

## Electricity Demand in Fiscal 2011 (Confirmed Report)

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

Electricity demand in fiscal 2011, measured in terms of the total electricity sales of the ten power companies, was down for the first time in two years, decreasing by 5.1% from the last year to 859.8 billion kWh.

Outside the liberalized segment, lighting demand declined by 5.0% due principally to the effect of the Great East Japan Earthquake and the efforts of customers for saving electricity. Commercial demand in the liberalized segment also dropped by 8.4%.

- **Lighting Demand (down 5.0% on the year, 288.95 billion kWh in total)**
- **Commercial Demand (down 8.4% on the year, 188.12 billion kWh in total)**

#### (Reference)

- **Large Industrial Demand (down 3.2% on the year, 271.51 billion kWh in total)**

Large industrial demand was down year on year for the first time in two years, decreasing by 3.2%. This was due mainly to year-on-year decrease in all major sectors except for steel, resulting principally from the effect of the Great East Japan Earthquake and the efforts of companies and other customers for saving electricity.

### 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	-0.4	-5.8	-7.4	-3.7	-1.6	-4.4	-3.4	-3.3	-3.7	-5.1	-1.8	-5.0
	Power	5.8	-6.7	-8.3	-5.0	-4.9	-5.9	-5.6	-5.2	-4.8	-5.6	-1.2	-5.3
	Lighting & Power Total	0.7	-5.9	-7.5	-3.9	-2.1	-4.6	-3.7	-3.6	-3.9	-5.1	-1.5	-5.1
Eligible Customers' Use	Commercial Power	-2.6	-13.5	-13.6	-5.9	-3.8	-4.0	-3.6	-3.2	-3.4	-8.4	2.5	-8.4
	Industrial Power	-0.3	-9.4	-6.0	0.2	-1.6	-1.7	-3.8	-0.1	-0.0	-3.3	-0.4	-3.3
	Sub-total	-1.4	-10.7	-9.3	-1.5	-2.2	-2.5	-3.7	-1.3	-1.4	-5.2	1.0	-5.2
Total Electricity Sales		-0.5	-8.9	-8.6	-2.3	-2.2	-3.3	-3.7	-2.3	-2.4	-5.2	-1.1	-5.1
(Large Industry)		-0.3	-10.1	-6.1	1.0	-1.6	-1.3	-4.1	0.2	0.4	-3.2	0.7	-3.2

### Demand Change by Use

(Units: 100 GWh, %)

By Use		By Period		Prev. 3 Periods					
		This Period		FY2010		FY2009		FY2008	
		FY2011							
Other than Eligible Customers' Use	Lighting Total	2,889.5	-5.0	3,042.3	6.8	2,849.6	-0.1	2,852.8	-1.5
	Power	449.3	-5.3	474.5	5.0	451.7	-3.4	467.6	-6.0
	Lighting & Power Total	3,338.8	-5.1	3,516.8	6.5	3,301.4	-0.6	3,320.4	-2.2
Eligible Customers' Use	Commercial Power	1,881.2	-8.4	2,053.8	1.8	2,017.0	-1.4	2,045.5	-0.6
	Industrial Power	3,378.1	-3.3	3,493.5	6.9	3,266.8	-7.3	3,523.4	-5.8
	Eligible Customers' Use Total	5,259.3	-5.2	5,547.3	5.0	5,283.8	-5.1	5,569.0	-4.0
Total Electricity Sales		8,598.1	-5.1	9,064.2	5.6	8,585.2	-3.4	8,889.3	-3.3

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

(Units: 100 GWh, %)

By Sector		By Period		Prev. 3 Periods					
		This Period		FY2010		FY2009		FY2008	
		FY2011							
Textiles		43.0	-3.5	44.5	11.7	39.9	-14.7	27.8	-12.3
Paper & Pulp		92.3	-6.6	98.8	5.1	94.0	-9.9	105.9	-3.6
Chemicals		270.0	-3.3	0.0	7.1	260.8	-5.2	293.6	-6.2
Ceramics		114.8	-0.6	115.5	12.4	102.8	-9.9	114.3	-5.4
Steel		364.3	0.3	363.1	22.4	296.6	-16.1	353.6	-10.8
Non-Ferrous Metal		156.7	-2.2	160.2	9.0	147.1	-6.6	157.5	-6.4
Machinery		711.0	-3.9	740.1	7.3	689.9	-8.6	757.0	-8.4
Large Industry Total		2,715.1	-3.2	2,804.0	7.5	2,608.7	-7.4	2,185.7	-5.9

