

Electricity Demand in November 2011 (Confirmed Report)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in November 2011, measured in terms of the total electricity sales of ten power companies, was down year on year for nine consecutive months, decreasing by 5.4% to 64.82 billion kWh.

- Outside the liberalized segment, lighting demand declined by 7.7% year on year due principally to the increased energy-saving awareness among customers, and to the decreased heating demands caused by relatively higher temperatures this November, compared to last year.

Commercial demand in the liberalized segment also dropped by 7.9%.

Lighting Demand (down 7.7% on the year, 19.97 billion kWh in total)
Commercial Demand (down 7.9% on the year, 14.06 billion kWh in total)

(Reference)

Large Industrial Demand (down 2.3% on the year, 22.52 billion kWh in total)

Large industrial user demand was down year on year for nine consecutive months, decreasing by 2.3%. This was due mainly to the year-on-year decrease in all major industries except for textiles and steel, 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	Nov. 2010	Dec.	Jan. 2011	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.
Other than Eligible Customers' Use	Lighting Total	6.8	0.5	2.0	3.5	7.0	4.0	-4.4	-7.1	-3.6	-1.9	-14.8	-13.9	-6.7	-7.7
	Power	5.0	-1.7	-0.2	0.4	4.7	2.2	-5.0	-7.6	-6.0	-0.8	-14.6	-15.5	-7.7	-6.1
	Lighting & Power Total	6.5	0.2	1.7	3.1	6.7	3.7	-4.4	-7.1	-4.0	-1.8	-14.8	-14.1	-6.8	-7.5
Eligible Customers' Use	Commercial Power	1.8	0.1	-1.5	-0.1	1.5	-3.9	-10.8	-10.2	-9.7	-10.0	-14.0	-14.9	-10.7	-7.9
	Industrial Power	6.9	4.2	4.2	4.7	4.0	-5.4	-6.4	-4.0	-3.3	-4.7	-5.8	-6.3	-3.5	-2.2
	Eligible Customers' Use Total	5.0	2.7	2.1	2.8	3.0	-4.9	-8.0	-6.2	-5.6	-6.7	-9.1	-9.7	-6.1	-4.2
Total Electricity Sales		5.6	1.8	2.0	3.0	4.6	-1.4	-6.5	-6.5	-5.1	-5.0	-11.3	-11.4	-6.3	-5.4

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	-3.2	-9.7	-8.1	-8.0	-9.1	-7.3	-11.5	-6.2	-5.2	-7.8	-4.4	-7.7
	Power	-4.0	-9.6	-5.1	-7.4	-10.3	-6.2	-11.1	-6.3	-3.8	-6.4	-3.1	-6.1
	Lighting & Power Total	-3.3	-9.7	-7.8	-7.9	-9.3	-7.2	-11.4	-6.2	-5.0	-7.6	-3.6	-7.5
Eligible Customers' Use	Commercial Power	-2.9	-14.2	-12.5	-5.9	-4.9	-3.4	-3.7	-2.5	-2.9	-8.0	16.0	-7.9
	Industrial Power	0.3	-8.5	-4.3	1.2	-1.9	-0.9	-3.5	3.5	1.5	-2.2	4.0	-2.2
	Sub-total	-1.2	-10.2	-7.7	-0.6	-2.7	-1.8	-3.6	1.4	-0.2	-4.2	9.7	-4.2
Total Electricity Sales		-2.2	-10.0	-7.7	-2.8	-4.8	-3.7	-6.2	-1.5	-2.1	-5.4	-1.7	-5.4
(Large Industry)		-0.0	-9.4	-4.8	1.6	-1.6	-0.8	-4.0	4.1	2.2	-2.3	3.1	-2.3

(Reference) Large Industry Demand Change by Sector

By Sector		By Month	Year-on-year Change (%)												
		FY2010	Nov. 2010	Dec.	Jan. 2011	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.
Textiles		11.7	7.1	10.9	9.5	9.1	10.3	2.3	-0.2	4.0	-1.5	-3.6	-7.3	-5.1	1.1
Paper & Pulp		5.1	4.1	4.0	6.5	6.6	0.9	-1.5	-3.5	-1.8	-9.8	-15.1	-10.9	-3.3	-2.0
Chemicals		7.1	0.9	5.2	6.4	6.5	-6.7	-5.1	1.1	2.0	-3.5	-5.6	-6.4	-3.2	-2.1
Ceramics		12.4	8.6	7.4	9.8	7.1	1.3	1.2	0.0	1.0	0.1	-0.7	-0.9	-1.1	-2.3
Steel		22.4	13.4	20.3	20.1	13.8	3.5	0.4	-4.2	-2.8	1.6	1.3	0.6	-0.8	1.3
Non-Ferrous Metals		9.0	9.2	7.1	6.5	6.8	-11.5	-11.1	-1.4	-0.5	-2.2	-2.7	-1.9	-4.1	-4.2
Machinery		7.3	4.5	3.4	3.6	3.1	-11.5	-10.8	-6.1	-4.1	-6.4	-6.4	-6.4	-2.2	-2.7
Large Industry Total		7.5	4.8	5.2	5.8	4.6	-6.3	-6.2	-3.3	-2.8	-4.7	-5.8	-5.6	-3.2	-2.3

