

## Electricity Demand in April 2012 (Confirmed Report)

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

- Electricity demand in April 2012, measured in terms of the total electricity sales of the ten power companies, was up year on year for the second consecutive month, increasing by 1.0% to 70.08 billion kWh.

- Outside the liberalized segment, lighting demand declined by 4.2%, due principally to the effect of energy-saving efforts by customers in addition to a shorter meter-reading period, compared with a year ago.

Commercial demand in the liberalized segment increased by 4.7% due mainly to a rebound from the negative effect of the Great East Japan Earthquake, in spite of some influence of the recent energy-saving efforts by companies and other customers.

**Lighting Demand (down 4.2% on the year, 24.27 billion kWh in total)**

**Commercial Demand (up 4.7% on the year, 14.89 billion kWh in total)**

(Reference)

**Large Industrial Demand (up 5.1% on the year, 21.99 billion kWh in total)**

Large industrial user demand was up year on year for the second consecutive month, increasing by 5.1%. 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 Great East Japan Earthquake, in spite of some influence of the recent energy-saving efforts by companies and other customers.

### Demand Change by Use

By Use		Year-on-year Change (%)													
		By Month													
		FY2011	Apr. 2011	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2012	Feb.	Mar.	Apr.
Other than Eligible Customers' Use	Lighting Total	-5.0	-4.4	-7.1	-3.6	-1.9	-14.8	-13.9	-6.7	-7.7	-2.6	-3.0	-1.5	6.8	-4.2
	Power	-5.3	-5.0	-7.6	-6.0	-0.8	-14.6	-15.5	-7.7	-6.1	-0.7	-1.6	-0.3	7.3	-4.7
	Lighting & Power Total	-5.1	-4.4	-7.1	-4.0	-1.8	-14.8	-14.1	-6.8	-7.5	-2.4	-2.9	-1.4	6.8	-4.2
Eligible Customers' Use	Commercial Power	-8.4	-10.8	-10.2	-9.7	-10.0	-14.0	-14.9	-10.7	-7.9	-5.5	-4.2	-2.7	3.7	5.3
	Industrial Power	-3.3	-6.4	-4.0	-3.3	-4.7	-5.8	-6.3	-3.5	-2.2	-3.5	-4.5	-0.7	6.5	5.5
	Eligible Customers' Use Total	-5.2	-8.0	-6.2	-5.6	-6.7	-9.1	-9.7	-6.1	-4.2	-4.2	-4.4	-1.5	5.5	5.4
Total Electricity Sales		-5.1	-6.5	-6.5	-5.1	-5.0	-11.3	-11.4	-6.3	-5.4	-3.5	-3.7	-1.4	6.1	1.4

### 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	1.8	4.8	-4.2	-4.1	-2.1	-6.8	-7.2	-6.7	-6.6	-4.2	-2.5	-4.2
	Power	13.5	5.8	-4.8	-7.8	-6.4	-8.0	-9.5	-8.3	-12.3	-5.3	3.7	-4.7
	Lighting & Power Total	3.8	4.9	-4.3	-4.7	-2.7	-7.0	-7.4	-6.9	-7.4	-4.3	0.6	-4.2
Eligible Customers' Use	Commercial Power	1.9	18.8	12.7	0.9	-1.0	-0.9	-1.9	-0.7	-2.6	5.3	5.6	5.3
	Industrial Power	0.3	28.8	8.2	9.2	-3.7	-2.7	-2.1	-4.2	1.6	5.5	-2.5	5.5
	Sub-total	1.1	25.5	10.0	6.9	-3.1	-2.0	-2.0	-3.1	-0.0	5.4	1.4	5.4
Total Electricity Sales		2.3	16.7	3.9	2.6	-2.9	-4.1	-4.2	-4.7	-3.3	1.4	0.8	1.4
(Large Industry)		1.1	33.0	8.2	10.2	-3.7	-2.6	-1.9	-4.8	2.2	5.9	-0.6	5.8

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

By Sector		Year-on-year Change (%)													
		By Month													
		FY2011	Apr. 2011	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2012	Feb.	Mar.	Apr.
Textiles		-3.5	2.3	-0.2	4.0	-1.5	-3.6	-7.3	-5.1	1.1	-7.4	-10.4	-4.7	-8.6	-3.8
Paper & Pulp		-6.6	-1.5	-3.5	-1.8	-9.8	-15.1	-10.9	-3.3	-2.0	-8.0	-7.5	-10.6	-6.2	-3.5
Chemicals		-3.3	-5.1	1.1	2.0	-3.5	-5.6	-6.4	-3.2	-2.1	-7.6	-7.9	-5.6	5.8	4.7
Ceramics		-0.6	1.2	0.0	1.0	0.1	-0.7	-0.9	-1.1	-2.3	-1.6	-4.2	0.0	1.7	3.3
Steel		0.3	0.4	-4.2	-2.8	1.6	1.3	0.6	-0.8	1.3	-1.4	-4.1	2.7	10.1	11.9
Non-Ferrous Metals		-2.2	-11.1	-1.4	-0.5	-2.2	-2.7	-1.9	-4.1	-4.2	-3.8	-7.5	-2.0	17.9	14.2
Machinery		-3.9	-10.8	-6.1	-4.1	-6.4	-6.4	-6.4	-2.2	-2.7	-4.1	-5.3	-0.4	9.8	8.3
Large Industry Total		-3.2	-6.2	-3.3	-2.8	-4.7	-5.8	-5.6	-3.2	-2.3	-3.8	-5.2	-0.7	6.8	5.8

