighting & Power Total	8,434,142	16,183,902	57,168,231	22,074,235	5,488,625	28,887,921	11,513,518	6,060,709	18,296,892	174,108,175	2,950,180	177,058,355
	Eligible Customers' Use	8,845,227	24,234,149	80,882,344	42,630,046	9,319,570	43,236,179	18,585,223	8,173,031	24,083,335	259,989,104	527,717	260,516,821
	<Commercial Power>	4,365,199	7,677,409	33,736,455	10,805,362	2,570,409	15,740,970	5,406,699	3,026,205	9,346,586	92,675,294	250,150	92,925,444
	<Industrial Power>	4,480,028	16,556,740	47,145,889	31,824,684	6,749,161	27,495,209	13,178,524	5,146,826	14,736,749	167,313,810	277,567	167,591,377
Total Electricity Sales	17,279,369	40,418,051	138,050,575	64,704,281	14,808,195	72,124,100	30,098,741	14,233,740	42,380,227	434,097,279	3,477,897	437,575,176	
Yea-on-year Basis (%)	Lighting	101.2	98.9	97.5	98.0	100.6	97.0	97.9	98.3	97.0	97.8	97.1	97.8
	Power	111.8	100.6	98.7	97.1	97.9	96.4	96.0	96.6	95.7	98.6	99.9	98.7
	<Low Voltage>	100.3	98.3	99.0	97.6	97.5	96.5	96.6	97.5	96.1	97.7	99.7	97.7
	Lighting & Power Total	103.2	99.2	97.6	97.9	100.3	96.9	97.7	98.0	96.8	97.9	98.5	97.9
	Eligible Customers' Use	100.8	95.8	96.1	100.8	96.8	97.3	95.5	99.3	97.8	97.4	101.5	97.4
	<Commercial Power>	99.8	93.8	93.2	96.1	98.1	97.1	97.0	98.5	96.4	95.4	103.4	95.4
	<Industrial Power>	101.8	96.8	98.4	102.6	96.3	97.4	94.9	99.8	98.6	98.6	99.7	98.6
	Total Electricity Sales	102.0	97.1	96.7	99.8	98.1	97.1	96.3	98.7	97.3	97.6	99.0	97.6

2) Contracted Electricity Volume (kW) & Number of Contracts

By Use		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)	15,132,811	28,126,498	119,753,252	38,539,317	6,207,875	54,329,265	19,280,401	10,607,475	32,817,364	324,794,258	4,007,781	328,802,039
	Power Total (kW)	15,376,766	29,659,679	86,710,987	47,849,574	10,487,189	46,127,545	18,804,834	13,688,480	37,927,467	306,632,521	8,214,541	314,847,062
	<Low Voltage (kW)>	8,471,249	23,761,429	76,541,386	36,553,683	8,297,446	40,675,580	15,219,006	10,135,238	31,107,382	250,762,399	2,555,021	253,317,420
	Lighting & Power Total (Number of Contracts)	23,619,955	45,631,892	172,392,011	62,864,435	12,554,872	81,309,919	31,289,582	17,075,962	51,171,274	497,909,902	5,089,437	502,999,339

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

Demand Volume and Change by Large Industry Sector (2nd Half of FY2011)

FEPC

Electricity Demand in the First Half of Fiscal 2010 (Confirmed Report)

