

Electricity Demand in August 2011 (Confirmed Report)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in August 2011, measured in terms of the total electricity sales of ten power companies, was down year on year for six consecutive months, decreasing by 11.3% to 75.33 billion kWh.

- Outside the liberalized segment, lighting demand declined by 14.8% year on year due principally to decreased cooling demands caused by relatively lower temperatures from late July to August than the previous year, and to the efforts for saving electricity.

Commercial demand in the liberalized segment also dropped by 14.0%.

Lighting Demand (down 14.8% on the year, 23.27 billion kWh in total)

Commercial Demand (down 14.0% on the year, 18.27 billion kWh in total)

(Reference)

Large Industrial Demand (down 5.7% on the year, 23.26 billion kWh in total)

Large industrial user demand was down year on year for six consecutive months, decreasing by 5.7%. This was due mainly to the year-on-year decrease in major industries except for steel, due principally to the efforts for saving electricity.

Demand Change by Use

By Use		By Month		Year-on-year Change (%)											
		FY2010	Aug. 2010	Sep.	Oct.	Nov.	Dec.	Jan. 2011	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.
Other than Eligible Customers' Use	Lighting Total	6.8	9.5	26.9	4.8	0.5	2.0	3.5	7.0	4.0	-4.4	-7.1	-3.6	-1.9	-14.8
	Power	5.0	8.4	23.5	4.4	-1.7	-0.2	0.4	4.7	2.2	-5.0	-7.6	-6.0	-0.8	-14.6
	Lighting & Power Total	6.5	9.3	26.4	4.8	0.2	1.7	3.1	6.7	3.7	-4.4	-7.1	-4.0	-1.8	-14.8
Eligible Customers' Use	Commercial Power	1.8	6.2	10.4	3.4	0.1	-1.5	-0.1	1.5	-3.9	-10.8	-10.2	-9.7	-10.0	-14.0
	Industrial Power	6.9	11.1	10.5	5.7	4.2	4.2	4.7	4.0	-5.4	-6.4	-4.0	-3.3	-4.7	-5.8
	Eligible Customers' Use Total	5.0	9.1	10.5	4.9	2.7	2.1	2.8	3.0	-4.9	-8.0	-6.2	-5.6	-6.7	-9.1
Total Electricity Sales		5.6	9.2	16.2	4.8	1.8	2.0	3.0	4.6	-1.4	-6.5	-6.5	-5.1	-5.0	-11.3

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		-16.9	-17.2	-16.1	-11.0	-16.1	-13.5	-12.6	-8.8	-15.0	-1.1	-14.8
	Power	-5.3	-18.4	-19.5	-17.2	-13.3	-16.4	-13.8	-12.3	-7.7	-15.6	-2.2	-14.6
	Lighting & Power Total	-5.5	-17.1	-17.5	-16.3	-11.4	-16.2	-13.6	-12.6	-8.5	-15.1	-1.7	-14.8
Eligible Customers' Use	Commercial Power	-5.1	-21.5	-21.2	-10.4	-10.7	-8.6	-6.6	-8.2	-4.7	-14.0	-2.1	-14.0
	Industrial Power	-2.6	-14.3	-12.1	0.1	-1.7	-2.6	-2.3	-0.8	-0.8	-5.8	-6.4	-5.8
	Sub-total	-3.9	-16.7	-16.3	-3.2	-4.6	-5.1	-3.7	-4.1	-2.5	-9.1	-4.1	-9.1
Total Electricity Sales		-4.5	-16.9	-16.8	-7.6	-6.8	-9.5	-7.2	-7.5	-5.1	-11.4	-2.1	-11.3
(Large Industry)		-3.0	-15.8	-12.4	1.1	-1.1	-2.1	-2.3	-0.3	-0.3	-5.7	-2.6	-5.7

(Reference) Large Industry Demand Change by Sector

By Sector		By Month		Year-on-year Change (%)											
		FY2010	Aug. 2010	Sep.	Oct.	Nov.	Dec.	Jan. 2011	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.
Textiles		11.7	17.0	15.5	5.8	7.1	10.9	9.5	9.1	10.3	2.3	-0.2	4.0	-1.5	-3.6
Paper & Pulp		5.1	5.1	4.6	2.0	4.1	4.0	6.5	6.6	0.9	-1.5	-3.5	-1.8	-9.8	-15.1
Chemicals		7.1	11.2	9.3	4.4	0.9	5.2	6.4	6.5	-6.7	-5.1	1.1	2.0	-3.5	-5.6
Ceramics		12.4	17.0	12.4	10.7	8.6	7.4	9.8	7.1	1.3	1.2	0.0	1.0	0.1	-0.7
Steel		22.4	18.2	16.4	21.0	13.4	20.3	20.1	13.8	3.5	0.4	-4.2	-2.8	1.6	1.3
Non-Ferrous Metals		9.0	19.3	11.5	7.6	9.2	7.1	6.5	6.8	-11.5	-11.1	-1.4	-0.5	-2.2	-2.7
Machinery		7.3	13.9	12.5	4.8	4.5	3.4	3.6	3.1	-11.5	-10.8	-6.1	-4.1	-6.4	-6.4
Large Industry Total		7.5	11.6	10.4	5.8	4.8	5.2	5.8	4.6	-6.3	-6.2	-3.3	-2.8	-4.7	-5.8