# Lighting & Power Demand Volume and Change by Company and Use (April 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	1,026,366	2,196,688	7,712,681	3,157,999	768,587	4,259,622	1,666,846	818,605	2,441,661	24,049,055	216,816	24,265,871
	<Residential Lighting>	605,974	1,336,931	5,299,316	1,915,556	318,175	2,668,943	894,537	477,992	1,370,676	14,888,100	182,558	15,070,658
	Power	246,460	308,999	808,251	557,861	106,262	462,498	199,938	141,424	401,683	3,233,376	239,714	3,473,090
	<Low Voltage>	95,159	230,181	660,282	368,318	79,551	382,591	143,449	88,127	313,094	2,360,752	26,865	2,387,617
	Lighting & Power Total	1,272,826	2,505,687	8,520,932	3,715,860	874,849	4,722,120	1,866,784	960,029	2,843,344	27,282,431	456,530	27,738,961
	Eligible Customers' Use	1,492,809	3,991,272	13,024,836	6,938,597	1,436,498	7,090,829	3,059,545	1,276,482	3,946,444	42,257,312	82,712	42,340,024
	<Commercial Power>	750,166	1,255,243	5,391,347	1,757,455	368,333	2,538,269	870,696	437,975	1,483,698	14,853,182	41,180	14,894,362
	<Industrial Power>	742,643	2,736,029	7,633,489	5,181,142	1,068,165	4,552,560	2,188,849	838,507	2,462,746	27,404,130	41,532	27,445,662
	Total Electricity Sales	2,765,635	6,496,959	21,545,769	10,654,457	2,311,347	11,812,949	4,926,329	2,236,511	6,789,788	69,539,744	539,242	70,078,986
Yea-on-year Basis (%)	Lighting	101.8	104.8	95.8	95.9	97.9	93.2	92.8	93.3	93.4	95.8	97.5	95.8
	Power	113.5	105.8	95.2	92.2	93.6	92.0	90.5	91.7	87.7	94.7	103.7	95.3
	<Low Voltage>	99.4	106.8	96.4	95.8	94.4	92.6	91.2	93.5	91.4	95.5	105.6	95.6
	Lighting & Power Total	103.8	104.9	95.7	95.3	97.3	93.0	92.6	93.1	92.6	95.7	100.6	95.8
	Eligible Customers' Use	101.1	125.5	108.0	106.9	96.9	98.0	98.0	96.9	100.0	104.8	101.4	104.8
	<Commercial Power>	101.9	118.8	110.9	100.9	99.0	99.1	98.1	99.3	97.4	104.7	105.6	104.7
	<Industrial Power>	100.3	128.8	106.1	109.2	96.3	97.3	97.9	95.8	101.6	104.9	97.5	104.9
	Total Electricity Sales	102.3	116.7	102.8	102.6	97.1	95.9	95.8	95.3	96.7	101.1	100.8	101.0

## 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)	2,535,190	4,683,548	20,003,682	6,432,580	1,030,820	9,061,391	3,208,222	1,763,467	5,449,832	54,168,732	673,110	54,841,842
	Power Total (kW)	2,610,529	4,700,555	14,543,897	7,948,259	1,657,781	7,661,975	3,107,806	2,278,492	6,285,243	50,794,537	1,366,791	52,161,328
	<Low Voltage (kW)>	1,406,854	3,952,586	12,679,960	6,053,098	1,374,638	6,737,807	2,519,977	1,679,864	5,164,564	41,569,348	423,016	41,992,364
	Lighting & Power Total (Number of Contracts)	3,950,531	7,575,693	28,833,702	10,501,085	2,088,788	13,582,347	5,220,178	2,849,541	8,523,624	83,125,489	854,243	83,979,732