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 (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)											
Sales Volume (MWh)	Lighting	12,077,267	24,790,634	95,796,643	35,871,854	8,522,107	49,990,990	19,174,420	9,793,292	29,990,165	286,007,372	2,938,469	288,945,841
	<Residential Lighting>	7,474,285	15,868,783	67,248,332	22,327,344	3,841,782	32,410,328	10,863,155	6,026,759	17,773,420	183,834,188	2,531,864	186,366,052
	Power	2,651,229	3,996,541	11,159,993	6,359,149	1,401,799	6,171,424	2,551,914	1,817,757	5,474,357	41,584,163	3,346,935	44,931,098
	<Low Voltage>	1,229,977	2,936,817	9,359,513	4,775,092	1,080,903	5,356,946	1,964,356	1,262,665	4,662,483	32,628,752	459,347	33,088,099
	Lighting & Power Total	14,728,496	28,787,175	106,956,635	42,231,003	9,923,906	56,162,414	21,726,334	11,611,049	35,464,522	327,591,534	6,285,404	333,876,938
	Eligible Customers' Use	17,416,109	46,517,299	161,273,114	85,666,137	18,974,384	89,865,308	38,343,856	16,833,078	49,887,520	524,776,805	1,154,928	525,931,733
	<Commercial Power>	8,552,342	14,563,378	66,878,352	22,234,415	5,186,160	32,999,952	11,201,011	6,348,027	19,581,747	187,545,384	577,736	188,123,120
	<Industrial Power>	8,863,767	31,953,921	94,394,762	63,431,722	13,788,224	56,865,356	27,142,845	10,485,051	30,305,773	337,231,421	577,192	337,808,613
Total Electricity Sales		32,144,605	75,304,474	268,229,749	127,897,140	28,898,290	146,027,722	60,070,190	28,444,127	85,352,042	852,368,339	7,440,332	859,808,671
Yea-on-year Basis (%)	Lighting	99.6	94.2	92.6	96.3	98.4	95.6	96.6	96.7	96.3	94.9	98.2	95.0
	Power	105.8	93.3	91.7	95.0	95.1	94.1	94.4	94.8	95.2	94.4	98.8	94.7
	<Low Voltage>	97.4	91.0	90.9	94.3	94.4	94.0	94.3	94.8	95.1	93.2	98.2	93.3
	Lighting & Power Total	100.7	94.1	92.5	96.1	97.9	95.4	96.3	96.4	96.1	94.9	98.5	94.9
	Eligible Customers' Use	98.6	89.3	90.7	98.5	97.8	97.5	96.3	98.7	98.6	94.8	101.0	94.8
	<Commercial Power>	97.4	86.5	86.4	94.1	96.2	96.0	96.4	96.8	96.6	91.6	102.5	91.6
	<Industrial Power>	99.7	90.6	94.0	100.2	98.4	98.3	96.2	99.9	100.0	96.7	99.6	96.7
	Total Electricity Sales		99.5	91.1	91.4	97.7	97.8	96.7	96.3	97.7	97.6	94.8	98.9

### 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											
Contracted Electricity & Number of Contracts	Residential Lighting (Number of Contracts)	30,306,463	56,226,909	239,692,272	77,124,250	12,471,793	108,845,479	38,669,349	21,286,274	65,794,133	650,416,922	8,007,345	658,424,267
	Power Total (kW)	27,197,070	58,671,279	176,269,683	96,643,699	20,613,081	93,247,768	38,022,955	27,835,290	76,786,977	615,287,802	16,498,348	631,786,150
	<Low Voltage (kW)>	17,004,763	47,567,231	153,916,323	73,473,383	16,699,506	81,765,646	30,588,497	20,352,107	62,389,683	503,757,139	5,129,373	508,886,512
	Lighting & Power Total (Number of Contracts)	46,683,307	90,941,281	344,945,899	125,686,563	25,071,780	162,799,956	62,602,877	34,219,174	102,334,624	995,285,461	10,160,884	1,005,446,345

