

## Electricity Demand in the First Half of Fiscal 2012 (Confirmed Report)

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

- Electricity demand in the first half of fiscal 2012, measured in terms of the total electricity sales of the ten power companies, remained approximately the same as last year, with a 0.0% increase of 422.3 billion kWh.

- Outside the liberalized segment, lighting demand declined by 1.6% due principally to the efforts of customers for saving electricity, in spite of increased cooling demands caused by relatively higher temperatures from late August to early September than the previous year.

Commercial demand in the liberalized segment rose by 2.6% due mainly to increased cooling demands caused by relatively higher temperatures from late August to early September than the previous year and a rebound from the negative effect of the Great East Japan Earthquake, in spite of the efforts of companies and other customers to save electricity consumption.

Lighting Demand (down 1.6% on the year, 132.15 billion kWh in total)

Commercial Demand (up 2.6% on the year, 97.69 billion kWh in total)

(Reference)

Large industrial demand remained approximately the same as last year, with a 0.0% increase.

### 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	-1.3	1.8	-0.1	-2.8	-1.1	-3.9	-2.5	-3.0	-2.8	-1.6	0.1	-1.6
	Power	0.5	2.2	-1.1	-4.9	-3.4	-4.9	-4.8	-4.7	-6.0	-3.1	1.3	-2.8
	Lighting & Power Total	-1.0	1.8	-0.3	-3.1	-1.5	-4.0	-2.8	-3.3	-3.3	-1.8	0.7	-1.8
Eligible Customers' Use	Commercial Power	-1.3	10.1	7.5	0.1	0.1	-1.6	-1.1	-2.8	-2.1	2.6	1.1	2.6
	Industrial Power	-3.3	9.2	1.8	2.4	-5.7	-4.6	-3.0	-4.2	-0.8	0.2	-0.8	0.2
	Sub-total	-2.3	9.5	4.1	1.8	-4.2	-3.5	-2.4	-3.7	-1.3	1.1	0.2	1.1
Total Electricity Sales		-1.8	6.7	2.4	0.2	-3.3	-3.7	-2.6	-3.5	-2.1	0.0	0.6	0.0
(Large Industry)		-4.3	9.8	1.2	2.7	-6.3	-4.9	-3.2	-4.7	-0.6	-0.0	-1.1	-0.0

### Demand Change by Use

(Units: 100 GWh, %)

By Use	By Period	This Period		Prev. 3 Periods					
		1st Half of FY2012	2nd Half of FY2011	1st Half of FY2011	2nd Half of FY2010	1st Half of FY2010	2nd Half of FY2010		
Other than Eligible Customers' Use	Lighting Total	1,342.9	-8.1	1,580.8	3.7	1,461.5	10.2	1,523.7	1.0
	Power	225.3	-9.0	226.9	1.7	247.6	8.3	223.1	-1.6
	Lighting & Power Total	1,568.2	-8.2	1,807.7	3.5	1,709.1	9.9	1,746.7	0.6
Eligible Customers' Use	Commercial Power	952.0	-11.8	974.2	-0.1	1,079.6	3.6	974.7	-1.1
	Industrial Power	1,702.2	-5.1	1,699.7	2.9	1,793.8	11.1	1,652.2	2.8
	Eligible Customers' Use Total	2,654.1	-7.6	2,673.9	1.8	2,873.4	8.2	2,627.0	1.3
Total Electricity Sales		4,222.3	-7.9	4,481.7	2.5	4,582.5	8.8	4,373.7	1.1

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

(Units: 100 GWh, %)

By Sector	By Period	This Period		Prev. 3 Periods					
		1st Half of FY2012	2nd Half of FY2011	1st Half of FY2011	2nd Half of FY2010	1st Half of FY2010	2nd Half of FY2010		
Textiles		22.1	-1.2	22.1	8.7	22.4	14.8	20.3	-2.8
Paper & Pulp		46.9	-7.0	48.4	3.9	50.4	6.3	46.6	-1.1
Chemicals		136.9	-2.9	0.0	2.8	141.1	11.7	134.4	8.4
Ceramics		57.1	0.1	58.5	7.4	57.0	17.9	54.4	0.7
Steel		177.8	-0.6	184.2	15.1	178.9	31.0	160.0	8.6
Non-Ferrous Metal		78.3	-3.2	79.3	4.2	80.9	14.1	76.1	8.5
Machinery		359.1	-6.7	355.4	1.2	384.7	13.6	351.3	6.3
Large Industry Total		1,370.0	-4.7	1,365.8	3.2	1,438.2	11.9	1,322.9	4.1

Remarks: The latest revision of Japan Standard Industry Classification applied on April 1, 2008 was reflected to the definition of each industry sector for the figures in and after April 2009. The year-on-year basis in and after April 2009 are calculated after the adjustment of the results of the year-ago period according to the latest Japan Standard Industry Classification

