

Electricity Demand in March 2014 (Confirmed Report)

Demand Overview (Total Sales of 10 Power Companies)

- Electricity demand in March 2014, measured in terms of the total electricity sales of the ten power companies, was up year on year, increasing by 2.2% to 73.0 billion kWh.

- Outside the liberalized segment, lighting demand rose by 3.1%, due principally to increased heating demands caused by generally lower temperatures from early to mid-March than last year.

Commercial demand in the liberalized segment also grew by 0.3%, due mainly to increased heating demands.

Lighting Demand (up 3.1% on the year, 26.59 billion kWh in total)
Commercial Demand (up 0.3% on the year, 15.15 billion kWh in total)

(Reference)

Large industrial user demand was up from a year ago for the sixth consecutive month, increasing by 2.8%.

This was mainly due to a year-on-year increase in major industries except for textiles and ceramic.

Large Industrial Demand (up 2.8% on the year, 22.32 billion kWh in total)

Demand Change by Use

By Use		Year-on-year Change (%)													
		FY2012	Feb. 2013	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2014	Feb.
Other than Eligible Customers' Use	Lighting Total	-0.9	-8.9	-8.6	1.3	-1.3	3.2	3.7	-3.4	0.1	2.8	-9.4	1.4	0.2	3.1
	Power	-2.8	-9.3	-11.4	0.1	1.3	4.6	0.5	-7.2	1.0	3.1	-10.5	-1.9	-1.7	-0.2
	Lighting & Power Total	-1.2	-8.9	-8.9	1.2	-0.9	3.4	3.2	-4.0	0.2	2.8	-9.5	1.0	▲ 0.0	2.7
Eligible Customers' Use	Commercial Power	1.4	-4.8	-4.4	-1.3	2.1	3.9	0.5	-2.7	-1.1	0.1	-2.5	-2.8	-1.4	0.3
	Industrial Power	-2.0	-5.3	-3.8	-1.9	-1.1	1.1	-0.3	-1.4	1.9	1.2	1.7	2.7	2.2	2.6
	Eligible Customers' Use Total	-0.8	-5.1	-4.0	-1.7	0.0	2.1	0.0	-1.9	0.8	0.8	0.2	0.6	0.8	1.8
Total Electricity Sales		-1.0	-6.7	-5.9	-0.6	-0.3	2.5	1.2	-2.7	0.6	1.6	-3.9	0.8	0.4	2.2

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

By Company		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
By Use	Lighting	-5.5	-1.1	7.8	0.8	4.3	0.0	3.2	2.7	3.3	3.1	4.0	3.1
	Power	-8.7	-5.8	4.5	-0.6	-1.8	-0.1	0.8	0.8	3.4	-0.2	-1.0	-0.2
	Lighting & Power Total	-6.3	-1.7	7.5	0.6	3.6	0.0	3.0	2.4	3.3	2.7	1.4	2.7
Eligible Customers' Use	Commercial Power	0.5	1.5	-0.3	0.4	5.2	-0.8	1.4	1.2	1.0	0.3	1.1	0.3
	Industrial Power	4.9	4.1	2.5	4.2	2.7	0.1	4.8	-1.1	1.1	2.6	11.0	2.6
	Sub-total	2.6	3.2	1.3	3.2	3.4	-0.2	3.8	-0.3	1.1	1.8	6.3	1.8
Total Electricity Sales		-2.0	1.2	3.9	2.3	3.4	-0.1	3.5	0.9	2.0	2.2	2.2	2.2
(Large Industry)		9.6	4.6	2.7	4.6	2.2	-0.1	5.2	-2.0	1.0	2.8	8.1	2.8

(Reference) Large Industry Demand Change by Sector

By Sector		Year-on-year Change (%)													
By Sector		FY2012	Mar. 2013	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2014	Feb.	Mar.
		-7.5	-2.4	-0.8	-1.8	4.1	4.1	3.4	0.7	2.8	1.2	2.5	7.5	-1.7	-3.6
Textiles		-7.5	-2.4	-0.8	-1.8	4.1	4.1	3.4	0.7	2.8	1.2	2.5	7.5	-1.7	-3.6
Paper & Pulp		-7.6	-7.6	-4.6	-7.4	-1.0	2.1	4.1	2.3	-2.0	-5.6	-0.4	3.7	2.5	0.5
Chemicals		-3.1	-2.4	-3.4	0.4	2.8	0.5	-0.7	-5.2	0.7	3.1	4.9	2.8	1.0	4.4
Ceramics		-2.9	-4.5	-8.2	-3.3	-3.3	-2.4	-3.7	-6.6	-3.3	-3.4	-3.4	-3.3	-3.7	-1.9
Steel		-1.4	-5.3	-6.6	-1.0	-2.5	0.4	2.5	4.4	8.2	8.2	8.1	11.3	10.3	6.0
Non-Ferrous Metals		-3.3	-9.9	-10.7	-10.9	-11.6	-8.0	-5.7	-10.1	-3.9	-5.1	-1.3	-1.2	-0.5	2.2
Machinery		-3.7	-8.0	-5.2	-2.6	-2.4	0.5	-1.6	-0.8	3.3	1.7	2.0	4.7	2.8	3.7
Large Industry Total		-2.4	-5.0	-4.0	-1.8	-1.2	0.8	-0.3	-1.1	2.4	1.3	1.9	3.4	2.5	2.8