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

## Demand Volume and Change by Large Industry Sector (April 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	7,869	10,860	14,685	3,290	0	8,457	11,964	4,213	13,820	75,158	495	75,653	
		Manufacturing	Foodstuffs	91,774	115,602	434,106	210,796	16,393	196,536	80,686	38,539	181,605	1,366,037	7,771	1,373,808
			Textiles		4,944	26,950	76,854	85,189	56,609	34,703	29,752	26,025	341,026	0	341,026
			Paper & Pulp	75,955	70,927	217,721	129,154	29,837	60,535	43,089	149,632	39,750	816,600	501	817,101
			Chemical	22,572	152,560	748,696	219,821	102,407	389,158	211,402	97,992	219,937	2,164,545	1,459	2,166,004
			Oil/Coal	0	1,424	43,119	9,288	412	32,361	35,794	34,448	8,882	165,728	1,562	167,290
			Rubber Products		27,025	49,028	54,613	1,463	27,515	25,875	4,291	51,290	241,100	0	241,100
			Ceramics	11,732	69,115	199,802	199,832	30,570	293,426	67,896	1,374	87,642	961,389	2,850	964,239
			Steel	84,936	254,323	703,243	586,637	69,125	749,222	523,996	60,036	218,823	3,250,341	10,696	3,261,037
			Non-Ferrous Metals	9,322	334,078	296,277	110,845	72,478	175,942	125,719		152,020	1,276,681	496	1,277,177
			Machinery	51,566	588,849	1,268,606	1,657,039	271,273	659,755	367,573	148,820	533,362	5,546,843	0	5,546,843
			Others	33,710	173,764	779,442	441,357	122,521	379,219	98,945	52,072	145,902	2,226,932	1,838	2,228,770
	Manufacturing Total	381,567	1,792,611	4,766,990	3,696,236	801,668	3,020,278	1,615,678	616,956	1,665,238	18,357,222	27,173	18,384,395		
	Mining & Manufacturing Total		389,436	1,803,471	4,781,675	3,699,526	801,668	3,028,735	1,627,642	621,169	1,679,058	18,432,380	27,668	18,460,048	
	Others	Railways	26,537	105,997	437,341	202,120	17,440	342,181	96,918	7,420	85,274	1,321,228	656	1,321,884	
Other than Railways		50,136	165,614	961,408	257,531	48,323	361,627	103,693	39,838	187,856	2,176,026	34,525	2,210,551		
Others Total		76,673	271,611	1,398,750	459,651	65,763	703,808	200,611	47,258	273,130	3,497,255	35,181	3,532,436		
Total		466,109	2,075,082	6,180,425	4,159,177	867,431	3,732,543	1,828,253	668,427	1,952,188	21,929,635	62,849	21,992,484		

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

## Demand Volume and Change by Large Industry Sector (April 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	113.8	165.1	102.1	83.2	0.0	102.4	94.7	105.2	101.1	106.8	108.2	106.8	
		Manufacturing	Foodstuffs	103.9	112.5	101.1	98.4	98.9	98.5	98.2	96.9	99.9	100.8	105.2	100.9
			Textiles		87.7	104.6	94.9	98.2	98.8	97.8	107.6	74.5	96.2	0.0	96.2
			Paper & Pulp	111.3	126.0	98.0	91.3	81.6	89.7	94.8	92.0	86.5	96.5	104.0	96.5
			Chemical	98.1	114.4	112.2	92.7	93.4	96.7	89.5	102.1	104.2	102.3	126.7	102.3
			Oil/Coal	0.0	202.3	117.0	111.6	89.4	82.5	70.6	97.9	111.5	90.5	38.5	89.3
			Rubber Products		117.2	96.5	114.1	154.7	97.2	118.7	96.2	103.3	106.3	0.0	106.3
			Ceramics	96.3	157.6	104.8	96.2	88.5	107.3	86.6	96.8	94.9	102.9	90.3	102.8
			Steel	93.0	253.9	109.5	127.8	94.4	101.4	101.4	71.4	108.9	111.8	111.8	111.8
			Non-Ferrous Metals	92.9	184.0	98.6	85.0	102.2	101.4	97.9		102.6	111.6	108.5	111.6
			Machinery	109.2	108.3	106.0	121.7	96.7	89.7	105.8	104.2	106.4	107.6	0.0	107.6
			Others	96.6	115.9	100.6	105.7	100.5	93.8	95.2	89.6	99.2	100.6	91.4	100.6
	Manufacturing Total	100.7	133.7	105.1	111.8	96.3	96.8	98.1	94.6	102.7	105.3	96.1	105.3		
	Mining & Manufacturing Total	100.9	133.8	105.1	111.7	96.3	96.8	98.1	94.7	102.7	105.3	96.3	105.3		
	Others	Railways	106.5	200.2	114.8	96.1	94.3	96.6	97.7	97.3	98.7	107.0	97.4	107.0	
Other than Railways		99.7	103.4	104.6	101.9	97.2	103.1	97.8	104.8	99.5	102.9	102.0	102.8		
Others Total		102.0	127.5	107.6	99.3	96.4	99.9	97.7	103.5	99.3	104.4	101.9	104.4		
Total		101.1	133.0	105.6	110.2	96.3	97.4	98.1	95.2	102.2	105.1	99.4	105.1		

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