

## Electricity Demand in January 2013 (Confirmed Report)

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

-Electricity demand in January 2013, measured in terms of the total electricity sales of the ten power companies, was down year on year basis, decreasing by 1.2% to 79.81 billion kWh.

- Outside the liberalized segment, lighting demand dropped by 0.7%, due principally to a generally shorter meter-reading period compared with a year ago and efforts for saving electricity, in spite of increased heating demands caused by relatively lower temperatures from early to mid January than the previous year.

Commercial demand in the liberalized segment rose by 1.7% due mainly to increased heating demands caused by relatively lower temperatures from early to mid January than the previous year, in spite of efforts by companies and other customers for saving electricity.

Lighting Demand (down 0.7% on the year, 32.82 billion kWh in total)  
Commercial Demand (up 1.7% on the year, 16.50 billion kWh in total)

(Reference)

Large industrial user demand was down from a year ago for the eighth consecutive month, declining by 3.9%. This was mainly due to a year-on-year decrease in all major industries.

Large Industrial Demand (down 3.9% on the year, 20.78 billion kWh in total)

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

By Use \ By Company		By Company											
		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
Other than Eligible Customers' Use	Lighting	-3.7	7.8	-7.6	1.0	2.2	4.8	3.1	3.2	1.1	-0.7	-5.4	-0.7
	Power	3.7	5.1	-11.5	-2.4	-1.2	2.5	-2.4	-0.8	-2.3	-2.5	-1.0	-2.4
	Lighting & Power Total	-1.8	7.4	-8.0	0.5	1.8	4.5	2.5	2.6	0.7	-0.9	-3.4	-0.9
Eligible Customers' Use	Commercial Power	-2.2	4.8	0.8	1.9	0.6	2.7	2.9	-0.6	2.7	1.7	11.5	1.7
	Industrial Power	-9.2	-1.4	-3.3	-4.3	-4.5	-4.3	-0.0	-8.2	-0.9	-3.3	-2.3	-3.3
	Sub-total	-5.6	0.7	-1.5	-2.6	-2.9	-1.6	0.9	-5.2	0.6	-1.4	4.0	-1.4
Total Electricity Sales		-3.6	3.7	-4.6	-1.3	-0.9	1.2	1.6	-1.4	0.6	-1.2	-2.4	-1.2
(Large Industry)		-15.6	-2.4	-3.7	-4.8	-4.6	-4.9	0.0	-9.7	-1.0	-3.9	-2.8	-3.9

### Demand Change by Use

By Use \ By Month		Year-on-year Change (%)													
		FY2011	Jan. 2012	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2013
Other than Eligible Customers' Use	Lighting Total	-5.0	-3.0	-1.5	6.8	-4.2	0.0	0.5	-12.4	6.5	0.1	-3.3	3.4	10.6	-0.7
	Power	-5.3	-1.6	-0.3	7.3	-4.7	-1.2	1.8	-16.5	4.2	0.5	-4.1	-0.9	7.5	-2.4
	Lighting & Power Total	-5.1	-2.9	-1.4	6.8	-4.2	-0.1	0.7	-13.0	6.2	0.2	-3.4	2.9	10.2	-0.9
Eligible Customers' Use	Commercial Power	-8.4	-4.2	-2.7	3.7	5.3	3.8	0.7	-3.3	4.4	4.9	3.6	0.5	2.9	1.7
	Industrial Power	-3.3	-4.5	-0.7	6.5	5.5	2.5	-1.3	-2.2	-0.8	-1.6	-2.4	-4.2	-3.7	-3.3
	Eligible Customers' Use Total	-5.2	-4.4	-1.5	5.5	5.4	2.9	-0.6	-2.6	1.2	0.9	-0.4	-2.6	-1.4	-1.4
Total Electricity Sales		-5.1	-3.7	-1.4	6.1	1.4	1.8	-0.2	-6.3	3.0	0.6	-1.4	-0.7	3.1	-1.2

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

By Sector \ By Month		Year-on-year Change (%)													
		FY2011	Jan. 2012	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Jan. 2013
Textiles		-3.5	-10.4	-4.7	-8.6	-3.8	-2.8	-10.2	-8.7	-8.5	-7.5	-6.3	-13.2	-8.5	-7.8
Paper & Pulp		-6.6	-7.5	-10.6	-6.2	-3.5	-2.9	-6.8	-9.6	-5.7	-7.0	-10.3	-9.9	-9.0	-10.2
Chemicals		-3.3	-7.9	-5.6	5.8	4.7	-4.9	-7.3	-4.1	-1.6	1.6	-3.8	-5.6	-4.0	-4.2
Ceramics		-0.6	-4.2	0.0	1.7	3.3	0.6	-1.6	-2.7	-4.4	-1.3	-4.2	-4.1	-4.3	-4.0
Steel		0.3	-4.1	2.7	10.1	11.9	5.9	4.7	2.6	-0.1	-1.5	-5.8	-6.6	-6.4	-5.7
Non-Ferrous Metals		-2.2	-7.5	-2.0	17.9	14.2	3.8	2.6	-4.3	-8.1	-5.3	-4.1	-4.8	-6.1	-5.5
Machinery		-3.9	-5.3	-0.4	9.8	8.3	4.5	-3.0	-2.1	-2.6	-5.3	-5.7	-7.2	-6.2	-5.5
Large Industry Total		-3.2	-5.2	-0.7	6.8	5.8	1.9	-2.0	-1.7	-1.3	-2.1	-3.3	-4.7	-4.2	-3.9