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	44,630	61,363	85,737	23,813	0	50,830	78,772	24,900	86,440	456,485	2,574	459,059	
		Manufacturing	Foodstuffs	550,863	700,853	2,575,776	1,228,488	97,349	1,151,722	484,290	225,124	1,073,895	8,088,360	51,098	8,139,458
			Textiles		30,887	164,416	509,634	521,667	311,886	202,305	176,060	165,188	2,082,043	0	2,082,043
			Paper & Pulp	366,127	369,484	1,195,652	810,540	159,848	363,525	267,636	781,393	225,133	4,539,338	2,913	4,542,251
			Chemical	126,669	1,022,857	4,586,891	1,447,608	630,424	2,293,174	1,317,078	560,274	1,318,515	13,303,490	7,314	13,310,804
			Oil/Coal	0	11,986	227,479	70,164	2,827	206,665	260,674	216,842	45,462	1,042,099	24,126	1,066,225
			Rubber Products		164,011	309,108	356,608	9,966	162,676	161,749	27,579	285,050	1,476,747	0	1,476,747
			Ceramics	73,515	371,689	1,242,219	1,349,541	194,295	1,621,306	360,361	9,520	522,557	5,745,003	27,176	5,772,179
			Steel	445,187	1,392,500	4,128,836	3,367,852	434,593	4,305,623	2,851,551	485,633	1,166,503	18,578,278	67,041	18,645,319
			Non-Ferrous Metals	73,905	1,867,566	1,986,320	664,022	472,040	1,118,920	793,844		862,064	7,838,681	2,969	7,841,650
			Machinery	333,924	3,681,450	8,300,868	10,340,338	1,660,046	4,320,980	2,315,653	925,542	3,315,409	35,194,210	0	35,194,210
		Others	208,948	1,066,872	4,739,445	2,698,656	791,081	2,326,203	608,650	331,897	883,781	13,655,533	11,171	13,666,704	
	Manufacturing Total	2,179,138	10,680,155	29,457,010	22,843,451	4,974,136	18,182,680	9,623,791	3,739,864	9,863,557	111,543,782	193,808	111,737,590		
	Mining & Manufacturing Total	2,223,768	10,741,518	29,542,747	22,867,264	4,974,136	18,233,510	9,702,563	3,764,764	9,949,997	112,000,267	196,382	112,196,649		
	Others	Railways	192,089	742,877	2,930,925	1,311,912	123,982	2,222,894	623,621	49,331	548,551	8,746,182	4,089	8,750,271	
Other than Railways		319,103	1,032,337	5,925,015	1,582,657	320,100	2,139,489	648,948	255,907	1,139,708	13,363,264	207,826	13,571,090		
Others Total		511,192	1,775,214	8,855,940	2,894,569	444,082	4,362,383	1,272,569	305,238	1,688,259	22,109,446	211,915	22,321,361		
Total		2,734,960	12,516,732	38,398,687	25,761,833	5,418,218	22,595,893	10,975,132	4,070,002	11,638,256	134,109,713	408,297	134,518,010		

Remarks: Figures may not add up due to rounding.

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 (2nd Half of FY2011)

FEPC

Electricity Demand in the First Half of Fiscal 2010 (Confirmed Report)

By Sector		By Company											9-Co. Total	Okinawa	10-Co. Total
		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu					
Year-on-year Basis (%)	Mining & Manufacturing	Mining	111.7	108.6	99.9	95.1	0.0	101.0	97.4	95.8	100.1	101.2	95.8	101.2	
		Manufacturing	Foodstuffs	103.2	95.2	99.4	99.1	100.3	99.6	100.5	99.4	100.9	99.5	105.3	99.6
			Textiles		86.9	100.8	92.7	97.5	92.9	95.0	99.1	82.3	94.2	0.0	94.2
			Paper & Pulp	95.4	71.2	91.8	103.4	75.1	93.6	106.3	101.4	99.8	93.8	108.7	93.8
			Chemical	93.2	90.4	99.4	105.3	93.0	97.4	81.8	94.5	100.4	96.4	99.4	96.4
			Oil/Coal		145.0	92.0	137.5	102.8	96.5	105.4	107.0	86.1	101.6	108.6	101.7
			Rubber Products		108.2	94.3	104.6	104.1	96.6	105.3	97.4	95.2	99.8	0.0	99.8
			Ceramics	123.3	104.3	99.5	97.9	97.7	98.0	93.2	94.7	100.0	98.8	86.8	98.7
			Steel	107.1	99.6	105.5	109.4	97.1	100.3	91.9	99.0	96.1	101.2	101.5	101.2
			Non-Ferrous Metals	76.6	99.4	99.0	85.6	102.1	110.7	100.6		95.1	98.9	106.3	98.9
			Machinery	103.9	96.2	97.6	106.0	94.1	90.9	96.6	101.0	100.4	99.0	0.0	99.0
			Others	100.5	93.5	96.7	100.9	100.4	95.2	97.3	97.0	98.2	97.4	105.4	97.4
	Manufacturing Total	101.1	95.5	98.8	103.8	95.7	96.8	93.8	99.5	98.6	98.6	101.2	98.6		
	Mining & Manufacturing Total	101.3	95.6	98.8	103.8	95.7	96.9	93.8	99.5	98.7	98.6	101.1	98.6		
	Others	Railways	103.0	107.7	97.2	98.4	95.9	97.7	100.7	97.4	102.0	99.0	97.0	99.0	
Other than Railways		101.1	96.4	95.0	101.4	99.5	100.8	95.3	103.6	96.5	97.3	100.2	97.3		
Others Total		101.8	100.8	95.7	100.0	98.5	99.2	97.8	102.6	98.2	97.9	100.1	98.0		
Total		101.4	96.3	98.0	103.4	96.0	97.3	94.3	99.7	98.6	98.5	100.6	98.5		

Remarks: Figures may not add up due to rounding.

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.