

Electricity Demand in December 2011 (Confirmed Report)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in December 2011, measured in terms of the total electricity sales of the ten power companies, was down year on year for the tenth consecutive month, decreasing by 3.5% to 69.35 billion kWh.

- Outside the liberalized segment, although the lighting demand declined by 2.6% due principally to the increased energy-saving awareness among customers, the rate of decrease was smaller than last month, owing to increased heating demand caused by relatively cold temperatures from late November to December, compared to last year.

Commercial demand in the liberalized segment also dropped by 5.5%.

Lighting Demand (down 2.6% on the year, 23.67 billion kWh in total)
Commercial Demand (down 5.5% on the year, 14.78 billion kWh in total)

(Reference)

Large Industrial Demand (down 3.8% on the year, 22.21 billion kWh in total)

Large industrial user demand was down year on year for the tenth consecutive month, decreasing by 3.8%. 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	Dec. 2010	Jan. 2011	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Other than Eligible Customers' Use	Lighting Total	6.8	2.0	3.5	7.0	4.0	-4.4	-7.1	-3.6	-1.9	-14.8	-13.9	-6.7	-7.7	-2.6
	Power	5.0	-0.2	0.4	4.7	2.2	-5.0	-7.6	-6.0	-0.8	-14.6	-15.5	-7.7	-6.1	-0.7
	Lighting & Power Total	6.5	1.7	3.1	6.7	3.7	-4.4	-7.1	-4.0	-1.8	-14.8	-14.1	-6.8	-7.5	-2.4
Eligible Customers' Use	Commercial Power	1.8	-1.5	-0.1	1.5	-3.9	-10.8	-10.2	-9.7	-10.0	-14.0	-14.9	-10.7	-7.9	-5.5
	Industrial Power	6.9	4.2	4.7	4.0	-5.4	-6.4	-4.0	-3.3	-4.7	-5.8	-6.3	-3.5	-2.2	-3.5
	Eligible Customers' Use Total	5.0	2.1	2.8	3.0	-4.9	-8.0	-6.2	-5.6	-6.7	-9.1	-9.7	-6.1	-4.2	-4.2
Total Electricity Sales		5.6	2.0	3.0	4.6	-1.4	-6.5	-6.5	-5.1	-5.0	-11.3	-11.4	-6.3	-5.4	-3.5

Demand Change by Company and Use (% change on year)

By Use		By Company											10-Co. Total
		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	
Other than Eligible Customers' Use	Lighting	1.7	-2.6	-2.4	-2.3	-0.9	-4.2	-0.7	-3.3	-4.8	-2.6	2.2	-2.6
	Power	21.8	-1.5	-0.7	-3.3	-3.4	-4.5	-3.4	-5.0	-6.1	-1.3	6.7	-0.7
	Lighting & Power Total	5.0	-2.5	-2.2	-2.4	-1.2	-4.2	-1.0	-3.6	-5.0	-2.5	4.6	-2.4
Eligible Customers' Use	Commercial Power	-1.6	-8.5	-8.1	-4.5	0.7	-3.2	-4.0	-1.6	-3.9	-5.5	1.7	-5.5
	Industrial Power	0.6	-9.6	-5.2	1.1	-5.4	-1.4	-6.0	-1.8	-2.7	-3.5	2.3	-3.5
	Sub-total	-0.5	-9.2	-6.4	-0.4	-3.7	-2.0	-5.5	-1.7	-3.1	-4.2	2.0	-4.2
Total Electricity Sales		2.1	-6.7	-4.8	-1.1	-2.8	-2.9	-3.8	-2.5	-3.9	-3.6	4.2	-3.5
(Large Industry)		0.8	-11.1	-6.1	1.9	-6.4	-1.0	-6.7	-2.1	-3.2	-3.9	3.0	-3.8

(Reference) Large Industry Demand Change by Sector

By Sector		By Month	Year-on-year Change (%)												
		FY2010	Dec. 2010	Jan. 2011	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Textiles		11.7	10.9	9.5	9.1	10.3	2.3	-0.2	4.0	-1.5	-3.6	-7.3	-5.1	1.1	-7.4
Paper & Pulp		5.1	4.0	6.5	6.6	0.9	-1.5	-3.5	-1.8	-9.8	-15.1	-10.9	-3.3	-2.0	-8.0
Chemicals		7.1	5.2	6.4	6.5	-6.7	-5.1	1.1	2.0	-3.5	-5.6	-6.4	-3.2	-2.1	-7.6
Ceramics		12.4	7.4	9.8	7.1	1.3	1.2	0.0	1.0	0.1	-0.7	-0.9	-1.1	-2.3	-1.6
Steel		22.4	20.3	20.1	13.8	3.5	0.4	-4.2	-2.8	1.6	1.3	0.6	-0.8	1.3	-1.4
Non-Ferrous Metals		9.0	7.1	6.5	6.8	-11.5	-11.1	-1.4	-0.5	-2.2	-2.7	-1.9	-4.1	-4.2	-3.8
Machinery		7.3	3.4	3.6	3.1	-11.5	-10.8	-6.1	-4.1	-6.4	-6.4	-6.4	-2.2	-2.7	-4.1
Large Industry Total		7.5	5.2	5.8	4.6	-6.3	-6.2	-3.3	-2.8	-4.7	-5.8	-5.6	-3.2	-2.3	-3.8

