

## Electricity Demand in the First Half of Fiscal 2014 (Confirmed Report)

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

- Electricity demand in the first half of fiscal 2014, measured in terms of the total electricity sales of the ten power companies, dropped by 3.5% from the last year to 403.6 billion kWh.

- Outside the liberalized segment, lighting demand declined by 5.6% due principally to decreased cooling demands caused by relatively lower temperatures from June to September than last year.

Commercial demand in the liberalized segment also dropped by 4.4% due mainly to decreased cooling demands.

Lighting Demand (down 5.6% on the year, 123.46 billion kWh in total)  
Commercial Demand (down 4.4% on the year, 93.11 billion kWh in total)

(Reference)

Large industrial demand was down for the first time in two half terms, increasing by 0.7%.  
This was due mainly to year-on-year decrease in major sectors except for steel and non-ferrous metals.

Large Industrial Demand (down 0.7% on the year, 134.34 billion kWh in total)

### Demand Change by Use

(Units: 100 GWh, %)

By Use		By Period		This Period		Prev. 3 Periods			
		1st Half of FY2014		2nd Half of FY2013		1st Half of FY2013		2nd Half of FY2012	
Other than Eligible Customers' Use	Lighting Total	1,234.6	-5.6	1,535.1	-0.4	1,308.3	-1.0	1,540.7	-0.4
	Power	199.0	-7.1	213.7	-1.9	214.1	-2.3	217.8	-2.8
	Lighting & Power Total	1,433.6	-5.8	1,748.7	-0.6	1,522.5	-1.2	1,758.5	-0.7
Eligible Customers' Use	Commercial Power	931.1	-4.4	918.1	-1.3	974.1	-0.3	929.9	0.1
	Industrial Power	1,671.6	-0.8	1,637.0	2.1	1,684.9	-1.2	1,604.1	-4.3
	Eligible Customers' Use Total	2,602.6	-2.1	2,555.1	0.8	2,659.1	-0.9	2,534.1	-2.7
Total Electricity Sales		4,036.2	-3.5	4,303.9	0.3	4,181.6	-1.0	4,292.6	-1.9

Remarks: Figures may not add up due to rounding.

### 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	-3.6	-3.3	-5.0	-6.0	-4.4	-7.2	-6.5	-6.8	-7.0	-5.7	-2.8	-5.6
	Power	-5.8	-1.8	-7.3	-6.8	-6.3	-8.1	-9.3	-9.2	-11.2	-7.5	-2.6	-7.1
	Lighting & Power Total	-3.9	-3.1	-5.3	-6.1	-4.7	-7.3	-6.8	-7.2	-7.7	-5.9	-2.7	-5.8
Eligible Customers' Use	Commercial Power	-1.9	-0.8	-4.5	-3.6	-2.7	-5.3	-5.1	-6.4	-7.4	-4.5	5.1	-4.4
	Industrial Power	-2.1	0.3	-1.6	0.0	0.2	-2.1	1.0	-2.6	-0.1	-0.8	4.2	-0.8
	Sub-total	-2.0	-0.0	-2.8	-0.9	-0.6	-3.3	-0.8	-4.1	-3.0	-2.1	4.7	-2.1
Total Electricity Sales		-2.8	-1.1	-3.7	-2.5	-1.9	-4.8	-2.8	-5.3	-4.9	-3.5	-1.5	-3.5
(Large Industry)		-3.0	0.2	-1.7	0.3	0.4	-2.1	1.6	-2.2	0.6	-0.7	3.5	-0.7

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

(Units: 100 GWh, %)

By Sector		By Period		This Period		Prev. 3 Periods			
		1st Half of FY2014		2nd Half of FY2013		1st Half of FY2013		2nd Half of FY2012	
Textiles		20.3	-2.8	19.4	1.4	20.9	1.7	19.1	-8.0
Paper & Pulp		41.0	-6.2	41.0	-0.4	43.6	-1.1	41.1	-9.5
Chemicals		131.4	-1.1	131.2	2.8	132.8	-1.0	127.6	-4.1
Ceramics		52.7	-2.3	53.2	-3.2	53.9	-4.6	55.0	-4.8
Steel		186.5	1.5	189.4	8.6	183.7	-0.6	174.3	-6.5
Non-Ferrous Metal		72.7	2.6	71.9	-1.6	70.9	-9.6	73.1	-6.8
Machinery		349.6	-0.3	337.3	3.0	350.6	-1.9	327.4	-7.0
Large Industry Total		1,343.4	-0.7	1,312.1	2.4	1,352.6	-1.2	1,281.5	-4.7

Remarks: Figures may not add up due to rounding.

