

## Electricity Demand in Fiscal 2014 (Confirmed Report)

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

- Electricity demand in fiscal 2014, measured in terms of the total electricity sales of the ten power companies, was down for the fourth consecutive year, decreasing by 3.0% from the last year to 823.0 billion kWh.

- Outside the liberalized segment, lighting demand declined by 4.0% due principally to decreased cooling demands caused by relatively lower temperatures from June to September, and decreased heating demands caused by relatively higher temperatures from January to March than the previous year.

Commercial demand in the liberalized segment also dropped by 4.0%, due mainly to decreased cooling and heating demands.

Lighting Demand (down 4.0% on the year, 273.10 billion kWh in total)

Commercial Demand (down 4.0% on the year, 181.67 billion kWh in total)

(Reference)

Large industrial demand was down year on year for the first time in two years, decreasing by 1.2%.

This was due mainly to year-on-year decrease in major sectors except for non-ferrous metals.

### 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	-3.1	-2.2	-4.1	-4.0	-1.8	-5.2	-3.7	-3.9	-4.3	-4.0	-1.3	-4.0
	Power	-6.7	-1.0	-6.2	-5.3	-2.7	-6.4	-6.6	-6.1	-8.0	-5.8	-1.0	-5.4
	Lighting & Power Total	-3.7	-2.1	-4.3	-4.2	-1.9	-5.3	-4.1	-4.2	-4.8	-4.2	-1.1	-4.1
Eligible Customers' Use	Commercial Power	-1.9	-1.0	-4.4	-3.6	-1.6	-4.8	-3.7	-4.2	-6.0	-4.0	5.5	-4.0
	Industrial Power	-1.7	-0.2	-2.2	-0.7	0.6	-2.8	0.6	-0.8	-1.1	-1.3	2.2	-1.3
	Sub-total	-1.8	-0.5	-3.2	-1.5	-0.0	-3.5	-0.7	-2.1	-3.0	-2.3	3.9	-2.3
Total Electricity Sales		-2.7	-1.1	-3.6	-2.4	-0.7	-4.2	-1.9	-3.0	-3.8	-3.0	-0.3	-3.0
(Large Industry)		-2.1	-0.3	-2.3	-0.5	0.9	-2.9	1.1	-0.1	-0.9	-1.2	2.6	-1.2

### Demand Change by Use

(Units: 100 GWh, %)

By Use		By Period		Prev. 3 Periods					
		This Period		FY2013		FY2012		FY2011	
		FY2014		FY2013		FY2012		FY2011	
Other than Eligible Customers' Use	Lighting Total	2,731.0	-4.0	2,843.4	-0.7	2,862.2	-0.9	2,889.5	-5.0
	Power	404.7	-5.4	427.8	-2.1	436.9	-2.8	449.3	-5.3
	Lighting & Power Total	3,135.8	-4.1	3,271.2	-0.8	3,299.1	-1.2	3,338.8	-5.1
Eligible Customers' Use	Commercial Power	1,816.7	-4.0	1,892.2	-0.8	1,906.9	1.4	1,881.2	-8.4
	Industrial Power	3,277.6	-1.3	3,322.0	0.4	3,309.9	-2.0	3,378.1	-3.3
	Eligible Customers' Use Total	5,094.3	-2.3	5,214.2	-0.0	5,216.8	-0.8	5,259.3	-5.2
Total Electricity Sales		8,230.0	-3.0	8,485.4	-0.4	8,515.9	-1.0	8,598.1	-5.1

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

(Units: 100 GWh, %)

By Sector		By Period		Prev. 3 Periods					
		This Period		FY2013		FY2012		FY2011	
		FY2014		FY2013		FY2012		FY2011	
Textiles		39.5	-2.1	40.3	1.5	39.7	-7.5	43.0	-3.5
Paper & Pulp		80.5	-4.8	84.6	-0.7	85.3	-7.6	92.3	-6.6
Chemicals		261.0	-1.1	0.0	0.9	261.7	-3.1	270.0	-3.3
Ceramics		104.2	-2.7	107.1	-3.9	111.4	-2.9	114.8	-0.6
Steel		365.9	-1.9	373.1	3.9	359.2	-1.4	364.3	0.3
Non-Ferrous Metal		145.8	2.1	142.8	-5.7	151.5	-3.3	156.7	-2.2
Machinery		684.9	-0.4	687.9	0.4	684.9	-3.7	711.0	-3.9
Large Industry Total		2,631.9	-1.2	2,664.8	0.5	2,651.2	-2.4	2,715.1	-3.2