## Lighting & Power Demand Volume and Change by Company and Use (1st Half of FY2012)

FEPC

### Electricity Demand in the First Half of Fiscal 2011 (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)	Lighting	5,338,076	10,976,114	44,030,913	16,446,809	3,716,204	23,073,230	8,686,449	4,481,349	13,861,956	130,611,100	1,540,355	132,151,455
	<Residential Lighting>	3,381,150	7,171,527	30,820,506	10,243,277	1,717,684	15,091,311	4,986,375	2,772,838	8,272,711	84,457,379	1,337,933	85,795,312
	Power	891,940	1,857,768	5,632,199	3,081,852	653,565	3,112,984	1,239,543	887,630	2,733,600	20,091,081	1,819,004	21,910,085
	<Low Voltage>	619,315	1,434,005	4,695,003	2,376,388	529,323	2,743,847	989,231	644,127	2,370,451	16,401,690	266,150	16,667,840
	Lighting & Power Total	6,230,016	12,833,882	49,663,112	19,528,661	4,369,769	26,186,214	9,925,992	5,368,979	16,595,556	150,702,181	3,359,359	154,061,540
	Eligible Customers' Use	8,370,821	24,391,817	83,703,368	43,817,708	9,253,567	45,016,948	19,278,845	8,342,923	25,465,512	267,641,509	628,375	268,269,884
	<Commercial Power>	4,131,867	7,580,051	35,624,167	11,439,362	2,618,242	16,989,875	5,730,426	3,229,755	10,018,841	97,362,586	331,295	97,693,881
	<Industrial Power>	4,238,954	16,811,766	48,079,202	32,378,346	6,635,325	28,027,073	13,548,419	5,113,168	15,446,671	170,278,924	297,080	170,576,004
Total Electricity Sales	14,600,837	37,225,699	133,366,481	63,346,369	13,623,336	71,203,162	29,204,837	13,711,902	42,061,068	418,343,691	3,987,734	422,331,425	
Yea-on-year Basis (%)	Lighting	98.7	101.8	99.9	97.2	98.9	96.1	97.5	97.0	97.2	98.4	100.1	98.4
	Power	100.5	102.2	98.9	95.1	96.6	95.1	95.2	95.3	94.0	96.9	101.3	97.2
	<Low Voltage>	98.4	101.9	99.0	96.0	96.7	95.1	95.7	95.5	95.1	97.1	97.7	97.1
	Lighting & Power Total	99.0	101.8	99.7	96.9	98.5	96.0	97.2	96.7	96.7	98.2	100.7	98.2
	Eligible Customers' Use	97.7	109.5	104.1	101.8	95.8	96.5	97.6	96.3	98.7	101.1	100.2	101.1
	<Commercial Power>	98.7	110.1	107.5	100.1	100.1	98.4	98.9	97.2	97.9	102.6	101.1	102.6
	<Industrial Power>	96.7	109.2	101.8	102.4	94.3	95.4	97.0	95.8	99.2	100.2	99.2	100.2
	Total Electricity Sales	98.2	106.7	102.4	100.2	96.7	96.3	97.4	96.5	97.9	100.0	100.6	100.0

### 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	Residential Lighting (Number of Contracts)	15,130,218	28,093,318	120,011,108	38,508,245	6,163,027	54,354,867	19,206,101	10,556,694	32,718,525	324,742,103	4,028,524	328,770,627
	Power Total (kW)	11,773,125	28,788,233	87,611,800	47,612,663	9,866,527	46,122,320	18,731,961	13,839,223	38,365,135	302,710,987	8,280,692	310,991,679
	<Low Voltage (kW)>	8,405,016	23,685,805	75,724,104	36,162,258	8,208,294	40,269,359	15,044,468	10,053,308	30,935,992	248,488,604	2,543,494	251,032,098
	Lighting & Power Total (Number of Contracts)	23,103,792	45,607,414	173,245,668	62,977,665	12,531,389	81,606,689	31,378,415	17,147,167	51,395,227	498,993,426	5,120,483	504,113,909

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

## Demand Volume and Change by Large Industry Sector (1st Half of FY2012)

FEPC

Electricity Demand in the First Half of Fiscal 2011 (Confirmed Report)