# Lighting & Power Demand Volume and Change by Company and Use (1st Half of FY2014)

FEPC

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

By Company		Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
By Use													
Sales Volume (MWh)	Lighting	5,111,236	10,463,397	41,249,213	15,289,133	3,467,744	21,065,982	8,071,060	4,176,778	13,040,286	121,934,829	1,526,195	123,461,024
	<Residential Lighting>	3,163,297	6,585,536	28,165,583	9,241,171	1,471,886	13,444,031	4,387,493	2,459,201	7,417,710	76,335,908	1,309,857	77,645,765
	Power	861,195	1,711,682	5,024,620	2,774,028	574,370	2,798,698	1,084,178	794,424	2,463,054	18,086,249	1,808,878	19,895,127
	<Low Voltage>	597,835	1,334,841	4,200,292	2,170,074	467,652	2,470,904	864,696	578,210	2,133,366	14,817,870	254,816	15,072,686
	Lighting & Power Total	5,972,431	12,175,079	46,273,833	18,063,161	4,042,114	23,864,680	9,155,238	4,971,202	15,503,340	140,021,078	3,335,073	143,356,151
	Eligible Customers' Use	8,041,658	24,132,029	80,510,556	43,162,071	9,142,990	42,936,262	19,034,007	7,895,093	24,722,649	259,577,315	687,342	260,264,657
	<Commercial Power>	4,022,241	7,585,844	33,458,982	11,055,088	2,534,273	16,150,217	5,457,043	3,028,720	9,441,628	92,734,036	371,809	93,105,845
	<Industrial Power>	4,019,417	16,546,185	47,051,574	32,106,983	6,608,717	26,786,045	13,576,964	4,866,373	15,281,021	166,843,279	315,533	167,158,812
	Total Electricity Sales	14,014,089	36,307,108	126,784,390	61,225,232	13,185,104	66,800,942	28,189,245	12,866,295	40,225,989	399,598,394	4,022,415	403,620,809
Yea-on-year Basis (%)	Lighting	96.4	96.7	95.0	94.0	95.6	92.8	93.5	93.2	93.0	94.3	97.2	94.4
	Power	94.2	98.2	92.7	93.2	93.7	91.9	90.7	90.8	88.8	92.5	97.4	92.9
	<Low Voltage>	98.5	98.4	92.8	93.1	93.6	91.9	89.9	90.2	88.3	92.4	94.2	92.5
	Lighting & Power Total	96.1	96.9	94.7	93.9	95.3	92.7	93.2	92.8	92.3	94.1	97.3	94.2
	Eligible Customers' Use	98.0	100.0	97.2	99.1	99.4	96.7	99.2	95.9	97.0	97.9	104.7	97.9
	<Commercial Power>	98.1	99.2	95.5	96.4	97.3	94.7	94.9	93.6	92.6	95.5	105.1	95.6
	<Industrial Power>	97.9	100.3	98.4	100.0	100.2	97.9	101.0	97.4	99.9	99.2	104.2	99.2
	Total Electricity Sales	97.2	98.9	96.3	97.5	98.1	95.2	97.2	94.7	95.1	96.5	98.5	96.5

## 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
By Use													
Contracted Electricity & Number of Contracts	Residential Lighting (Number of Contracts)	15,073,854	27,837,141	120,565,209	38,426,202	5,990,843	54,142,566	18,952,113	10,370,242	32,382,001	323,740,171	4,149,300	327,889,471
	Power Total (kW)	11,709,419	28,041,679	83,193,991	45,542,606	9,463,697	44,335,333	17,875,850	13,267,627	37,382,652	290,812,854	8,251,626	299,064,480
	<Low Voltage (kW)>	8,200,210	23,221,479	71,892,233	34,835,458	7,925,586	38,796,012	14,510,914	9,755,373	30,321,751	239,459,016	2,528,271	241,987,287
	Lighting & Power Total (Number of Contracts)	23,231,484	46,093,386	175,062,761	63,605,616	12,629,200	82,150,954	31,607,343	17,185,627	52,155,025	503,721,396	5,283,767	509,005,163

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 FY2014)