Lighting & Power Demand Volume and Change by Company and Use (March 2014)

FEPC

1) Sales Volume and Change

By Company		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
By Use													
Sales Volume (MWh)	Lighting	1,049,385	2,543,764	9,089,655	3,217,672	870,431	4,328,016	1,773,259	884,369	2,625,566	26,382,117	205,503	26,587,620
	<Residential Lighting>	593,547	1,477,932	6,208,513	1,908,547	332,709	2,678,753	915,421	495,459	1,428,832	16,039,713	168,789	16,208,502
	Power	338,115	375,275	901,729	510,067	114,831	464,335	199,354	143,186	412,371	3,459,263	210,339	3,669,602
	<Low Voltage>	90,799	258,491	762,457	377,730	86,392	397,440	150,129	95,174	339,470	2,558,082	21,054	2,579,136
	Lighting & Power Total	1,387,500	2,919,039	9,991,383	3,727,739	985,262	4,792,351	1,972,613	1,027,555	3,037,937	29,841,379	415,842	30,257,221
	Eligible Customers' Use	1,400,149	4,245,068	13,076,765	7,143,039	1,553,334	6,964,626	3,072,476	1,272,447	3,940,873	42,668,777	91,755	42,760,532
	<Commercial Power>	710,122	1,385,435	5,383,898	1,781,510	435,897	2,556,479	885,482	476,106	1,492,385	15,107,314	41,210	15,148,524
	<Industrial Power>	690,027	2,859,633	7,692,867	5,361,529	1,117,437	4,408,147	2,186,994	796,341	2,448,488	27,561,463	50,545	27,612,008
	Total Electricity Sales	2,787,649	7,164,107	23,068,148	10,870,778	2,538,596	11,756,977	5,045,089	2,300,002	6,978,810	72,510,156	507,597	73,017,753
Yea-on-year Basis (%)	Lighting	94.5	98.9	107.8	100.8	104.3	100.0	103.2	102.7	103.3	103.1	104.0	103.1
	Power	91.3	94.2	104.5	99.4	98.2	99.9	100.8	100.8	103.4	99.8	99.0	99.8
	<Low Voltage>	95.7	97.6	105.7	100.8	102.2	100.9	102.9	103.9	102.8	102.2	96.7	102.2
	Lighting & Power Total	93.7	98.3	107.5	100.6	103.6	100.0	103.0	102.4	103.3	102.7	101.4	102.7
	Eligible Customers' Use	102.6	103.2	101.3	103.2	103.4	99.8	103.8	99.7	101.1	101.8	106.3	101.8
	<Commercial Power>	100.5	101.5	99.7	100.4	105.2	99.2	101.4	101.2	101.0	100.3	101.1	100.3
	<Industrial Power>	104.9	104.1	102.5	104.2	102.7	100.1	104.8	98.9	101.1	102.6	111.0	102.6
	Total Electricity Sales	98.0	101.2	103.9	102.3	103.4	99.9	103.5	100.9	102.0	102.2	102.2	102.2

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
By Use													
Contracted Electricity & Number of Contracts	Residential Lighting (Number of Contracts)	2,520,556	4,655,696	20,039,478	6,407,995	1,001,679	8,979,178	3,156,692	1,729,635	5,385,000	53,875,909	687,226	54,563,135
	Power Total (kW)	2,905,639	4,934,721	13,630,510	7,573,974	1,671,602	7,333,479	2,952,821	2,172,943	6,117,499	49,293,188	1,367,713	50,660,901
	<Low Voltage (kW)>	1,371,501	3,880,185	12,042,131	5,828,328	1,327,416	6,493,700	2,425,645	1,631,585	5,062,423	40,062,914	417,885	40,480,799
	Lighting & Power Total (Number of Contracts)	4,023,233	7,715,034	29,030,976	10,580,446	2,105,557	13,607,233	5,243,498	2,848,697	8,633,540	83,788,214	874,956	84,663,170

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

Demand Volume and Change by Large Industry Sector (March 2014)