## Lighting & Power Demand Volume and Change by Company and Use (FY2014)

FEPC

### Electricity Demand in Fiscal 2013 (Confirmed Report)

By Use \ By Company		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
		Sales Volume (MWh)											
Sales Volume (MWh)	Lighting	11,236,731	24,266,490	90,682,689	33,857,971	8,324,630	45,857,557	18,202,611	9,238,724	28,517,640	270,185,043	2,917,562	273,102,605
	<Residential Lighting>	6,694,493	14,656,080	61,437,456	20,131,580	3,327,126	28,719,796	9,589,593	5,276,925	15,790,169	165,623,218	2,460,383	168,083,601
	Power	2,428,869	3,744,682	9,865,265	5,667,194	1,236,460	5,478,026	2,213,509	1,615,036	4,867,240	37,116,281	3,356,665	40,472,946
	<Low Voltage>	1,155,165	2,795,573	8,319,898	4,372,534	966,448	4,787,578	1,728,416	1,145,541	4,201,205	29,472,358	432,505	29,904,863
	Lighting & Power Total	13,665,600	28,011,172	100,547,954	39,525,165	9,561,090	51,335,583	20,416,120	10,853,760	33,384,880	307,301,324	6,274,227	313,575,551
	Eligible Customers' Use	16,144,550	48,611,982	156,504,238	84,549,734	18,323,272	83,154,562	37,451,761	15,538,384	47,893,756	508,172,239	1,257,146	509,429,385
	<Commercial Power>	8,129,882	15,532,727	64,778,806	21,500,157	5,109,632	31,068,193	10,725,109	5,887,842	18,280,695	181,013,043	656,392	181,669,435
	<Industrial Power>	8,014,668	33,079,255	91,725,431	63,049,577	13,213,640	52,086,369	26,726,652	9,650,542	29,613,061	327,159,195	600,754	327,759,949
Total Electricity Sales		29,810,150	76,623,154	257,052,192	124,074,899	27,884,362	134,490,145	57,867,881	26,392,144	81,278,636	815,473,563	7,531,373	823,004,936
Yea-on-year Basis (%)	Lighting	96.9	97.8	95.9	96.0	98.2	94.8	96.3	96.1	95.7	96.0	98.7	96.0
	Power	93.3	99.0	93.8	94.7	97.3	93.6	93.4	93.9	92.0	94.2	99.0	94.6
	<Low Voltage>	98.4	98.8	94.0	94.9	96.2	93.6	93.1	94.2	92.1	94.4	97.4	94.4
	Lighting & Power Total	96.3	97.9	95.7	95.8	98.1	94.7	95.9	95.8	95.2	95.8	98.9	95.9
	Eligible Customers' Use	98.2	99.5	96.8	98.5	100.0	96.5	99.3	97.9	97.0	97.7	103.9	97.7
	<Commercial Power>	98.1	99.0	95.6	96.4	98.4	95.2	96.3	95.8	94.0	96.0	105.5	96.0
	<Industrial Power>	98.3	99.8	97.8	99.3	100.6	97.2	100.6	99.2	98.9	98.7	102.2	98.7
	Total Electricity Sales		97.3	98.9	96.4	97.6	99.3	95.8	98.1	97.0	96.2	97.0	99.7

### 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											
Contracted Electricity & Number of Contracts	Residential Lighting (Number of Contracts)	30,114,350	55,666,801	241,153,890	76,848,222	11,944,910	108,169,875	37,862,303	20,695,686	64,702,327	647,158,364	8,332,191	655,490,555
	Power Total (kW)	27,269,899	56,942,707	163,807,192	90,350,412	19,371,404	87,829,913	35,413,599	26,153,737	73,948,797	581,087,660	16,490,097	597,577,757
	<Low Voltage (kW)>	16,353,091	46,368,167	143,207,111	69,507,333	15,808,422	77,317,554	28,934,027	19,488,965	60,581,624	477,566,294	5,064,550	482,630,844
	Lighting & Power Total (Number of Contracts)	47,057,216	92,467,020	350,228,569	127,383,449	25,323,253	164,304,261	63,239,490	34,331,324	104,445,302	1,008,779,884	10,609,565	1,019,389,449

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

## Demand Volume and Change by Large Industry Sector (FY2014)

FEPC

Electricity Demand in Fiscal 2013 (Confirmed Report)