# Lighting & Power Demand Volume and Change by Company and Use (January 2013)

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	1,348,773	3,130,738	10,352,506	4,093,371	1,066,980	5,758,793	2,230,831	1,154,876	3,437,689	32,574,557	248,912	32,823,469
	<Residential Lighting>	776,066	1,873,507	7,205,888	2,497,400	434,458	3,646,550	1,192,663	672,130	1,935,509	20,234,171	204,623	20,438,794
	Power	481,890	502,163	993,488	618,127	151,373	580,199	239,264	179,509	505,731	4,251,744	232,732	4,484,476
	<Low Voltage>	108,165	312,895	833,486	453,062	105,150	491,157	177,606	116,880	427,589	3,025,990	24,011	3,050,001
	Lighting & Power Total	1,830,663	3,632,901	11,345,994	4,711,498	1,218,353	6,338,992	2,470,095	1,334,385	3,943,420	36,826,301	481,644	37,307,945
	Eligible Customers' Use	1,447,017	4,187,356	13,211,299	6,726,019	1,525,215	6,960,979	3,092,060	1,312,171	3,958,878	42,420,994	81,072	42,502,066
	<Commercial Power>	762,136	1,483,402	5,921,969	1,913,055	477,404	2,753,885	973,601	544,192	1,634,225	16,463,869	39,801	16,503,670
	<Industrial Power>	684,881	2,703,954	7,289,331	4,812,964	1,047,811	4,207,094	2,118,459	767,979	2,324,653	25,957,126	41,271	25,998,397
Total Electricity Sales	3,277,680	7,820,257	24,557,293	11,437,517	2,743,568	13,299,971	5,562,155	2,646,556	7,902,298	79,247,295	562,716	79,810,011	
Yea-on-year Basis (%)	Lighting	96.3	107.8	92.4	101.0	102.2	104.8	103.1	103.2	101.1	99.3	94.6	99.3
	Power	103.7	105.1	88.5	97.6	98.8	102.5	97.6	99.2	97.7	97.5	99.0	97.6
	<Low Voltage>	95.0	104.4	88.6	98.7	98.0	103.1	98.4	100.0	98.3	96.7	93.5	96.7
	Lighting & Power Total	98.2	107.4	92.0	100.5	101.8	104.5	102.5	102.6	100.7	99.1	96.6	99.1
	Eligible Customers' Use	94.4	100.7	98.5	97.4	97.1	98.4	100.9	94.8	100.6	98.6	104.0	98.6
	<Commercial Power>	97.8	104.8	100.8	101.9	100.6	102.7	102.9	99.4	102.7	101.7	111.5	101.7
	<Industrial Power>	90.8	98.6	96.7	95.7	95.5	95.7	100.0	91.8	99.1	96.7	97.7	96.7
	Total Electricity Sales	96.4	103.7	95.4	98.7	99.1	101.2	101.6	98.6	100.6	98.8	97.6	98.8

## 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)	2,506,462	4,681,318	19,998,554	6,412,676	1,019,019	9,044,643	3,183,914	1,749,121	5,427,616	54,023,323	672,541	54,695,864
	Power Total (kW)	2,879,946	5,082,583	14,020,113	7,741,878	1,759,041	7,523,005	3,026,634	2,222,147	6,204,998	50,460,345	1,361,446	51,821,791
	<Low Voltage (kW)>	1,392,439	3,925,659	12,374,153	5,933,999	1,349,980	6,643,971	2,471,872	1,656,356	5,122,312	40,870,741	420,164	41,290,905
	Lighting & Power Total (Number of Contracts)	3,986,389	7,678,504	28,856,609	10,513,454	2,100,775	13,611,388	5,225,295	2,845,963	8,567,233	83,385,610	856,105	84,241,715