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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	7,758	14,466	15,046	3,791	0	9,482	14,321	4,758	16,121	85,743	458	86,201
		Foodstuffs	92,662	124,625	438,346	216,265	16,454	185,753	84,861	38,617	182,050	1,379,633	6,768	1,386,401
		Textiles		6,788	25,732	67,792	82,551	50,183	35,125	21,442	27,113	316,726	0	316,726
		Paper & Pulp	39,363	61,681	209,193	128,819	26,735	68,539	35,984	99,311	30,696	700,321	417	700,738
		Chemical	21,281	190,038	806,965	213,787	116,027	366,033	186,881	96,565	221,956	2,219,533	1,082	2,220,615
		Oil/Coal	1,752	1,756	55,384	15,292	613	39,637	43,614	26,227	8,994	193,269	2,887	196,156
		Rubber Products		29,293	46,105	54,468	1,808	26,845	27,849	4,532	51,565	242,465	0	242,465
		Ceramics	5,590	80,488	194,162	218,214	32,542	228,843	62,589	1,382	85,890	909,700	6,187	915,887
		Steel	64,506	269,680	711,812	616,088	68,536	727,494	510,921	72,795	241,258	3,283,090	13,694	3,296,784
		Non-Ferrous Metals	5,150	307,813	304,072	114,898	84,306	158,823	127,991		148,856	1,251,909	544	1,252,453
		Machinery	50,486	602,158	1,279,714	1,799,130	266,755	655,671	391,476	149,933	531,316	5,726,639	0	5,726,639
		Others	35,637	187,767	789,001	457,873	129,829	399,979	109,218	54,600	155,167	2,319,071	1,620	2,320,691
		Manufacturing Total	316,427	1,862,087	4,860,486	3,902,626	826,156	2,907,800	1,616,509	565,404	1,684,861	18,542,356	33,199	18,575,555
	Mining & Manufacturing Total		324,185	1,876,553	4,875,532	3,906,417	826,156	2,917,282	1,630,830	570,162	1,700,982	18,628,099	33,657	18,661,756
	Others	Railways	32,921	125,299	482,189	223,651	20,344	366,368	108,001	8,222	91,645	1,458,640	586	1,459,226
		Other than Railways	51,430	179,695	948,511	258,945	49,932	349,552	105,318	39,772	180,262	2,163,417	34,925	2,198,342
		Others Total	84,351	304,994	1,430,700	482,596	70,276	715,920	213,319	47,994	271,907	3,622,057	35,511	3,657,568
	Total		408,536	2,181,547	6,306,231	4,389,013	896,432	3,633,202	1,844,149	618,156	1,972,889	22,250,155	69,168	22,319,323

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

Demand Volume and Change by Large Industry Sector (March 2014)

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			94.4	112.7	106.7	103.1	0.0	109.2	109.6	102.1	108.2	107.0	94.8	106.9
		Manufacturing	Foodstuffs		105.8	103.5	102.7	101.6	105.2	98.7	107.5	101.6	101.6	102.4	99.4	102.4
			Textiles			152.4	105.2	90.7	98.5	102.1	96.3	76.3	99.0	96.4	0.0	96.4
			Paper & Pulp		190.9	92.1	104.3	99.8	103.5	102.2	82.3	93.2	83.6	100.5	102.4	100.5
			Chemical		94.7	116.9	109.8	88.5	106.0	100.1	111.4	102.0	97.6	104.4	97.7	104.4
			Oil/Coal			131.3	104.3	129.7	111.3	94.5	88.9	74.0	98.3	95.5	72.6	95.1
			Rubber Products			107.0	96.9	99.9	110.2	102.6	107.8	104.4	100.6	101.6	0.0	101.6
			Ceramics		156.8	105.0	101.6	104.1	93.4	86.7	104.4	85.5	98.5	98.0	112.8	98.1
			Steel		132.7	102.9	97.8	114.1	99.1	107.1	107.3	96.1	109.9	106.0	119.1	106.0
			Non-Ferrous Metals		78.8	110.0	100.4	103.0	104.3	88.0	111.1		100.5	102.2	101.0	102.2
			Machinery		92.3	101.8	105.0	106.6	102.7	98.7	103.8	106.3	101.0	103.7	0.0	103.7
			Others		101.5	105.2	103.3	103.8	102.4	102.5	106.9	105.0	105.0	103.6	102.0	103.6
			Manufacturing Total		113.3	105.1	103.6	105.1	102.2	99.7	105.5	97.9	101.5	103.3	105.7	103.3
		Mining & Manufacturing Total			112.8	105.2	103.6	105.1	102.2	99.7	105.5	98.0	101.5	103.3	105.5	103.3
	Others	Railways			100.6	104.8	101.4	103.4	104.6	101.8	104.0	101.2	101.9	102.4	100.8	102.4
		Other than Railways			97.5	99.3	98.9	98.4	101.6	99.1	102.3	98.7	95.5	98.8	110.8	98.9
		Others Total			98.7	101.5	99.7	100.7	102.5	100.5	103.1	99.1	97.6	100.2	110.7	100.3
	Total				109.6	104.6	102.7	104.6	102.2	99.9	105.2	98.0	101.0	102.8	108.1	102.8

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