

## Electricity Demand in October 2011 (Confirmed Report)

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

- Electricity demand in October 2011, measured in terms of the total electricity sales of ten power companies, was down year on year for eight consecutive months, decreasing by 6.3% to 66.91 billion kWh.

- Outside the liberalized segment, lighting demand declined by 6.7% year on year due principally to the increased energy-saving awareness among customers.

Commercial demand in the liberalized segment also dropped by 10.7%.

**Lighting Demand (down 6.7% on the year, 19.83 billion kWh in total)**

**Commercial Demand (down 10.7% on the year, 15.07 billion kWh in total)**

(Reference)

**Large Industrial Demand (down 3.2% on the year, 23.26 billion kWh in total)**

Large industrial user demand was down year on year for eight consecutive months, decreasing by 3.2%. This was due mainly to the year-on-year decrease in all major industries, due principally to the increased energy-saving awareness among companies and other customers.

### Demand Change by Use

By Use		By Month		Year-on-year Change (%)											
		FY2010	Oct. 2010	Nov.	Dec.	Jan. 2011	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.
Other than Eligible Customers' Use	Lighting Total	6.8	4.8	0.5	2.0	3.5	7.0	4.0	-4.4	-7.1	-3.6	-1.9	-14.8	-13.9	-6.7
	Power	5.0	4.4	-1.7	-0.2	0.4	4.7	2.2	-5.0	-7.6	-6.0	-0.8	-14.6	-15.5	-7.7
	Lighting & Power Total	6.5	4.8	0.2	1.7	3.1	6.7	3.7	-4.4	-7.1	-4.0	-1.8	-14.8	-14.1	-6.8
Eligible Customers' Use	Commercial Power	1.8	3.4	0.1	-1.5	-0.1	1.5	-3.9	-10.8	-10.2	-9.7	-10.0	-14.0	-14.9	-10.7
	Industrial Power	6.9	5.7	4.2	4.2	4.7	4.0	-5.4	-6.4	-4.0	-3.3	-4.7	-5.8	-6.3	-3.5
	Eligible Customers' Use Total	5.0	4.9	2.7	2.1	2.8	3.0	-4.9	-8.0	-6.2	-5.6	-6.7	-9.1	-9.7	-6.1
Total Electricity Sales		5.6	4.8	1.8	2.0	3.0	4.6	-1.4	-6.5	-6.5	-5.1	-5.0	-11.3	-11.4	-6.3

### 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	0.1	-5.7	-11.9	-5.5	2.1	-5.6	-3.0	-3.2	-1.8	-6.7	-3.5	-6.7
	Power	3.7	-8.3	-11.0	-7.9	-3.2	-10.2	-6.9	-6.9	-5.9	-8.2	-3.4	-7.7
	Lighting & Power Total	0.5	-6.1	-11.8	-5.8	1.3	-6.2	-3.5	-3.9	-2.5	-6.9	-3.5	-6.8
Eligible Customers' Use	Commercial Power	-4.4	-16.0	-14.7	-8.7	-7.1	-7.0	-7.6	-5.0	-7.5	-10.7	-1.5	-10.7
	Industrial Power	1.6	-9.9	-6.5	1.2	-0.7	-2.6	-4.3	0.3	-0.8	-3.5	-7.9	-3.5
	Sub-total	-1.3	-11.7	-10.0	-1.4	-2.4	-4.2	-5.3	-1.6	-3.5	-6.1	-4.7	-6.1
Total Electricity Sales		-0.6	-9.9	-10.6	-2.8	-1.3	-4.9	-4.7	-2.5	-3.1	-6.4	-3.6	-6.3
(Large Industry)		4.4	-10.5	-6.7	2.2	-0.3	-2.0	-4.3	0.9	0.1	-3.2	-5.3	-3.2

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

By Sector		By Month		Year-on-year Change (%)											
		FY2010	Oct. 2010	Nov.	Dec.	Jan. 2011	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.
Textiles		11.7	5.8	7.1	10.9	9.5	9.1	10.3	2.3	-0.2	4.0	-1.5	-3.6	-7.3	-5.1
Paper & Pulp		5.1	2.0	4.1	4.0	6.5	6.6	0.9	-1.5	-3.5	-1.8	-9.8	-15.1	-10.9	-3.3
Chemicals		7.1	4.4	0.9	5.2	6.4	6.5	-6.7	-5.1	1.1	2.0	-3.5	-5.6	-6.4	-3.2
Ceramics		12.4	10.7	8.6	7.4	9.8	7.1	1.3	1.2	0.0	1.0	0.1	-0.7	-0.9	-1.1
Steel		22.4	21.0	13.4	20.3	20.1	13.8	3.5	0.4	-4.2	-2.8	1.6	1.3	0.6	-0.8
Non-Ferrous Metals		9.0	7.6	9.2	7.1	6.5	6.8	-11.5	-11.1	-1.4	-0.5	-2.2	-2.7	-1.9	-4.1
Machinery		7.3	4.8	4.5	3.4	3.6	3.1	-11.5	-10.8	-6.1	-4.1	-6.4	-6.4	-6.4	-2.2
Large Industry Total		7.5	5.8	4.8	5.2	5.8	4.6	-6.3	-6.2	-3.3	-2.8	-4.7	-5.8	-5.6	-3.2