By Sector		By Company											9-Co. Total	Okinawa	10-Co. Total
		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu					
Sales Volume (MWh)	Mining & Manufacturing	Mining	44,156	63,757	77,737	19,446	0	47,335	71,533	25,568	80,419	429,951	2,461	432,412	
		Manufacturing	Foodstuffs	606,767	784,867	2,977,355	1,433,092	113,184	1,319,346	551,491	260,333	1,226,829	9,273,264	55,912	9,329,176
			Textiles		28,653	155,127	501,241	511,671	319,322	222,635	178,665	140,550	2,057,864	0	2,057,864
			Paper & Pulp	355,023	415,228	1,162,426	770,559	146,612	368,105	248,584	719,669	223,745	4,409,951	2,770	4,412,721
			Chemical	141,024	955,570	4,547,993	1,489,145	644,670	2,427,918	1,255,119	591,963	1,346,044	13,399,446	8,013	13,407,459
			Oil/Coal	17,952	12,063	235,138	71,290	2,435	195,395	247,120	201,310	45,114	1,027,817	21,641	1,049,458
			Rubber Products		165,576	306,819	356,390	9,785	174,303	161,610	28,096	289,445	1,492,024	0	1,492,024
			Ceramics	58,345	405,402	1,168,464	1,255,043	177,684	1,647,937	411,395	9,189	489,918	5,623,377	24,403	5,647,780
			Steel	423,184	1,471,171	4,021,242	3,338,974	399,137	4,058,684	3,069,732	371,317	1,268,013	18,421,454	62,810	18,484,264
			Non-Ferrous Metals	67,200	1,888,124	1,906,645	680,566	454,706	1,094,320	784,918		959,109	7,835,588	3,145	7,838,733
			Machinery	327,827	3,728,331	8,199,031	10,654,596	1,656,051	4,329,514	2,415,900	950,454	3,487,691	35,749,395	0	35,749,395
			Others	206,633	1,066,958	4,873,729	2,730,423	780,200	2,421,736	631,314	326,803	907,074	13,944,870	12,458	13,957,328
	Manufacturing Total	2,203,955	10,921,943	29,553,969	23,281,319	4,896,135	18,356,580	9,999,818	3,637,799	10,383,532	113,235,050	191,152	113,426,202		
	Mining & Manufacturing Total	2,248,111	10,985,700	29,631,707	23,300,765	4,896,135	18,403,915	10,071,351	3,663,367	10,463,951	113,665,002	193,613	113,858,615		
	Others	Railways	159,020	640,736	3,001,290	1,273,937	109,266	2,252,295	605,739	47,561	551,668	8,641,512	4,300	8,645,812	
Other than Railways		302,638	1,067,371	6,420,257	1,678,827	313,021	2,303,489	672,429	258,793	1,210,278	14,227,103	238,342	14,465,445		
Others Total		461,658	1,708,107	9,421,547	2,952,764	422,287	4,555,784	1,278,168	306,354	1,761,946	22,868,615	242,642	23,111,257		
Total		2,709,769	12,693,807	39,053,253	26,253,529	5,318,422	22,959,699	11,349,519	3,969,721	12,225,897	136,533,616	436,255	136,969,871		

Remarks: Figures may not add up due to rounding.

The year-on-year basis in and after April 2009 are calculated after the adjustment of the results of the year-ago period according to the latest Japan Standard Industry Classification.

## Demand Volume and Change by Large Industry Sector (1st Half of FY2012)

FEPC

Electricity Demand in the First Half of Fiscal 2011 (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	104.0	136.5	98.4	84.3	0.0	105.8	98.4	107.1	101.7	104.4	107.5	104.5	
		Manufacturing	Foodstuffs	104.6	108.2	102.1	99.9	98.1	96.7	99.4	97.1	99.2	100.8	98.9	100.8
			Textiles		91.7	101.9	93.4	90.9	93.8	93.9	98.0	82.6	93.0	0.0	93.0
			Paper & Pulp	83.5	108.0	97.9	93.9	78.8	92.8	95.3	91.0	96.5	94.2	94.2	94.2
			Chemical	102.4	97.8	99.7	102.7	95.6	96.0	87.1	98.3	102.6	97.9	106.8	97.9
			Oil/Coal	66.5	187.6	109.3	126.0	92.0	93.1	91.4	97.0	96.5	98.6	96.6	98.6
			Rubber Products		103.9	93.7	99.2	109.7	94.7	100.9	96.0	95.2	97.4	0.0	97.4
			Ceramics	73.4	133.4	97.3	96.0	87.9	97.9	99.7	103.2	101.7	99.0	94.1	99.0
			Steel	91.1	157.6	106.0	104.8	92.4	98.1	97.8	84.5	105.8	103.9	108.6	104.0
			Non-Ferrous Metals	89.6	115.4	95.5	91.3	106.7	93.8	100.1		96.0	100.1	102.3	100.1
			Machinery	103.0	98.8	99.7	107.5	89.7	88.1	99.3	99.3	99.0	99.6	0.0	99.6
			Others	98.6	104.1	99.2	99.3	100.9	94.7	96.7	93.0	96.0	98.4	92.8	98.4
	Manufacturing Total	95.1	109.7	100.2	103.2	93.6	94.2	96.7	84.8	99.4	99.6	100.8	99.6		
	Mining & Manufacturing Total	95.3	109.8	100.2	103.2	93.6	94.2	96.7	94.9	99.4	99.6	100.9	99.6		
	Others	Railways	100.8	120.5	109.2	96.4	97.0	96.9	98.4	98.9	98.8	102.7	97.5	102.7	
Other than Railways		96.1	103.8	102.6	100.9	93.3	100.5	97.4	100.8	99.3	101.2	97.4	101.1		
Others Total		97.7	109.5	104.6	98.9	94.2	98.7	97.9	100.5	99.1	101.8	97.4	101.7		
Total		95.7	109.8	101.2	102.7	93.7	95.1	96.8	95.3	99.4	100.0	98.9	100.0		

Remarks: Figures may not add up due to rounding.

The year-on-year basis in and after April 2009 are calculated after the adjustment of the results of the year-ago period according to the latest Japan Standard Industry Classification.