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

## Demand Volume and Change by Large Industry Sector (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	87,101	108,058	164,713	46,869	0	95,580	151,504	48,767	165,545	868,137	4,863	873,000	
		Manufacturing	Foodstuffs	1,131,218	1,426,500	5,492,862	2,663,638	212,747	2,516,515	1,039,036	493,100	2,310,597	17,286,213	107,608	17,393,821
			Textiles		62,126	316,694	1,046,486	1,084,681	652,313	439,387	358,300	335,320	4,295,307	0	4,295,307
			Paper & Pulp	791,299	753,875	2,383,081	1,630,957	345,948	760,265	528,573	1,571,963	457,053	9,223,014	5,853	9,228,867
			Chemical	264,427	2,000,297	9,149,524	2,897,767	1,304,515	4,821,613	2,757,767	1,162,520	2,630,470	26,988,900	14,815	27,003,715
			Oil/Coal	27,001	18,417	442,623	126,750	5,473	416,595	531,093	424,323	92,191	2,084,466	46,519	2,130,985
			Rubber Products		323,347	636,432	715,911	18,889	346,770	321,986	56,833	589,185	3,009,353	0	3,009,353
			Ceramics	152,998	675,698	2,442,731	2,657,058	396,398	3,304,800	773,175	18,420	1,004,329	11,425,607	53,106	11,478,713
			Steel	909,501	2,326,209	7,921,989	6,553,641	866,437	8,444,572	5,989,009	925,171	2,364,923	36,301,452	124,903	36,426,355
			Non-Ferrous Metals	148,907	3,503,123	3,982,909	1,409,371	898,088	2,285,558	1,577,788		1,861,206	15,666,950	6,041	15,672,991
			Machinery	652,213	7,454,733	16,528,620	20,249,922	3,506,859	9,237,758	4,749,403	1,883,106	6,839,131	71,101,745	0	71,101,745
		Others	418,597	2,091,421	9,653,534	5,447,246	1,564,077	4,882,986	1,261,267	683,398	1,828,255	27,830,781	24,601	27,855,382	
	Manufacturing Total	4,496,161	20,635,746	58,950,999	45,398,747	10,204,112	37,669,745	19,968,484	7,577,134	20,312,660	225,213,788	383,446	225,597,234		
	Mining & Manufacturing Total	4,583,262	20,743,804	59,115,712	45,445,616	10,204,112	37,765,325	20,119,988	7,625,901	20,478,205	226,081,925	388,309	226,470,234		
	Others	Railways	349,800	1,274,753	5,678,377	2,632,929	236,657	4,547,585	1,239,306	97,445	1,106,667	17,163,519	8,499	17,172,018	
Other than Railways		633,919	2,060,149	12,182,093	3,245,923	655,741	4,431,301	1,339,312	512,773	2,358,934	27,420,145	452,495	27,872,640		
Others Total		983,719	3,334,902	17,860,471	5,878,852	892,398	8,978,886	2,578,618	610,218	3,465,601	44,583,665	460,994	45,044,659		
Total		5,566,981	24,078,706	76,976,182	51,324,468	11,096,510	46,744,211	22,698,606	8,236,119	23,943,806	270,665,589	849,303	271,514,892		

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 (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	104.6	98.2	98.3	100.2	0.0	100.3	97.2	96.6	99.8	99.2	92.2	99.2	
		Manufacturing	Foodstuffs	101.5	89.6	96.0	100.3	98.8	100.2	100.4	100.9	101.4	98.1	105.0	98.2
			Textiles		88.0	90.9	95.8	100.2	94.8	98.3	96.0	96.6	96.5	0.0	96.5
			Paper & Pulp	93.2	73.4	90.4	101.8	81.3	92.0	103.9	102.5	98.3	93.4	104.8	93.4
			Chemical	95.3	90.8	96.1	105.1	98.1	100.4	85.4	95.8	101.9	96.7	98.2	96.7
			Oil/Coal	129.0	73.1	85.1	116.7	97.7	102.9	112.0	103.3	93.6	100.8	110.3	101.0
			Rubber Products		102.7	90.6	99.6	99.0	98.1	103.7	96.8	100.9	98.3	0.0	98.3
			Ceramics	117.1	93.7	97.3	102.0	100.0	100.1	92.9	102.8	102.9	99.4	92.5	99.4
			Steel	105.4	80.4	104.1	106.7	104.3	99.7	96.8	100.1	104.2	100.3	100.0	100.3
			Non-Ferrous Metals	81.4	91.1	95.2	92.1	100.8	119.0	99.6		99.1	97.8	107.1	97.8
			Machinery	99.9	92.6	91.9	100.4	97.9	93.9	95.6	101.0	99.3	96.1	0.0	96.1
		Others	99.6	89.0	93.9	99.3	98.7	96.5	98.3	101.2	100.0	96.1	106.2	96.1	
	Manufacturing Total	99.7	89.3	95.0	101.2	98.5	98.7	95.7	100.2	100.6	97.2	101.9	97.2		
	Mining & Manufacturing Total	99.8	89.4	95.1	101.2	98.5	98.7	95.8	100.2	100.6	97.2	101.8	97.2		
	Others	Railways	100.1	94.5	89.2	98.5	95.2	96.9	100.6	96.2	103.2	94.9	96.8	94.9	
		Other than Railways	99.2	92.3	90.9	100.0	99.1	100.4	93.4	101.1	97.9	94.7	99.8	94.8	
Others Total		99.5	93.1	90.4	99.3	98.0	98.6	96.7	100.3	99.5	94.8	99.7	94.8		
Total		99.7	89.9	93.9	101.0	98.4	98.7	95.9	100.2	100.4	96.8	100.7	96.8		

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.