# Lighting & Power Demand Volume and Change by Company and Use (October 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	880,368	1,686,759	6,377,026	2,528,175	536,620	3,500,544	1,283,745	692,930	2,081,289	19,567,456	261,331	19,828,787
	<Residential Lighting>	568,615	1,121,364	4,427,468	1,568,275	251,442	2,269,443	738,157	431,382	1,244,022	12,620,168	227,600	12,847,768
	Power	127,309	278,872	766,209	466,908	92,624	469,056	189,232	137,816	413,340	2,941,366	327,309	3,268,675
	<Low Voltage>	103,961	235,887	669,680	370,125	76,142	417,884	147,513	101,187	358,116	2,480,495	49,392	2,529,887
	Lighting & Power Total	1,007,677	1,965,631	7,143,235	2,995,083	629,244	3,969,600	1,472,977	830,746	2,494,629	22,508,822	588,640	23,097,462
	Eligible Customers' Use	1,439,516	3,812,001	13,366,770	7,250,548	1,535,498	7,455,338	3,191,955	1,373,607	4,282,355	43,707,588	102,454	43,810,042
	<Commercial Power>	677,825	1,083,483	5,373,685	1,797,028	371,743	2,682,156	895,064	473,470	1,662,322	15,016,776	52,614	15,069,390
	<Industrial Power>	761,691	2,728,518	7,993,084	5,453,520	1,163,755	4,773,182	2,296,891	900,137	2,620,033	28,690,811	49,840	28,740,651
Total Electricity Sales	2,447,193	5,777,632	20,510,005	10,245,631	2,164,742	11,424,938	4,664,932	2,204,353	6,776,984	66,216,410	691,094	66,907,504	
Yea-on-year Basis (%)	Lighting	100.1	94.3	88.1	94.5	102.1	94.4	97.0	96.8	98.2	93.3	96.5	93.3
	Power	103.7	91.7	89.0	92.1	96.8	89.8	93.1	93.1	94.1	91.8	96.6	92.3
	<Low Voltage>	98.8	91.2	88.5	90.4	96.4	88.9	91.2	91.4	93.1	90.7	93.0	90.7
	Lighting & Power Total	100.5	93.9	88.2	94.2	101.3	93.8	96.5	96.1	97.5	93.1	96.5	93.2
	Eligible Customers' Use	98.7	88.3	90.0	98.6	97.6	95.8	94.7	98.4	96.5	93.9	95.3	93.9
	<Commercial Power>	95.6	84.0	85.3	91.3	92.9	93.0	92.4	95.0	92.5	89.3	98.5	89.3
	<Industrial Power>	101.6	90.1	93.5	101.2	99.3	97.4	95.7	100.3	99.2	96.5	92.1	96.5
	Total Electricity Sales	99.4	90.1	89.4	97.2	98.7	95.1	95.3	97.5	96.9	93.6	96.4	93.7

## 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)	2,530,224	4,680,878	19,961,662	6,420,854	1,038,492	9,074,110	3,222,127	1,773,271	5,483,789	54,185,407	667,651	54,853,058
	Power Total (kW)	1,943,256	4,636,576	14,514,969	8,006,775	1,654,203	7,738,819	3,195,455	2,302,469	6,425,165	50,417,687	1,373,945	51,791,632
	<Low Voltage (kW)>	1,416,485	3,965,479	12,812,971	6,116,283	1,391,094	6,809,731	2,547,290	1,694,984	5,197,872	41,952,189	428,493	42,380,682
	Lighting & Power Total (Number of Contracts)	3,851,178	7,603,631	28,687,861	10,462,211	2,088,811	13,562,422	5,224,582	2,848,832	8,541,971	82,871,499	847,405	83,718,904