Lighting & Power Demand Volume and Change by Company and Use (August 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	848,291	1,758,642	7,663,266	2,855,524	626,073	4,252,772	1,491,987	805,443	2,655,546	22,957,544	308,197	23,265,741
	<Residential Lighting>	566,814	1,220,339	5,576,860	1,870,964	325,767	2,955,132	931,381	539,242	1,719,426	15,705,925	274,277	15,980,202
	Power	135,803	343,568	1,102,037	590,512	133,312	680,635	253,150	179,998	627,809	4,046,824	361,838	4,408,662
	<Low Voltage>	120,349	277,771	955,684	503,609	115,919	627,731	220,396	146,143	568,217	3,535,819	60,929	3,596,748
	Lighting & Power Total	984,094	2,102,210	8,765,303	3,446,036	759,385	4,933,407	1,745,137	985,441	3,283,355	27,004,368	670,035	27,674,403
	Eligible Customers' Use	1,481,523	4,062,738	14,326,770	7,734,182	1,711,413	8,358,975	3,538,660	1,574,976	4,735,482	47,524,719	112,489	47,637,208
	<Commercial Power>	735,052	1,317,920	6,319,571	2,194,981	514,867	3,300,741	1,133,643	668,981	2,022,352	18,208,108	61,342	18,269,450
	<Industrial Power>	746,471	2,744,818	8,007,200	5,539,201	1,196,546	5,058,234	2,405,017	905,995	2,713,130	29,316,612	51,147	29,367,759
	Total Electricity Sales	2,465,617	6,164,948	23,092,073	11,180,218	2,470,798	13,292,382	5,283,797	2,560,417	8,018,837	74,529,087	782,524	75,311,611
Yea-on-year Basis (%)	Lighting	94.5	83.1	82.8	83.9	89.0	83.9	86.5	87.4	91.2	85.0	98.9	85.2
	Power	94.7	81.6	80.5	82.8	86.7	83.6	86.2	87.7	92.3	84.4	97.8	85.4
	<Low Voltage>	93.8	78.4	78.9	81.7	85.6	83.1	85.5	87.0	91.6	83.2	95.7	83.4
	Lighting & Power Total	94.5	82.9	82.5	83.7	88.6	83.8	86.4	87.4	91.5	84.9	98.3	85.2
	Eligible Customers' Use	96.1	83.3	83.6	96.8	95.4	94.9	96.3	95.9	97.5	90.8	95.9	90.8
	<Commercial Power>	94.9	78.5	78.8	89.6	89.3	91.4	93.4	91.8	95.3	86.0	97.9	86.0
	<Industrial Power>	97.4	85.7	87.8	100.1	98.3	97.4	97.7	99.2	99.2	94.1	93.6	94.1
	Total Electricity Sales	95.5	83.1	83.2	92.4	93.2	90.5	92.8	92.5	94.9	88.6	97.9	88.7

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)	2,526,197	4,708,794	19,978,564	6,422,667	1,041,192	9,077,092	3,226,523	1,776,605	5,493,769	54,251,403	667,232	54,918,635
	Power Total (kW)	1,678,099	4,894,607	14,965,068	8,115,915	1,685,370	7,859,810	3,198,529	2,369,697	6,536,111	51,303,206	1,384,030	52,687,236
	<Low Voltage (kW)>	1,419,501	3,980,614	12,864,497	6,138,153	1,397,770	6,831,662	2,556,460	1,699,892	5,210,433	42,098,982	428,987	42,527,969
	Lighting & Power Total (Number of Contracts)	3,801,170	7,641,680	28,755,733	10,466,204	2,085,807	13,584,511	5,220,407	2,861,325	8,547,315	82,964,152	846,330	83,810,482

