

Electricity Demand in March 2012 (Confirmed Report)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in March 2012, measured in terms of the total electricity sales of the ten power companies, was up year on year for the first time in thirteen months, increasing by 6.1% to 76.62 billion kWh.

- Outside the liberalized segment, lighting demand increased by 6.8%, due principally to a longer meter-reading period and increased heating demand caused by relatively cold temperatures from mid to late February than last year, in spite of the effect of energy-saving efforts by customers.

Commercial demand in the liberalized segment also increased by 3.7%.

Lighting Demand (up 6.8% on the year, 28.30 billion kWh in total)

Commercial Demand (up 3.7% on the year, 15.85 billion kWh in total)

(Reference)

Large Industrial Demand (up 6.8% on the year, 22.85 billion kWh in total)

Large industrial user demand was up year on year for the first time in thirteen consecutive months, increasing by 6.8%. This was mainly due to a year-on-year increase in all major industries except for textiles and paper & pulp, due principally to a rebound from the negative effect of the East Japan Great Earthquake, in spite of the influence of the recent energy-saving efforts by companies and other customers.

Demand Change by Use

By Use		By Month		Year-on-year Change (%)											
		FY2010	Mar. 2011	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
Other than Eligible Customers' Use	Lighting Total	6.8	4.0	-4.4	-7.1	-3.6	-1.9	-14.8	-13.9	-6.7	-7.7	-2.6	-3.0	-1.5	6.8
	Power	5.0	2.2	-5.0	-7.6	-6.0	-0.8	-14.6	-15.5	-7.7	-6.1	-0.7	-1.6	-0.3	7.3
	Lighting & Power Total	6.5	3.7	-4.4	-7.1	-4.0	-1.8	-14.8	-14.1	-6.8	-7.5	-2.4	-2.9	-1.4	6.8
Eligible Customers' Use	Commercial Power	1.8	-3.9	-10.8	-10.2	-9.7	-10.0	-14.0	-14.9	-10.7	-7.9	-5.5	-4.2	-2.7	3.7
	Industrial Power	6.9	-5.4	-6.4	-4.0	-3.3	-4.7	-5.8	-6.3	-3.5	-2.2	-3.5	-4.5	-0.7	6.5
	Eligible Customers' Use Total	5.0	-4.9	-8.0	-6.2	-5.6	-6.7	-9.1	-9.7	-6.1	-4.2	-4.2	-4.4	-1.5	5.5
Total Electricity Sales		5.6	-1.4	-6.5	-6.5	-5.1	-5.0	-11.3	-11.4	-6.3	-5.4	-3.5	-3.7	-1.4	6.1

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	4.8	4.6	6.3	9.5	0.7	9.9	7.3	10.0	3.5	6.8	3.7	6.8
	Power	17.6	7.7	7.4	8.3	-1.0	10.0	6.1	7.5	0.0	7.6	3.4	7.3
	Lighting & Power Total	7.6	5.0	6.4	9.3	0.5	9.9	7.1	9.6	3.0	6.9	3.5	6.8
Eligible Customers' Use	Commercial Power	5.9	13.4	4.4	1.5	-3.0	1.3	3.1	-2.2	3.0	3.6	6.5	3.7
	Industrial Power	3.5	32.1	15.7	7.1	-6.4	-4.3	-3.6	-4.7	-0.3	6.5	3.3	6.5
	Sub-total	4.7	25.4	10.7	5.6	-5.5	-2.3	-1.7	-3.8	1.0	5.5	4.7	5.5
Total Electricity Sales		6.1	16.0	8.8	6.9	-3.3	2.5	1.7	1.8	1.8	6.1	3.7	6.1
(Large Industry)		-0.8	38.0	17.8	8.0	-6.7	-5.6	-4.8	-5.5	-1.1	6.8	3.7	6.8

(Reference) Large Industry Demand Change by Sector

By Sector		By Month		Year-on-year Change (%)											
		FY2010	Mar. 2011	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.
Textiles		11.7	10.3	2.3	-0.2	4.0	-1.5	-3.6	-7.3	-5.1	1.1	-7.4	-10.4	-4.7	-8.6
Paper & Pulp		5.1	0.9	-1.5	-3.5	-1.8	-9.8	-15.1	-10.9	-3.3	-2.0	-8.0	-7.5	-10.6	-6.2
Chemicals		7.1	-6.7	-5.1	1.1	2.0	-3.5	-5.6	-6.4	-3.2	-2.1	-7.6	-7.9	-5.6	5.8
Ceramics		12.4	1.3	1.2	0.0	1.0	0.1	-0.7	-0.9	-1.1	-2.3	-1.6	-4.2	0.0	1.7
Steel		22.4	3.5	0.4	-4.2	-2.8	1.6	1.3	0.6	-0.8	1.3	-1.4	-4.1	2.7	10.1
Non-Ferrous Metals		9.0	-11.5	-11.1	-1.4	-0.5	-2.2	-2.7	-1.9	-4.1	-4.2	-3.8	-7.5	-2.0	17.9
Machinery		7.3	-11.5	-10.8	-6.1	-4.1	-6.4	-6.4	-6.4	-2.2	-2.7	-4.1	-5.3	-0.4	9.8
Large Industry Total		7.5	-6.3	-6.2	-3.3	-2.8	-4.7	-5.8	-5.6	-3.2	-2.3	-3.8	-5.2	-0.7	6.8