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

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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	1,073,117	2,252,094	7,815,618	2,883,751	749,017	3,915,448	1,626,811	771,800	2,365,533	23,453,189	216,417	23,669,606
	<Residential Lighting>	635,780	1,387,473	5,376,093	1,746,038	322,857	2,454,722	890,634	457,852	1,348,711	14,620,160	181,758	14,801,918
	Power	258,139	298,235	806,647	457,699	103,044	413,689	188,628	128,573	367,380	3,022,034	258,465	3,280,499
	<Low Voltage>	92,013	225,289	673,746	328,991	79,291	346,596	137,281	82,494	306,736	2,272,437	29,556	2,301,993
	Lighting & Power Total	1,331,256	2,550,329	8,622,265	3,341,450	852,061	4,329,137	1,815,439	900,373	2,732,913	26,475,223	474,882	26,950,105
	Eligible Customers' Use	1,406,093	3,972,244	13,194,079	6,870,502	1,555,291	7,076,033	3,030,778	1,364,574	3,842,012	42,311,606	87,661	42,399,267
	<Commercial Power>	689,049	1,250,339	5,392,119	1,692,565	451,225	2,490,922	840,139	517,469	1,417,767	14,741,594	40,352	14,781,946
	<Industrial Power>	717,044	2,721,905	7,801,959	5,177,937	1,104,066	4,585,111	2,190,639	847,105	2,424,245	27,570,011	47,309	27,617,320
Total Electricity Sales	2,737,349	6,522,573	21,816,343	10,211,952	2,407,352	11,405,170	4,846,217	2,264,947	6,574,925	68,786,828	562,543	69,349,371	
Yea-on-year Basis (%)	Lighting	101.7	97.4	97.6	97.7	99.1	95.8	99.3	96.7	95.2	97.4	102.2	97.4
	Power	121.8	98.5	99.3	96.7	96.6	95.5	96.6	95.0	93.9	98.7	106.7	99.3
	<Low Voltage>	100.5	97.0	100.0	98.2	96.6	96.1	97.2	96.5	94.3	97.6	108.4	97.8
	Lighting & Power Total	105.0	97.5	97.8	97.6	98.8	95.8	99.0	96.4	95.0	97.5	104.6	97.6
	Eligible Customers' Use	99.5	90.8	93.6	99.6	96.3	98.0	94.5	98.3	96.9	95.8	102.0	95.8
	<Commercial Power>	98.4	91.5	91.9	95.5	100.7	96.8	96.0	98.4	96.1	94.5	101.7	94.5
	<Industrial Power>	100.6	90.4	94.8	101.1	94.6	98.6	94.0	98.2	97.3	96.5	102.3	96.5
	Total Electricity Sales	102.1	93.3	95.2	98.9	97.2	97.1	96.2	97.5	96.1	96.4	104.2	96.5

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)	2,518,382	4,686,331	19,954,546	6,423,411	1,034,955	9,062,084	3,214,870	1,769,373	5,473,429	54,137,381	667,485	54,804,866
	Power Total (kW)	2,607,582	5,055,673	14,468,464	7,980,366	1,776,582	7,698,741	3,126,375	2,281,786	6,312,923	51,308,492	1,369,864	52,678,356
	<Low Voltage (kW)>	1,413,189	3,962,660	12,769,129	6,098,944	1,384,003	6,787,895	2,539,106	1,691,151	5,186,956	41,833,033	426,911	42,259,944
	Lighting & Power Total (Number of Contracts)	3,933,773	7,606,240	28,728,611	10,476,396	2,093,243	13,558,979	5,212,922	2,846,362	8,529,744	82,986,270	847,752	83,834,022

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

Demand Volume and Change by Large Industry Sector (December 2011)