Lighting & Power Demand Volume and Change by Company and Use (November 2011)

FEPC

1) Sales Volume and Change

By Use \ By Company		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
		Sales Volume (MWh)		964,813	1,775,502	6,795,771	2,378,351	585,617	3,290,782	1,256,592	657,915	2,050,128	19,755,471
Lighting		964,813	1,775,502	6,795,771	2,378,351	585,617	3,290,782	1,256,592	657,915	2,050,128	19,755,471	218,538	19,974,009
<Residential Lighting>		598,513	1,140,280	4,627,801	1,429,023	262,502	2,056,590	693,548	394,669	1,175,909	12,378,835	186,756	12,565,591
Power		147,551	238,147	710,768	387,022	83,334	366,975	153,495	114,885	337,916	2,540,093	289,637	2,829,730
<Low Voltage>		92,685	190,996	593,510	280,142	65,422	311,278	111,847	75,751	286,217	2,007,848	37,555	2,045,403
Lighting & Power Total		1,112,364	2,013,649	7,506,539	2,765,373	668,951	3,657,757	1,410,087	772,800	2,388,044	22,295,564	508,175	22,803,739
Eligible Customers' Use		1,384,234	3,804,402	12,982,322	6,911,661	1,504,644	7,062,732	2,998,333	1,324,868	3,947,868	41,921,064	98,115	42,019,179
<Commercial Power>		662,124	1,093,590	5,093,533	1,643,195	375,788	2,445,220	808,118	452,501	1,440,864	14,014,933	48,618	14,063,551
<Industrial Power>		722,110	2,710,812	7,888,789	5,268,466	1,128,856	4,617,512	2,190,215	872,367	2,507,004	27,906,131	49,497	27,955,628
Total Electricity Sales		2,496,598	5,818,051	20,488,861	9,677,034	2,173,595	10,720,489	4,408,420	2,097,668	6,335,912	64,216,628	606,290	64,822,918
Yea-on-year Basis (%)		96.8	90.3	91.9	92.0	90.9	92.7	88.5	93.8	94.8	92.2	95.6	92.3
Lighting		96.8	90.3	91.9	92.0	90.9	92.7	88.5	93.8	94.8	92.2	95.6	92.3
Power		96.0	90.4	94.9	92.6	89.7	93.8	88.9	93.7	96.2	93.6	96.9	93.9
<Low Voltage>		97.8	90.6	95.0	93.0	89.7	94.2	89.7	95.4	97.3	94.1	100.0	94.2
Lighting & Power Total		96.7	90.3	92.2	92.1	90.7	92.8	88.6	93.8	95.0	92.4	96.4	92.5
Eligible Customers' Use		98.8	89.8	92.3	99.4	97.3	98.2	96.4	101.4	99.8	95.8	109.7	95.8
<Commercial Power>		97.1	85.8	87.5	94.1	95.1	96.6	96.3	97.5	97.1	92.0	116.0	92.1
<Industrial Power>		100.3	91.5	95.7	101.2	98.1	99.1	96.5	103.5	101.5	97.8	104.0	97.8
Total Electricity Sales		97.8	90.0	92.3	97.2	95.2	96.3	93.8	98.5	97.9	94.6	98.3	94.6

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		2,522,930	4,680,108	19,957,308	6,419,090	1,036,631	9,067,695	3,218,448	1,771,464	5,478,698	54,152,372
Residential Lighting (Number of Contracts)		2,522,930	4,680,108	19,957,308	6,419,090	1,036,631	9,067,695	3,218,448	1,771,464	5,478,698	54,152,372	667,254	54,819,626
Power Total (kW)		2,280,713	4,727,489	14,482,633	7,987,902	1,718,919	7,711,619	3,144,469	2,287,343	6,335,337	50,676,424	1,370,512	52,046,936
<Low Voltage (kW)>		1,414,986	3,962,918	12,787,649	6,106,511	1,387,658	6,797,454	2,543,132	1,692,840	5,191,988	41,885,136	428,061	42,313,197
Lighting & Power Total (Number of Contracts)		3,897,597	7,545,660	28,715,573	10,465,873	2,088,523	13,559,756	5,214,517	2,847,097	8,525,832	82,860,428	847,312	83,707,740