FEPC

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

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			47,502	80,970	80,215	19,702	0	49,453	72,336	26,795	84,946	461,919	2,687	464,606
		Foodstuffs			610,109	814,687	3,065,518	1,446,510	112,451	1,268,332	577,572	262,706	1,249,229	9,407,114	55,313	9,462,427
		Textiles				40,116	159,944	464,402	503,681	322,114	224,062	159,082	159,373	2,032,774	0	2,032,774
		Paper & Pulp			298,886	353,407	1,206,088	724,185	137,926	398,466	215,600	577,930	180,538	4,093,026	2,894	4,095,920
		Chemical			144,041	970,009	4,498,175	1,347,347	678,995	2,215,678	1,329,372	553,106	1,392,695	13,129,418	7,402	13,136,820
		Oil/Coal			15,611	9,023	334,936	91,530	2,582	220,409	289,190	162,131	50,034	1,175,446	23,299	1,198,745
		Rubber Products				164,025	289,909	348,256	10,572	17,366	164,176	28,366	291,403	1,314,073	0	1,314,073
		Ceramics			39,869	437,834	1,082,182	1,193,093	183,963	1,352,037	473,726	7,802	465,281	5,235,787	29,705	5,265,492
		Steel			352,257	1,415,590	4,151,542	3,244,572	392,419	4,226,999	2,957,385	410,568	1,424,703	18,576,035	74,115	18,650,150
		Non-Ferrous Metals			30,017	1,756,720	1,825,239	680,346	453,810	828,137	774,457		923,138	7,271,864	3,052	7,274,916
		Machinery			311,737	3,618,981	7,723,285	10,969,646	1,647,014	4,017,163	2,449,304	934,576	3,286,877	34,958,583	0	34,958,583
		Others			198,996	1,080,045	4,746,340	2,726,585	761,294	2,366,620	643,420	332,354	916,183	13,771,837	12,631	13,784,468
		Manufacturing Total			2,001,523	10,660,437	29,083,159	23,236,472	4,884,707	17,389,021	10,098,264	3,428,621	10,339,454	111,121,658	208,411	111,330,069
		Mining & Manufacturing Total			2,049,025	10,741,407	29,163,374	23,256,174	4,884,707	17,438,474	10,170,600	3,455,416	10,424,400	111,583,577	211,098	111,794,675
	Others	Railways			153,164	651,978	2,921,964	1,283,827	110,475	2,223,127	611,740	47,109	548,193	8,551,577	4,216	8,555,793
		Other than Railways			296,142	1,079,349	6,229,175	1,577,438	302,214	2,210,873	656,278	248,822	1,146,835	13,747,126	242,741	13,989,867
		Others Total			449,306	1,731,327	9,151,138	2,861,265	412,689	4,434,000	1,268,018	295,931	1,695,028	22,298,702	246,957	22,545,659
	Total				2,498,331	12,472,734	38,314,513	26,117,439	5,297,396	21,872,474	11,438,618	3,751,347	12,119,428	133,882,280	458,055	134,340,335

Remarks: Figures may not add up due to rounding.

# Demand Volume and Change by Large Industry Sector (1st Half of FY2014)

FEPC

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

By Sector		By Company	Hokkaido	Tohoku	Tokyo	Chubu	Hokuriku	Kansai	Chugoku	Shikoku	Kyushu	9-Co. Total	Okinawa	10-Co. Total
Year-on-year Basis (%)	Mining & Manufacturing	Mining	98.9	115.2	102.3	104.2	0.0	106.7	102.7	101.4	99.7	104.0	89.0	103.9
		Manufacturing	Foodstuffs	98.4	101.4	100.2	98.4	99.7	97.2	102.5	99.4	98.7	99.4	99.4
			Textiles		133.3	93.9	93.2	97.5	97.4	99.6	91.0	108.7	97.2	0.0
			Paper & Pulp	98.4	85.5	98.6	94.4	91.3	95.6	85.5	88.9	97.9	93.8	101.1
			Chemical	98.6	104.5	95.3	95.5	104.8	98.8	107.4	93.0	103.8	98.9	97.3
			Oil/Coal	525.3	85.5	120.3	106.5	100.9	103.5	110.5	87.9	93.9	107.5	129.6
			Rubber Products		99.1	97.4	100.0	104.3	101.2	102.7	99.3	98.0	88.9	0.0
			Ceramics	84.6	102.5	94.8	99.9	92.9	88.7	127.7	104.3	102.9	97.6	116.2
			Steel	91.0	91.9	101.2	103.7	103.1	104.5	97.9	108.7	108.6	101.5	105.0
			Non-Ferrous Metals	102.3	105.8	102.7	101.9	103.4	94.6	101.4		105.9	102.6	95.4
			Machinery	98.8	100.9	97.9	101.9	100.9	95.8	101.8	102.2	97.7	99.7	0.0
			Others	94.8	101.1	97.9	100.0	98.7	97.0	100.2	105.2	98.8	98.7	99.8
			Manufacturing Total	97.1	100.3	98.6	100.8	100.4	97.9	102.0	97.6	101.2	99.6	106.3
		Mining & Manufacturing Total	97.1	100.4	98.6	100.8	100.4	98.0	102.0	97.6	101.2	99.7	106.0	99.7
	Others	Railways	96.3	102.3	98.3	99.4	101.7	98.7	100.0	97.4	98.0	98.9	97.9	98.9
		Other than Railways	96.4	98.0	97.0	94.0	99.0	96.4	97.6	99.7	96.4	96.7	101.4	96.8
		Others Total	96.4	99.6	97.4	96.3	99.7	97.6	98.7	99.3	96.9	97.6	101.4	97.6
	Total		97.0	100.2	98.3	100.3	100.4	97.9	101.6	97.8	100.6	99.3	103.5	99.3

Remarks: Figures may not add up due to rounding.