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

## Demand Volume and Change by Large Industry Sector (January 2013)

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
		Mining	Manufacturing												
Sales Volume (MWh)	Mining & Manufacturing	Mining		7,296	12,376	12,593	3,385	0	7,438	12,688	4,339	14,078	74,193	545	74,738
		Manufacturing	Foodstuffs	83,403	117,903	395,540	191,835	14,369	175,786	74,120	34,457	161,437	1,248,850	7,988	1,256,838
			Textiles		4,345	25,779	70,845	75,977	44,658	29,794	23,511	19,152	294,061	0	294,061
			Paper & Pulp	27,747	59,638	172,227	120,771	22,225	59,406	40,411	99,410	34,161	635,996	497	636,493
			Chemical	22,213	176,939	729,646	218,233	103,720	336,035	199,129	88,799	215,152	2,089,866	1,284	2,091,150
			Oil/Coal	0	1,543	47,188	13,687	336	36,141	38,380	33,752	8,052	179,079	3,863	182,942
			Rubber Products		23,969	44,748	50,938	1,647	24,411	24,646	4,262	37,499	212,120	0	212,120
			Ceramics	4,158	74,736	173,336	196,812	30,243	253,649	73,013	1,684	82,488	890,119	3,169	893,288
			Steel	45,794	226,830	643,028	433,480	62,242	612,588	478,055	73,856	192,859	2,768,732	10,638	2,779,370
			Non-Ferrous Metals	6,985	274,909	295,061	99,766	82,169	173,707	127,804		146,406	1,206,807	452	1,207,259
			Machinery	50,787	559,997	1,189,939	1,602,471	245,154	641,029	364,004	133,683	499,026	5,286,090	0	5,286,090
	Others	31,799	165,490	685,297	404,735	120,884	352,567	92,812	47,697	129,872	2,031,153	1,640	2,032,793		
	Manufacturing Total	272,886	1,686,299	4,401,790	3,403,573	758,966	2,709,977	1,542,168	541,111	1,526,104	16,842,874	29,531	16,872,405		
	Mining & Manufacturing Total	280,182	1,698,675	4,414,383	3,406,958	758,966	2,717,415	1,554,856	545,450	1,540,182	16,917,067	30,076	16,947,143		
Others	Railways	37,619	137,569	532,194	227,668	22,442	387,000	106,838	8,879	97,722	1,557,931	649	1,558,580		
	Other than Railways	51,595	185,884	984,994	267,303	51,686	359,820	108,275	42,252	190,300	2,242,109	31,477	2,273,586		
	Others Total	89,214	323,453	1,517,189	494,971	74,128	746,820	215,113	51,131	288,022	3,800,041	32,126	3,832,167		
Total		369,396	2,022,128	5,931,571	3,901,929	833,094	3,464,235	1,769,969	596,581	1,828,204	20,717,107	62,202	20,779,309		

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

## Demand Volume and Change by Large Industry Sector (January 2013)

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	101.2	119.1	96.6	97.0	0.0	96.8	99.9	109.7	103.9	103.1	124.1	103.2	
		Manufacturing	Foodstuffs	97.8	106.3	99.2	101.8	97.5	98.5	98.4	100.7	99.9	100.1	94.4	100.0
			Textiles		92.3	95.0	95.3	92.0	96.5	95.1	99.5	65.9	92.2	0.0	92.2
			Paper & Pulp	48.9	107.6	96.6	94.6	90.3	111.3	94.8	73.5	98.9	89.8	98.7	89.8
			Chemical	110.0	98.1	96.8	95.4	100.2	89.7	88.7	102.4	102.8	95.8	105.1	95.8
			Oil/Coal		83.5	112.0	171.5	100.6	113.7	89.0	93.0	129.6	105.5	93.7	105.2
			Rubber Products		96.1	95.0	86.9	100.2	99.2	95.8	98.2	92.2	93.2	0.0	93.2
			Ceramics	33.1	120.4	91.0	90.9	92.8	93.9	130.0	130.9	95.9	96.0	108.3	96.0
			Steel	68.2	101.4	97.6	84.1	90.1	89.2	108.4	88.5	101.5	94.3	97.9	94.3
			Non-Ferrous Metals	69.2	85.4	94.2	95.9	100.4	92.2	94.6		120.2	94.5	100.0	94.5
			Machinery	94.2	94.8	90.9	96.9	95.4	93.7	98.2	90.9	94.4	94.5	0.0	94.5
			Others	96.9	96.7	95.6	95.4	94.1	98.2	99.0	89.0	95.7	96.0	98.9	96.0
	Manufacturing Total	80.6	96.5	94.9	94.6	95.3	93.5	100.2	89.3	98.9	95.1	97.8	95.1		
	Mining & Manufacturing Total	81.0	96.6	94.9	94.6	95.3	93.5	100.2	89.5	98.9	95.2	98.1	95.2		
	Others	Railways	101.2	99.4	102.7	99.1	97.8	99.4	99.0	100.0	100.7	100.5	99.1	100.5	
Other than Railways		94.7	106.3	99.3	100.7	95.9	103.0	99.1	99.4	98.7	100.3	96.3	100.3		
Others Total		97.3	103.3	100.4	100.0	96.4	101.1	99.1	99.5	99.4	100.4	96.3	100.4		
Total		84.4	97.6	96.3	95.2	95.4	95.1	100.0	90.3	99.0	96.1	97.2	96.1		

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