

## Electricity Demand in October 2012 (Confirmed Report)

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

- Electricity demand in October 2012, measured in terms of the total electricity sales of the ten power companies, was down year on year basis, decreasing by 1.4% to 66.0 billion kWh.

- Outside the liberalized segment, lighting demand dropped by 3.3%, due principally to a shorter meter-reading period compared with a year ago and efforts by customers for saving electricity, in spite of increased cooling demands caused by relatively higher temperatures from late September to early October than the previous year.

Commercial demand in the liberalized segment rose by 3.6% due mainly to increased cooling demands caused by relatively higher temperatures from late September to early October than previous year, in spite of efforts by customers for saving electricity.

Lighting Demand (down 3.3% on the year, 19.17 billion kWh in total)

Commercial Demand (up 3.6% on the year, 15.61 billion kWh in total)

(Reference)

Large industrial user demand was down from a year ago for the fifth consecutive month, declining by 3.3%. This was mainly due to a year-on-year decrease in all major industries.

Large Industrial Demand (down 3.3% on the year, 22.50 billion kWh in total)

### Demand Change by Use

By Use		By Month	Year-on-year Change (%)												
		FY2011	Oct. 2011	Nov.	Dec.	Jan. 2012	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.
Other than Eligible Customers' Use	Lighting Total	-5.0	-6.7	-7.7	-2.6	-3.0	-1.5	6.8	-4.2	0.0	0.5	-12.4	6.5	0.1	-3.3
	Power	-5.3	-7.7	-6.1	-0.7	-1.6	-0.3	7.3	-4.7	-1.2	1.8	-16.5	4.2	0.5	-4.1
	Lighting & Power Total	-5.1	-6.8	-7.5	-2.4	-2.9	-1.4	6.8	-4.2	-0.1	0.7	-13.0	6.2	0.2	-3.4
Eligible Customers' Use	Commercial Power	-8.4	-10.7	-7.9	-5.5	-4.2	-2.7	3.7	5.3	3.8	0.7	-3.3	4.4	4.9	3.6
	Industrial Power	-3.3	-3.5	-2.2	-3.5	-4.5	-0.7	6.5	5.5	2.5	-1.3	-2.2	-0.8	-1.6	-2.4
	Eligible Customers' Use Total	-5.2	-6.1	-4.2	-4.2	-4.4	-1.5	5.5	5.4	2.9	-0.6	-2.6	1.2	0.9	-0.4
Total Electricity Sales		-5.1	-6.3	-5.4	-3.5	-3.7	-1.4	6.1	1.4	1.8	-0.2	-6.3	3.0	0.6	-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	-8.5	0.8	4.6	-9.5	-4.0	-10.6	-6.7	-6.1	-4.1	-3.2	-15.0	-3.3
	Power	-7.3	3.6	4.8	-8.9	-3.5	-8.4	-9.7	-9.3	-7.3	-3.7	-7.7	-4.1
	Lighting & Power Total	-8.4	1.2	4.6	-9.4	-4.0	-10.4	-7.1	-6.6	-4.7	-3.2	-10.9	-3.4
Eligible Customers' Use	Commercial Power	1.4	10.6	6.7	3.6	1.8	1.5	0.3	-1.9	-3.0	3.6	2.9	3.6
	Industrial Power	-5.5	1.4	-0.5	-2.2	-6.2	-4.7	-4.3	-5.7	-3.5	-2.4	-2.5	-2.4
	Sub-total	-2.3	4.0	2.4	-0.8	-4.3	-2.5	-3.0	-4.4	-3.3	-0.4	0.3	-0.4
Total Electricity Sales		-4.8	3.1	3.2	-3.3	-4.2	-5.2	-4.3	-5.2	-3.8	-1.3	-9.3	-1.4
(Large Industry)		-10.1	0.1	-1.1	-2.8	-7.2	-5.7	-4.9	-7.3	-3.7	-3.3	-3.7	-3.3

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

By Sector		By Month	Year-on-year Change (%)												
		FY2011	Oct. 2011	Nov.	Dec.	Jan. 2012	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.
Textiles		-3.5	-5.1	1.1	-7.4	-10.4	-4.7	-8.6	-3.8	-2.8	-10.2	-8.7	-8.5	-7.5	-6.3
Paper & Pulp		-6.6	-3.3	-2.0	-8.0	-7.5	-10.6	-6.2	-3.5	-2.9	-6.8	-9.6	-5.7	-7.0	-10.3
Chemicals		-3.3	-3.2	-2.1	-7.6	-7.9	-5.6	5.8	4.7	-4.9	-7.3	-4.1	-1.6	1.6	-3.8
Ceramics		-0.6	-1.1	-2.3	-1.6	-4.2	0.0	1.7	3.3	0.6	-1.6	-2.7	-4.4	-1.3	-4.2
Steel		0.3	-0.8	1.3	-1.4	-4.1	2.7	10.1	11.9	5.9	4.7	2.6	-0.1	-1.5	-5.8
Non-Ferrous Metals		-2.2	-4.1	-4.2	-3.8	-7.5	-2.0	17.9	14.2	3.8	2.6	-4.3	-8.1	-5.3	-4.1
Machinery		-3.9	-2.2	-2.7	-4.1	-5.3	-0.4	9.8	8.3	4.5	-3.0	-2.1	-2.6	-5.3	-5.7
Large Industry Total		-3.2	-3.2	-2.3	-3.8	-5.2	-0.7	6.8	5.8	1.9	-2.0	-1.7	-1.3	-2.1	-3.3