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Sales Volume and Change

By Sector		By Company	Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total	
Sales Volume (MWh)	Mining & Manufacturing	Mining	7,460	10,775	14,539	3,886	0	8,472	13,571	4,287	14,616	77,606	426	78,032	
		Manufacturing	Foodstuffs	91,407	118,900	427,580	206,364	16,332	193,005	80,871	37,909	180,015	1,352,383	8,764	1,361,147
			Textiles		5,430	29,331	78,389	87,465	49,463	31,333	26,814	29,157	337,382	0	337,382
			Paper & Pulp	59,042	55,202	190,487	132,700	23,409	59,168	45,287	125,790	40,337	731,422	505	731,927
			Chemical	21,400	173,101	757,363	233,601	104,779	374,860	226,495	89,888	217,822	2,199,309	1,325	2,200,634
			Oil/Coal	0	1,640	33,825	19,502	464	37,974	48,757	36,212	7,352	185,726	4,028	189,754
			Rubber Products		26,802	48,062	54,460	1,576	25,488	25,507	4,345	41,459	227,699	0	227,699
			Ceramics	10,927	59,975	212,559	224,924	33,331	267,487	61,211	1,574	89,482	961,470	5,229	966,699
			Steel	70,175	216,096	666,471	533,877	70,292	751,485	462,719	83,319	191,144	3,045,578	11,926	3,057,504
			Non-Ferrous Metals	13,067	308,095	326,476	104,666	75,985	183,362	133,145		144,773	1,289,569	484	1,290,053
			Machinery	54,595	598,901	1,365,845	1,679,213	253,683	713,157	378,386	147,563	539,948	5,731,291	0	5,731,291
	Others	35,935	175,431	781,533	438,773	131,444	378,989	102,815	55,759	141,739	2,242,418	2,101	2,244,519		
	Manufacturing Total	356,548	1,739,573	4,839,531	3,706,469	798,760	3,034,438	1,596,526	609,173	1,623,228	18,304,246	34,362	18,338,608		
	Mining & Manufacturing Total		364,008	1,750,348	4,854,070	3,710,355	798,760	3,042,910	1,610,097	613,460	1,637,844	18,381,852	34,788	18,416,640	
Others	Railways	33,899	130,996	505,305	227,025	22,007	380,591	107,549	8,634	94,768	1,510,774	688	1,511,462		
	Other than Railways	54,706	176,488	995,519	262,555	56,636	358,663	110,467	44,378	189,408	2,248,820	34,082	2,282,902		
	Others Total	88,605	307,484	1,500,825	489,580	78,643	739,254	218,016	53,012	284,176	3,759,595	34,770	3,794,365		
Total		452,613	2,057,832	6,354,894	4,199,935	877,403	3,782,164	1,828,113	666,472	1,922,020	22,141,446	69,558	22,211,004		

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

Demand Volume and Change by Large Industry Sector (December 2011)

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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		114.3	107.8	95.4	88.9	0.0	98.7	98.2	97.3	96.5	99.4	96.7	99.4
		Manufacturing	Foodstuffs	101.8	90.3	96.5	98.8	100.7	99.2	100.1	99.2	99.3	97.7	107.8	97.8
			Textiles		87.8	106.5	90.2	100.1	87.1	92.6	90.7	80.5	92.6	0.0	92.6
			Paper & Pulp	95.7	64.3	87.0	101.1	68.5	93.1	124.8	99.2	109.7	92.0	105.0	92.0
			Chemical	94.6	87.7	90.9	106.0	91.7	95.5	80.3	92.0	98.9	92.4	120.4	92.4
			Oil/Coal		108.6	82.2	331.2	108.7	94.4	129.6	104.8	93.3	109.7	106.6	109.7
			Rubber Products		100.2	85.1	100.4	97.3	97.4	101.3	95.9	86.1	93.6	0.0	93.6
			Ceramics	106.3	93.3	97.1	99.5	102.6	98.2	99.7	93.7	100.3	98.5	94.0	98.4
			Steel	104.5	80.4	98.0	105.8	95.7	110.5	88.2	99.3	91.9	98.6	114.1	98.6
			Non-Ferrous Metals	92.7	90.6	95.0	88.3	101.8	116.2	96.5		94.2	96.2	102.9	96.2
			Machinery	99.5	90.3	93.7	103.1	86.1	91.5	95.1	97.9	98.3	95.9	0.0	95.9
			Others	100.3	87.1	93.9	99.6	101.1	95.6	98.5	97.9	95.7	95.6	107.7	95.6
	Manufacturing Total	100.1	87.6	93.9	102.2	93.0	99.2	92.7	97.5	96.7	96.0	107.6	96.0		
	Mining & Manufacturing Total		100.3	87.7	93.9	102.2	93.0	99.2	92.8	97.5	96.7	96.0	107.5	96.0	
	Others	Railways		106.6	103.2	96.0	99.0	97.9	97.4	101.2	97.9	101.9	98.4	100.9	98.4
Other than Railways		100.6	92.3	93.1	100.6	101.8	99.4	94.1	103.3	95.3	95.7	98.8	95.7		
Others Total		102.8	96.7	94.1	99.9	100.7	98.3	97.5	102.3	97.4	96.7	98.9	96.7		
Total		100.8	88.9	93.9	101.9	93.6	99.0	93.3	97.9	96.8	96.1	103.0	96.2		

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