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

Demand Volume and Change by Large Industry Sector (August 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
		Mining	Manufacturing												
Sales Volume (MWh)	Mining & Manufacturing	Mining		6,534	7,964	12,500	4,003	0	7,430	11,629	3,918	13,460	67,438	376	67,814
		Manufacturing	Foodstuffs	107,387	129,990	518,931	260,693	21,384	247,020	100,847	49,233	222,441	1,657,926	11,355	1,669,281
			Textiles		4,681	23,445	92,314	94,276	56,979	39,857	30,474	26,380	368,406	0	368,406
			Paper & Pulp	69,064	62,910	169,799	117,860	24,459	62,351	40,391	112,455	30,975	690,264	516	690,780
			Chemical	22,576	174,782	748,872	234,052	109,407	429,557	244,876	97,568	216,013	2,277,703	1,433	2,279,136
			Oil/Coal	0	14,326,770	38,408	11,073	422	33,541	44,206	36,656	8,672	174,166	3,226	177,392
			Rubber Products	0	25,112	52,554	63,268	1,683	30,568	26,927	5,052	45,729	250,893	0	250,893
			Ceramics	7,575	47,471	188,841	211,097	30,237	274,687	81,979	1,598	73,507	916,992	4,778	921,770
			Steel	68,994	173,900	547,787	523,156	66,426	658,198	509,748	69,114	195,535	2,812,858	8,648	2,821,506
			Non-Ferrous Metals	12,853	293,312	323,730	118,823	67,545	199,724	133,114		171,780	1,320,881	511	1,321,392
			Machinery	56,058	643,660	1,371,425	1,767,835	323,168	844,217	417,311	169,016	622,443	6,215,133	0	6,215,133
	Others	36,039	170,126	803,953	468,537	131,993	430,304	109,769	59,491	156,829	2,367,041	2,626	2,369,667		
	Manufacturing Total	380,546	1,727,132	4,787,744	3,868,708	871,000	3,267,146	1,749,025	630,657	1,770,304	19,052,262	33,093	19,085,355		
	Mining & Manufacturing Total	387,080	1,735,096	4,800,244	3,872,711	871,000	3,274,576	1,760,654	634,575	1,783,764	19,119,700	33,469	19,153,169		
Others	Railways	28,597	106,018	513,321	238,214	20,356	428,784	110,428	8,945	102,477	1,557,140	809	1,557,949		
	Other than Railways	55,358	173,761	1,113,865	300,337	60,853	396,233	123,623	45,565	219,636	2,489,231	43,511	2,532,742		
	Others Total	83,955	279,779	1,627,187	538,551	81,209	825,017	234,051	54,510	322,113	4,046,372	44,320	4,090,692		
Total		471,035	2,014,875	6,427,431	4,411,262	952,209	4,099,593	1,994,705	689,085	2,105,877	23,166,072	77,789	23,243,861		

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

Demand Volume and Change by Large Industry Sector (August 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		94.0	90.9	95.8	107.1	0.0	105.1	95.3	90.5	103.8	97.6	84.1	97.6
		Manufacturing	Foodstuffs	99.8	80.2	88.5	98.7	94.0	97.1	97.9	99.6	99.4	93.5	112.3	93.6
			Textiles		81.5	79.5	100.2	100.4	93.2	101.6	90.1	99.0	96.4	0.0	96.4
			Paper & Pulp	88.2	76.9	77.4	93.5	69.1	77.2	98.5	96.4	91.9	84.9	98.9	84.9
			Chemical	100.9	85.0	92.0	100.9	96.4	98.8	89.0	100.1	99.5	94.4	95.9	94.4
			Oil/Coal	0.0	14,326,770.0	72.9	92.3	87.2	94.6	118.3	96.7	98.3	93.6	77.6	93.3
			Rubber Products	0.0	97.8	85.7	101.3	106.0	96.0	104.1	98.3	100.7	96.8	0.0	96.8
			Ceramics	76.9	88.9	94.2	101.9	99.3	99.3	123.1	108.1	95.7	99.4	83.5	99.3
			Steel	98.7	71.1	100.3	110.5	109.2	103.1	102.1	104.1	109.7	101.3	106.1	101.3
			Non-Ferrous Metals	100.1	85.9	91.0	98.2	101.1	129.8	99.1		100.2	97.3	110.5	97.3
			Machinery	101.6	87.6	83.9	100.6	101.6	94.0	93.8	102.4	98.1	93.6	0.0	93.6
			Others	99.3	83.3	87.6	101.1	96.7	95.9	95.8	103.9	97.8	93.2	104.9	93.2
	Manufacturing Total	97.0	83.8	88.4	101.5	98.9	98.6	98.2	100.0	99.6	95.0	99.9	95.0		
	Mining & Manufacturing Total		96.9	83.8	88.4	101.5	98.9	98.6	98.2	100.0	99.7	95.0	99.7	95.0	
	Others	Railways		98.9	90.3	84.8	97.5	94.2	93.6	99.2	94.6	101.5	91.7	96.3	91.7
Other than Railways		96.7	84.2	84.6	98.5	100.0	97.6	90.6	97.2	98.9	90.3	95.8	90.4		
Others Total		97.4	86.4	84.7	98.1	98.5	95.5	94.4	96.8	99.7	90.8	95.8	90.9		
Total		97.0	84.2	87.4	101.1	98.9	97.9	97.7	99.7	99.7	94.2	97.4	94.2		

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