## Lighting & Power Demand Volume and Change by Company and Use (October 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	805,421	1,700,764	6,668,947	2,287,746	514,924	3,128,455	1,197,984	650,670	1,995,223	18,950,134	222,243	19,172,377
	<Residential Lighting>	519,594	1,122,406	4,597,635	1,403,820	235,565	2,010,879	677,707	396,445	1,157,976	12,122,027	190,861	12,312,888
	Power	118,031	288,862	802,909	425,304	89,396	429,690	170,805	125,051	383,086	2,833,134	302,163	3,135,297
	<Low Voltage>	102,382	250,237	711,815	347,061	75,018	386,729	134,191	91,919	330,151	2,429,503	38,966	2,468,469
	Lighting & Power Total	923,452	1,989,626	7,471,856	2,713,050	604,320	3,558,145	1,368,789	775,721	2,378,309	21,783,268	524,406	22,307,674
	Eligible Customers' Use	1,407,001	3,964,936	13,690,999	7,192,641	1,469,814	7,271,802	3,094,989	1,313,501	4,141,254	43,546,937	102,752	43,649,689
	<Commercial Power>	687,055	1,198,572	5,735,146	1,861,067	378,553	2,722,059	897,971	464,378	1,612,178	15,556,979	54,136	15,611,115
	<Industrial Power>	719,946	2,766,364	7,955,853	5,331,574	1,091,261	4,549,743	2,197,018	849,123	2,529,076	27,989,958	48,616	28,038,574
Total Electricity Sales	2,330,453	5,954,562	21,162,855	9,905,691	2,074,134	10,829,947	4,463,778	2,089,222	6,519,563	65,330,205	627,158	65,957,363	
Yea-on-year Basis (%)	Lighting	91.5	100.8	104.6	90.5	96.0	89.4	93.3	93.9	95.9	96.8	85.0	96.7
	Power	92.7	103.6	104.8	91.1	96.5	91.6	90.3	90.7	92.7	96.3	92.3	95.9
	<Low Voltage>	98.5	106.1	106.3	93.8	98.5	92.5	91.0	90.8	92.2	97.9	78.9	97.6
	Lighting & Power Total	91.6	101.2	104.6	90.6	96.0	89.6	92.9	93.4	95.3	96.8	89.1	96.6
	Eligible Customers' Use	97.7	104.0	102.4	99.2	95.7	97.5	97.0	95.6	96.7	99.6	100.3	99.6
	<Commercial Power>	101.4	110.6	106.7	103.6	101.8	101.5	100.3	98.1	97.0	103.6	102.9	103.6
	<Industrial Power>	94.5	101.4	99.5	97.8	93.8	95.3	95.7	94.3	96.5	97.6	97.5	97.6
	Total Electricity Sales	95.2	103.1	103.2	96.7	95.8	94.8	95.7	94.8	96.2	98.7	90.7	98.6

### 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)	2,521,374	4,677,080	19,999,761	6,409,141	1,022,961	9,043,953	3,192,622	1,754,391	5,441,884	36,063,167	672,035	36,735,202
	Power Total (kW)	1,803,904	4,605,175	14,149,625	7,792,803	1,609,730	7,573,456	3,110,491	2,250,709	6,340,819	49,236,712	1,370,641	50,607,353
	<Low Voltage (kW)>	1,397,845	3,943,119	12,493,167	5,978,286	1,357,750	6,674,749	2,489,543	1,664,076	5,132,622	41,131,157	424,035	41,555,192
	Lighting & Power Total (Number of Contracts)	3,835,008	7,594,192	28,839,605	10,491,507	2,092,071	13,594,445	5,235,742	2,848,612	8,581,649	83,112,831	855,013	83,967,844