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

Demand Volume and Change by Large Industry Sector (November 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		7,091	9,466	14,564	4,383	0	8,245	12,920	4,132	14,427	75,228	417	75,645
		Manufacturing	Foodstuffs	93,876	118,271	446,036	209,476	16,868	200,019	83,773	38,755	190,893	1,397,967	9,549	1,407,516
			Textiles		5,437	27,804	84,926	89,835	59,516	35,970	39,647	27,191	370,326	0	370,326
			Paper & Pulp	66,672	72,503	215,055	139,612	32,763	65,595	45,656	132,089	39,634	809,579	490	810,069
			Chemical	21,391	167,706	799,616	254,331	104,088	373,414	228,320	93,923	241,618	2,284,407	1,224	2,285,631
			Oil/Coal		3,745	31,795	17,383	515	38,430	45,684	35,093	7,231	179,876	3,889	183,765
			Rubber Products		28,284	53,228	58,911	1,634	28,815	26,925	4,785	52,898	255,480	0	255,480
			Ceramics	13,809	59,917	212,433	226,344	32,976	268,052	62,567	1,559	82,829	960,486	5,420	965,906
			Steel	66,253	236,273	705,606	556,866	74,916	736,667	455,893	81,917	179,299	3,093,690	11,289	3,104,979
			Non-Ferrous Metals	10,972	292,843	332,190	112,326	76,220	183,819	133,548		145,546	1,287,464	501	1,287,965
			Machinery	54,834	619,868	1,388,004	1,687,062	285,752	737,959	382,367	156,252	562,100	5,874,198	0	5,874,198
	Others	35,697	177,217	803,889	449,036	130,836	399,734	101,996	56,292	154,058	2,308,755	2,088	2,310,843		
	Manufacturing Total	363,504	1,782,064	5,015,656	3,796,273	846,403	3,092,020	1,602,699	640,312	1,683,297	18,822,228	34,450	18,856,678		
	Mining & Manufacturing Total	370,595	1,791,530	5,030,220	3,800,656	846,403	3,100,265	1,615,619	644,444	1,697,724	18,897,456	34,867	18,932,323		
Others	Railways	27,846	109,069	452,137	206,725	18,372	350,217	97,861	7,537	86,592	1,356,356	746	1,357,102		
	Other than Railways	50,991	165,793	978,664	254,996	52,324	353,109	106,392	42,663	186,964	2,191,896	37,491	2,229,387		
	Others Total	78,837	274,862	1,430,801	461,721	70,696	703,326	204,253	50,200	273,556	3,548,252	38,237	3,586,489		
Total		449,432	2,066,392	6,461,021	4,262,377	917,099	3,803,591	1,819,872	694,644	1,971,280	22,445,708	73,104	22,518,812		

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

Demand Volume and Change by Large Industry Sector (November 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		123.1	96.2	100.0	106.8	0.0	97.7	97.9	96.2	99.9	100.8	96.0	100.8
		Manufacturing	Foodstuffs	104.2	91.6	99.1	100.8	100.6	102.3	102.5	100.7	104.6	100.4	103.6	100.5
			Textiles		85.6	94.5	96.7	102.7	99.1	103.4	143.3	83.4	101.1	0.0	101.1
			Paper & Pulp	99.2	73.2	93.1	106.6	95.0	100.5	107.3	113.0	102.1	98.0	107.2	98.0
			Chemical	95.2	92.0	99.0	106.0	95.3	100.0	81.9	93.9	109.8	97.9	98.8	97.9
			Oil/Coal		277.0	69.3	153.3	109.3	92.9	127.0	103.6	90.6	100.9	111.4	101.1
			Rubber Products		100.5	93.9	101.0	101.7	99.5	103.4	98.5	104.5	100.1	0.0	100.1
			Ceramics	99.8	89.3	99.1	98.1	103.3	98.2	100.4	102.9	94.1	97.7	94.1	97.7
			Steel	102.0	89.8	104.4	106.8	96.4	101.5	98.2	100.9	100.2	101.3	100.6	101.3
			Non-Ferrous Metals	67.4	88.8	94.1	90.2	97.2	112.1	99.0		101.5	95.8	125.0	95.8
			Machinery	101.0	92.6	94.2	101.7	98.5	94.4	94.2	102.8	102.3	97.3	0.0	97.3
			Others	102.6	88.5	93.5	99.8	98.2	98.4	96.9	97.8	103.4	96.4	112.9	96.4
	Manufacturing Total	99.9	90.2	96.5	102.0	98.2	99.3	95.8	104.3	102.6	98.2	102.4	98.2		
	Mining & Manufacturing Total		100.3	90.2	96.5	102.0	98.2	99.3	95.9	104.2	102.5	98.2	102.3	98.2	
	Others	Railways		98.6	97.5	86.6	97.4	93.4	97.1	98.7	93.9	103.7	93.9	96.2	93.9
Other than Railways		98.4	90.9	93.0	99.3	102.3	101.4	95.4	104.5	98.2	95.9	104.0	96.1		
Others Total		98.5	93.4	90.9	98.5	99.8	99.2	97.0	102.7	99.9	95.1	103.8	95.2		
Total		100.0	90.6	95.2	101.6	98.4	99.2	96.0	104.1	102.2	97.7	103.1	97.7		

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