Lighting & Power Demand Volume and Change by Company and Use (March 2012)

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	1,197,940	2,610,463	9,564,293	3,481,242	848,955	4,840,107	1,892,339	950,884	2,697,005	28,083,228	218,013	28,301,241
	<Residential Lighting>	703,626	1,582,292	6,666,968	2,127,770	351,617	3,066,159	1,025,903	559,709	1,531,846	17,615,890	182,739	17,798,629
	Power	372,618	397,387	1,010,287	578,645	123,129	532,063	229,946	159,887	431,345	3,835,307	218,306	4,053,613
	<Low Voltage>	102,897	272,031	849,902	418,677	90,320	450,585	170,727	103,416	358,088	2,816,643	23,602	2,840,245
	Lighting & Power Total	1,570,558	3,007,850	10,574,581	4,059,887	972,084	5,372,170	2,122,285	1,110,771	3,128,350	31,918,536	436,319	32,354,855
	Eligible Customers' Use	1,525,423	4,214,826	13,707,136	7,319,717	1,574,625	7,256,868	3,155,050	1,367,671	4,057,366	44,178,682	85,162	44,263,844
	<Commercial Power>	758,901	1,366,919	5,761,619	1,831,072	436,425	2,651,748	928,727	504,659	1,575,334	15,815,404	38,939	15,854,343
	<Industrial Power>	766,522	2,847,907	7,945,517	5,488,645	1,138,200	4,605,120	2,226,323	863,012	2,482,032	28,363,278	46,223	28,409,501
	Total Electricity Sales	3,095,981	7,222,676	24,281,716	11,379,604	2,546,709	12,629,038	5,277,335	2,478,442	7,185,716	76,097,217	521,481	76,618,698
Yea-on-year Basis (%)	Lighting	104.8	104.6	106.3	109.5	100.7	109.9	107.3	110.0	103.5	106.8	103.7	106.8
	Power	117.6	107.7	107.4	108.3	99.0	110.0	106.1	107.5	100.0	107.6	103.4	107.3
	<Low Voltage>	103.4	105.9	108.0	110.4	98.5	111.1	108.1	109.8	102.7	107.5	106.7	107.5
	Lighting & Power Total	107.6	105.0	106.4	109.3	100.5	109.9	107.1	109.6	103.0	106.9	103.5	106.8
	Eligible Customers' Use	104.7	125.4	110.7	105.6	94.5	97.7	98.3	96.2	101.0	105.5	104.7	105.5
	<Commercial Power>	105.9	113.4	104.4	101.5	97.0	101.3	103.1	97.8	103.0	103.6	106.5	103.7
	<Industrial Power>	103.5	132.1	115.7	107.1	93.6	95.7	96.4	95.3	99.7	106.5	103.3	106.5
	Total Electricity Sales	106.1	116.0	108.8	106.9	96.7	102.5	101.7	101.8	101.8	106.1	103.7	106.1

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)	2,532,260	4,689,176	19,961,879	6,426,319	1,031,057	9,013,929	3,204,637	1,762,194	5,449,673	54,071,124	669,837	54,740,961
	Power Total (kW)	2,854,428	5,014,604	14,389,537	7,942,670	1,742,379	7,636,370	3,107,803	2,268,179	6,283,655	51,239,625	1,367,698	52,607,323
	<Low Voltage (kW)>	1,407,380	3,954,454	12,703,528	6,067,311	1,375,656	6,746,727	2,526,129	1,681,978	5,172,197	41,635,360	422,951	42,058,311
	Lighting & Power Total (Number of Contracts)	3,992,707	7,617,556	28,763,250	10,489,655	2,091,393	13,513,205	5,210,955	2,843,503	8,518,240	83,040,464	850,540	83,891,004

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

Demand Volume and Change by Large Industry Sector (March 2012)