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

## Demand Volume and Change by Large Industry Sector (October 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	8,439	10,997	13,073	3,475	0	8,184	12,606	4,455	14,795	76,024	297	76,321	
		Manufacturing	Foodstuffs	108,415	130,667	477,876	231,218	17,175	211,186	87,369	42,408	201,260	1,507,574	9,129	1,516,703
			Textiles		4,995	25,811	94,213	88,277	53,342	33,754	37,057	24,818	362,267	0	362,267
			Paper & Pulp	61,823	74,793	211,303	138,450	26,808	68,874	40,959	98,649	33,911	755,570	424	755,994
			Chemical	23,322	158,299	824,044	249,313	110,357	376,910	210,923	100,016	223,000	2,276,184	1,234	2,277,418
			Oil/Coal	0	1,372	46,891	12,732	502	31,838	51,140	36,682	9,190	190,347	4,302	194,649
			Rubber Products		27,079	53,990	58,625	1,606	27,646	25,653	4,722	49,285	248,606	0	248,606
			Ceramics	3,305	76,342	191,441	228,436	30,935	276,739	57,398	1,678	82,124	948,398	2,921	951,319
			Steel	54,750	263,486	679,959	508,626	64,511	651,336	475,436	77,614	201,541	2,977,259	12,001	2,989,260
			Non-Ferrous Metals	9,013	284,651	334,291	115,089	86,859	166,110	126,684		152,673	1,275,370	504	1,275,874
			Machinery	54,251	600,109	1,325,492	1,725,482	258,198	707,887	389,515	154,496	561,886	5,777,316	0	5,777,316
		Others	35,695	179,137	806,427	452,902	130,406	398,032	104,174	57,175	151,575	2,315,523	1,916	2,317,439	
	Manufacturing Total	350,574	1,800,930	4,977,525	3,815,086	815,634	2,969,900	1,603,005	610,497	1,691,263	18,634,414	32,431	18,666,845		
	Mining & Manufacturing Total	359,013	1,811,927	4,990,598	3,818,561	815,634	2,978,084	1,615,611	614,952	1,706,058	18,710,438	32,728	18,743,166		
	Others	Railways	27,833	108,561	485,112	210,437	17,808	357,146	100,399	7,381	88,141	1,402,818	710	1,403,528	
Other than Railways		50,352	177,411	1,027,336	275,542	50,031	383,300	109,728	42,875	198,544	2,315,119	37,819	2,352,938		
Others Total		78,185	285,972	1,512,449	485,979	67,839	740,446	210,127	50,256	286,685	3,717,938	38,529	3,756,467		
Total		437,198	2,097,899	6,503,046	4,304,540	883,473	3,718,530	1,825,738	665,208	1,992,743	22,428,375	71,257	22,499,632		

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

## Demand Volume and Change by Large Industry Sector (October 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	108.7	119.8	92.6	82.7	0.0	99.3	100.8	117.7	102.0	102.3	78.5	102.2	
		Manufacturing	Foodstuffs	103.8	106.7	102.4	104.6	100.3	99.9	99.3	102.0	100.1	102.3	90.8	102.2
			Textiles		96.2	93.9	92.2	95.5	90.1	96.3	93.7	97.6	93.7	0.0	93.7
			Paper & Pulp	86.9	103.7	97.8	91.8	81.8	100.7	80.9	70.0	86.2	89.7	83.3	89.7
			Chemical	103.5	93.0	103.1	94.2	103.5	89.7	84.3	96.8	97.5	96.2	107.3	96.2
			Oil/Coal		99.1	128.8	152.7	108.9	116.4	113.8	102.0	104.9	116.4	102.7	116.0
			Rubber Products		94.5	95.6	89.3	97.0	90.9	92.8	97.1	90.6	92.2	0.0	92.2
			Ceramics	25.2	124.8	87.5	97.4	88.4	97.9	111.0	90.2	90.1	95.8	106.6	95.8
			Steel	65.4	113.5	98.0	91.1	90.3	91.1	93.6	101.1	90.2	94.1	97.2	94.2
			Non-Ferrous Metals	77.7	94.6	97.3	98.6	111.8	87.8	96.6		96.4	95.9	95.9	95.9
			Machinery	93.7	94.5	93.5	97.9	82.3	90.0	96.5	95.7	95.9	94.3	0.0	94.3
			Others	101.4	100.1	100.7	99.0	100.2	98.3	101.5	100.0	97.4	99.7	88.4	99.7
	Manufacturing Total	87.7	99.6	98.0	96.8	92.8	93.0	94.6	92.1	95.4	95.9	96.3	95.9		
	Mining & Manufacturing Total	88.1	99.7	98.0	96.8	92.8	93.0	94.7	92.2	95.5	95.9	96.1	95.9		
	Others	Railways	104.1	98.6	103.3	99.7	97.1	98.9	98.7	98.3	101.2	100.7	93.7	100.7	
Other than Railways		96.1	105.3	101.0	101.8	91.7	101.3	98.6	99.8	101.0	101.0	96.5	100.9		
Others Total		98.8	102.7	101.7	100.9	93.1	100.1	98.7	99.6	101.1	100.9	96.4	100.8		
Total		89.9	100.1	98.9	97.2	92.8	94.3	95.1	92.7	96.3	96.7	96.3	96.7		

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