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		94,165	169,413	165,684	39,570	0	101,694	149,325	54,441	172,786	947,078	5,499	952,577
			Foodstuffs	1,177,742	1,570,830	5,724,782	2,713,391	210,560	2,356,222	1,095,148	491,869	2,339,259	17,679,803	105,040	17,784,843
			Textiles		78,952	321,591	868,171	1,003,767	611,438	428,796	332,635	305,549	3,950,899		3,950,899
			Paper & Pulp	542,394	745,070	2,325,466	1,437,762	283,052	763,546	421,989	1,194,567	332,752	8,046,598	5,486	8,052,084
			Chemical	267,740	1,997,021	9,057,767	2,688,168	1,371,113	4,342,570	2,609,504	1,076,784	2,676,673	26,087,340	14,479	26,101,819
			Oil/Coal	20,355	18,393	580,686	157,685	5,498	459,770	607,218	319,193	123,431	2,292,229	45,016	2,337,245
			Rubber Products		320,609	568,320	686,293	21,079	327,644	321,789	54,689	578,961	2,879,384		2,879,384
			Ceramics	72,740	883,306	2,154,781	2,391,868	365,130	2,649,054	847,913	16,938	974,502	10,356,232	66,165	10,422,397
			Steel	677,106	2,760,642	8,250,471	6,395,996	796,418	8,262,131	5,871,198	877,262	2,557,257	36,448,481	144,566	36,593,047
			Non-Ferrous Metals	57,846	3,574,143	3,606,091	1,347,226	936,803	1,688,803	1,522,841		1,841,939	14,575,692	5,910	14,581,602
			Machinery	611,286	7,144,582	15,173,533	21,509,311	3,252,433	7,740,859	4,824,811	1,835,373	6,401,605	68,493,793		68,493,793
		Others	397,326	2,137,200	9,131,846	5,360,053	1,511,223	4,562,909	1,254,951	661,955	1,787,302	26,804,765	24,813	26,829,578	
		Manufacturing Total	3,824,535	21,230,748	56,895,335	45,555,924	9,757,076	33,764,946	19,806,158	6,861,265	19,919,230	217,615,217	411,475	218,026,692	
		Mining & Manufacturing Total	3,918,700	21,400,161	57,061,019	45,595,494	9,757,076	33,866,640	19,955,483	6,915,706	20,092,016	218,562,295	416,974	218,979,269	
	Others	Railways	336,443	1,381,494	5,741,622	2,604,243	246,866	4,390,190	1,239,471	95,767	1,093,780	17,129,876	8,162	17,138,038	
		Other than Railways	590,717	2,139,841	11,919,457	3,058,742	595,841	4,306,446	1,285,175	492,808	2,233,547	26,622,574	452,746	27,075,320	
		Others Total	927,160	3,521,335	17,661,079	5,662,985	842,707	8,696,636	2,524,646	588,575	3,327,327	43,752,450	460,908	44,213,358	
	Total		4,845,860	24,921,496	74,722,098	51,258,479	10,599,783	42,563,276	22,480,129	7,504,281	23,419,343	262,314,745	877,882	263,192,627	

Remarks: Figures may not add up due to rounding.

## Demand Volume and Change by Large Industry Sector (FY2014)

FEPC

Electricity Demand in Fiscal 2013 (Confirmed Report)

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	100.3	107.4	101.1	95.0	0.0	102.3	98.9	100.0	97.7	100.9	93.5	100.8	
		Manufacturing	Foodstuffs	99.3	100.9	100.1	98.7	100.6	97.6	103.0	99.2	98.7	99.5	100.2	99.5
			Textiles		111.6	98.2	91.4	100.0	97.2	101.9	99.6	102.3	97.9		97.9
			Paper & Pulp	105.7	94.7	95.6	92.9	94.3	94.5	87.9	97.1	93.5	95.2	98.1	95.2
			Chemical	96.7	103.9	95.2	99.8	103.1	100.6	104.6	94.5	99.4	98.9	98.0	98.9
			Oil/Coal	266.6	75.7	104.6	87.3	98.6	104.9	114.8	93.2	119.9	104.9	118.5	105.1
			Rubber Products		98.0	98.5	100.6	100.9	99.6	101.9	98.0	98.0	99.4		99.4
			Ceramics	83.8	100.7	93.4	97.2	99.9	93.3	113.1	104.8	102.6	97.2	113.4	97.3
			Steel	92.6	89.6	99.8	100.9	101.6	97.8	98.5	106.3	93.8	98.1	97.9	98.1
			Non-Ferrous Metals	99.1	104.7	102.2	101.0	102.1	94.3	99.0		108.9	102.1	95.0	102.1
			Machinery	99.6	100.9	97.6	101.1	101.7	95.4	102.2	102.7	99.2	99.6		99.6
			Others	95.1	99.3	96.6	99.0	98.0	96.2	98.9	103.3	98.1	97.7	105.6	97.7
	Manufacturing Total	98.3	99.7	97.7	99.9	100.8	96.8	101.4	99.9	99.3	98.9	103.1	98.9		
	Mining & Manufacturing Total	98.3	99.7	97.7	99.8	100.8	96.8	101.3	99.9	99.3	98.9	103.0	98.9		
	Others	Railways	95.7	101.9	97.9	100.2	108.3	98.9	100.2	98.5	98.9	99.2	98.4	99.2	
Other than Railways		96.3	98.3	97.5	94.1	98.3	97.8	98.0	100.3	97.8	97.3	102.3	97.4		
Others Total		96.1	99.7	97.6	96.8	101.0	98.4	99.1	100.0	98.2	98.0	102.3	98.1		
Total		97.9	99.7	97.7	99.5	100.9	97.1	101.1	99.9	99.1	98.8	102.6	98.8		

Remarks: Figures may not add up due to rounding.