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	
Sales Volume (MWh)	Mining & Manufacturing	Mining	7,887	11,437	14,480	3,882	0	9,418	14,136	4,279	15,492	81,011	496	81,507	
		Manufacturing	Foodstuffs	91,474	118,790	425,367	210,897	16,804	192,005	81,246	38,285	177,739	1,352,607	7,054	1,359,661
			Textiles		5,172	26,021	83,469	86,192	49,148	36,177	23,604	27,035	336,818	0	336,818
			Paper & Pulp	54,131	60,694	210,563	133,523	24,181	60,642	44,412	128,133	38,173	754,452	448	754,900
			Chemical	21,702	167,980	762,544	236,372	104,777	388,583	180,127	99,158	217,158	2,178,401	1,229	2,179,630
			Oil/Coal	0	1,652	39,316	9,550	602	37,576	40,631	36,143	8,524	173,994	4,272	178,266
			Rubber Products		28,307	53,201	59,740	1,710	27,250	28,164	4,582	50,844	253,798	0	253,798
			Ceramics	11,799	69,894	201,523	224,005	33,423	272,097	66,223	1,618	92,255	972,837	5,534	978,371
			Steel	81,687	247,989	706,997	627,150	77,376	730,894	523,564	79,946	198,705	3,274,308	10,565	3,284,873
			Non-Ferrous Metals	15,088	334,885	342,993	115,300	78,377	183,453	132,540		156,972	1,359,608	535	1,360,143
			Machinery	57,790	629,759	1,397,036	1,810,888	282,759	704,030	395,094	159,067	564,188	6,000,611	0	6,000,611
			Others	35,005	185,492	823,441	470,271	134,312	400,671	106,086	54,749	152,855	2,362,882	1,539	2,364,421
	Manufacturing Total	368,676	1,850,614	4,989,002	3,981,165	840,513	3,046,349	1,634,264	625,285	1,684,448	19,020,316	31,176	19,051,492		
	Mining & Manufacturing Total		376,563	1,862,051	5,003,482	3,985,047	840,513	3,055,767	1,648,400	629,564	1,699,940	19,101,327	31,672	19,132,999	
	Others	Railways	32,555	124,816	493,185	221,932	20,607	372,735	106,794	8,397	92,470	1,473,491	605	1,474,096	
Other than Railways		53,715	175,063	974,036	264,965	51,132	356,871	106,609	42,357	189,351	2,214,099	33,200	2,247,299		
Others Total		86,270	299,879	1,467,221	486,897	71,739	729,606	213,403	50,754	281,821	3,687,590	33,805	3,721,395		
Total		462,833	2,161,930	6,470,703	4,471,944	912,252	3,785,373	1,861,803	680,318	1,981,761	22,788,917	65,477	22,854,394		

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

Demand Volume and Change by Large Industry Sector (March 2012)

FEPC

Sales Volume and Change

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	101.6	149.7	109.6	84.8	0.0	101.1	94.3	92.1	101.6	104.7	114.8	104.7	
		Manufacturing	Foodstuffs	102.0	123.1	111.3	98.7	101.3	96.6	99.4	98.8	99.6	104.3	107.7	104.3
			Textiles		91.2	115.7	93.1	92.8	87.5	89.5	82.7	83.0	91.4	0.0	91.4
			Paper & Pulp	83.9	114.0	103.8	96.5	64.9	87.8	99.9	84.1	90.2	93.8	117.4	93.8
			Chemical	91.6	102.0	140.3	97.1	90.7	95.5	75.5	97.1	98.4	105.8	105.0	105.8
			Oil/Coal		158.5	110.1	135.6	98.7	89.8	97.9	101.8	109.1	101.7	110.7	101.9
			Rubber Products		174.8	112.7	108.3	113.3	94.9	110.6	93.8	96.3	109.4	0.0	109.4
			Ceramics	137.4	212.7	108.5	93.7	93.0	94.7	91.8	82.3	98.8	101.7	107.5	101.7
			Steel	96.5	187.5	124.2	120.4	94.8	98.1	95.8	94.2	94.7	110.1	107.3	110.1
			Non-Ferrous Metals	104.3	186.5	129.5	85.8	96.0	94.9	101.1		101.7	117.9	98.7	117.9
			Machinery	112.1	123.6	121.3	116.9	93.5	86.8	101.9	101.8	103.6	109.8	0.0	109.8
			Others	95.7	129.8	114.5	102.6	99.3	92.2	95.8	91.2	96.3	104.7	96.3	104.7
	Manufacturing Total	98.7	138.7	121.0	109.1	93.3	93.1	95.0	94.0	99.3	107.2	107.2	107.2		
	Mining & Manufacturing Total	98.7	138.8	120.9	109.1	93.3	93.1	95.0	94.0	99.3	107.2	107.3	107.2		
	Others	Railways	103.0	159.3	118.2	97.6	94.9	98.5	99.5	97.0	97.6	107.9	98.2	107.9	
		Other than Railways	100.4	119.4	104.0	101.7	92.7	101.9	95.0	102.9	95.5	102.8	100.6	102.7	
Others Total		101.3	133.3	108.4	99.8	93.3	100.2	97.2	101.9	96.2	104.8	100.6	104.7		
Total		99.2	138.0	117.8	108.0	93.3	94.4	95.2	94.5	98.9	106.8	103.7	106.8		

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