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

## Demand Volume and Change by Large Industry Sector (October 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		7,763	9,182	14,113	4,201	0	8,237	12,504	3,786	14,508	74,294	377	74,671
		Manufacturing	Foodstuffs	104,409	122,408	466,772	221,084	17,129	211,468	87,946	41,571	201,040	1,473,827	10,055	1,483,882
			Textiles		5,193	27,500	102,235	92,412	59,233	35,053	39,545	25,416	386,587	0	386,587
			Paper & Pulp	71,113	72,140	216,074	150,870	32,781	68,404	50,611	140,829	39,328	842,150	509	842,659
			Chemical	22,527	170,262	799,622	264,616	106,580	420,297	250,323	103,297	228,812	2,366,336	1,150	2,367,486
			Oil/Coal	0	1,384	36,398	8,339	461	27,343	44,946	35,964	8,759	163,594	4,191	167,785
			Rubber Products		28,640	56,492	65,634	1,656	30,415	27,642	4,863	54,393	269,735	0	269,735
			Ceramics	13,091	61,163	218,790	234,470	35,000	282,554	51,697	1,861	91,179	989,805	2,741	992,546
			Steel	83,707	232,068	693,490	558,185	71,476	715,058	508,212	76,746	223,530	3,162,472	12,349	3,174,821
			Non-Ferrous Metals	11,606	300,841	343,615	116,740	77,724	189,162	131,208		158,420	1,329,316	526	1,329,842
			Machinery	57,894	635,121	1,417,347	1,762,360	313,673	786,293	403,744	161,358	585,739	6,123,529	0	6,123,529
	Others	35,215	178,995	800,605	457,324	130,108	404,744	102,587	57,178	155,642	2,322,398	2,168	2,324,566		
	Manufacturing Total	399,562	1,808,215	5,076,703	3,941,857	879,000	3,194,971	1,693,969	663,212	1,772,258	19,429,747	33,689	19,463,436		
	Mining & Manufacturing Total	407,325	1,817,397	5,090,816	3,946,058	879,000	3,203,208	1,706,473	666,998	1,786,766	19,504,041	34,066	19,538,107		
Others	Railways	26,739	110,087	469,545	210,977	18,341	361,235	101,711	7,505	87,100	1,393,240	759	1,393,999		
	Other than Railways	52,376	168,479	1,016,978	270,660	54,561	378,329	111,289	42,964	196,514	2,292,150	39,202	2,331,352		
	Others Total	79,115	278,566	1,486,523	481,637	72,902	739,564	213,000	50,469	283,614	3,685,390	39,961	3,725,351		
Total		486,440	2,095,963	6,577,339	4,427,695	951,902	3,942,772	1,919,473	717,467	2,070,380	23,189,431	74,027	23,263,458		

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

## Demand Volume and Change by Large Industry Sector (October 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		131.7	91.7	98.1	110.2	0.0	101.5	97.2	96.7	103.9	101.8	84.1	101.7
		Manufacturing	Foodstuffs	102.2	86.5	94.6	99.0	94.9	99.2	98.5	96.9	99.4	96.6	104.9	96.6
			Textiles		82.8	94.0	93.9	94.7	100.9	95.7	104.2	78.8	94.9	0.0	94.9
			Paper & Pulp	102.6	64.9	90.7	113.4	81.6	100.4	106.7	113.0	101.4	96.7	103.4	96.7
			Chemical	99.9	97.7	94.8	112.5	94.8	100.1	87.0	95.5	95.0	96.8	78.2	96.8
			Oil/Coal		113.1	74.5	64.0	91.7	102.4	93.7	96.7	109.1	89.2	104.0	89.5
			Rubber Products		100.3	92.3	100.3	107.4	98.3	109.2	98.5	103.5	99.7	0.0	99.7
			Ceramics	80.7	80.9	103.4	103.4	102.4	100.6	83.4	115.7	101.5	99.1	50.0	98.9
			Steel	126.6	92.5	97.8	103.9	96.2	96.0	98.1	91.7	111.0	99.3	92.9	99.2
			Non-Ferrous Metals	69.0	86.7	95.5	88.5	111.7	112.6	99.1		98.8	95.9	103.4	95.9
			Machinery	106.8	91.9	93.1	103.3	103.8	95.1	96.6	101.8	100.5	97.8	0.0	97.8
			Others	102.5	87.8	90.4	99.4	99.4	95.4	95.8	98.8	100.2	94.5	103.8	94.5
	Manufacturing Total	104.7	89.0	94.0	102.6	99.7	97.9	95.6	100.9	100.4	97.2	91.2	97.2		
	Mining & Manufacturing Total		105.1	89.0	94.0	102.7	99.7	98.0	95.6	100.9	100.5	97.2	91.1	97.2	
	Others	Railways		100.8	98.3	92.7	97.1	94.6	95.8	100.9	95.6	102.7	95.9	95.6	95.9
Other than Railways		100.7	89.6	90.1	99.1	101.8	100.5	93.1	103.1	95.9	94.0	98.1	94.1		
Others Total		100.7	92.9	90.9	98.2	99.8	98.1	96.7	101.9	97.9	94.7	98.0	94.8		
Total		104.4	89.5	93.3	102.2	99.7	98.0	95.7	100.9	100.1	96.8	94.7	96.8		

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