

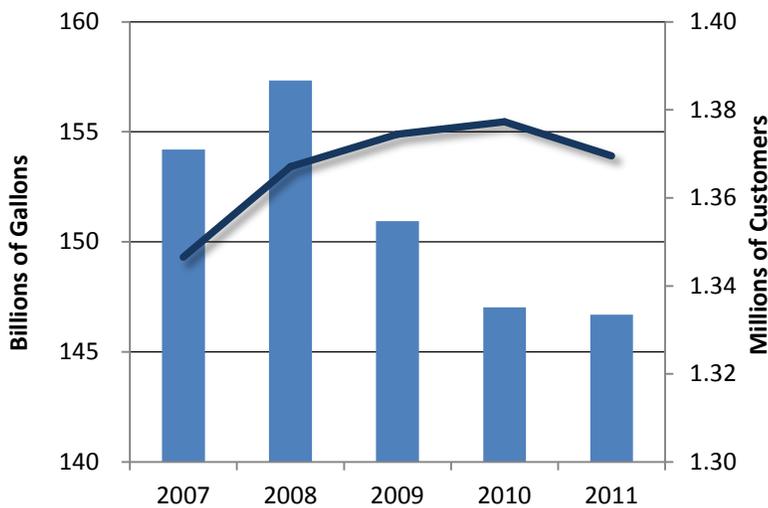
2012 WISCONSIN WATER FACT SHEET

PUBLIC SERVICE COMMISSION OF WISCONSIN

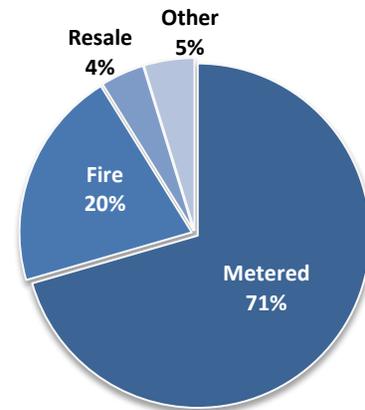
The Public Service Commission (PSC) regulates 583 municipal water utilities in Wisconsin. Most are municipally owned, but 6 are private or investor-owned systems.

There were 78 Class AB utilities serving 4,000 or more customers, 140 Class C utilities serving from 1,000 to 4,000 customers and 365 Class D utilities serving fewer than 1,000 customers.

Retail Water Sales and Metered Customers



Water Utility Revenues in 2011



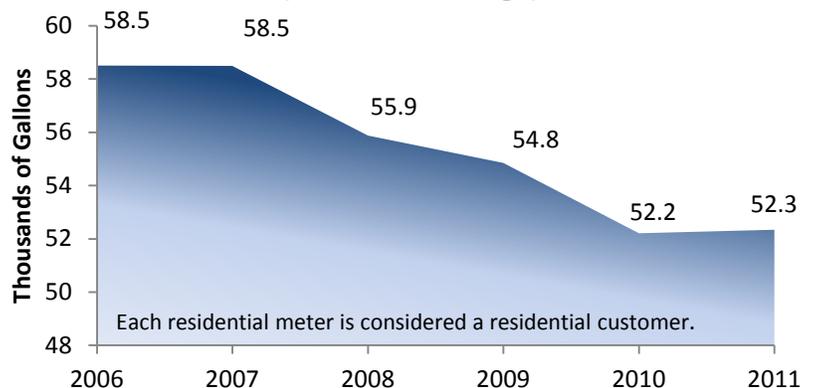
In 2011, utilities generated **\$656 million** in revenue through metered retail sales, wholesale sales, fire protection and other charges.

Retail sales from the 583 utilities have declined by 4% over the last five years to 147 billion gallons in 2011, while the number of customers served by water utilities has increased 2.5% to 1.37 million.

On average, residential customers used 52,300 gallons of water in 2011

The residential sales volume per customer has decreased since 2006, but the average cost of residential water has increased by 27% and by 4% last year. As of February 2012, the average statewide annual cost of water for residential customers was about \$265 for 52,300 gallons. Rising energy, chemical, infrastructure and capital costs are among the factors that contribute to cost increases.

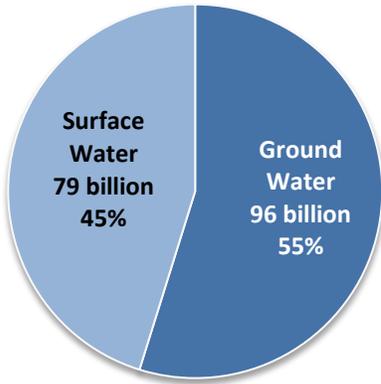
Residential Sales Volume per Customer (statewide average)



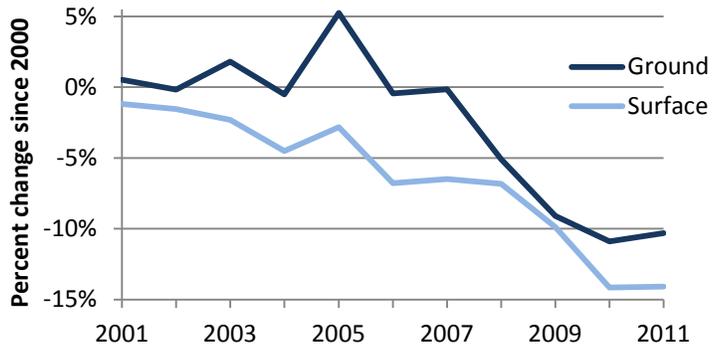
The Public Service Commission regulates the rates and standards of service for all Wisconsin public water utilities. This Fact Sheet was prepared by PSC staff using annual report data submitted by utilities for 2011. For additional information contact the PSC media line at (608) 266-9600.

Total Volume Pumped in 2011: 175 billion gallons

Source of Water Pumped (2011)



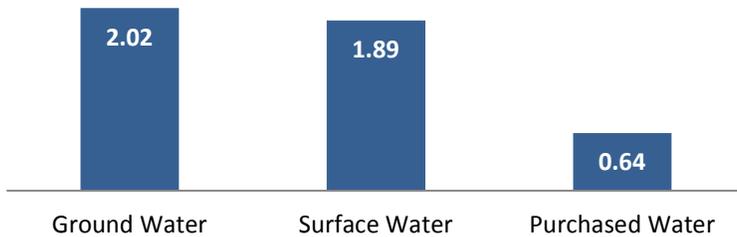
Total Water Pumped



Most utilities rely on groundwater as their primary source of water. In 2011, 513 utilities (88%) relied solely on groundwater while 62 utilities (11%) used surface water for some or all of their water supply. All of the surface water utilities are located in the Great Lakes Basin. The total volume pumped has decreased each year since 2007 likely due to a combination of weather, the implementation of water conservation and efficiency programs, and to the decline of industries that have historically used large volumes of water.

Wisconsin water utilities used 355 million kilowatt-hours of electricity in 2011.

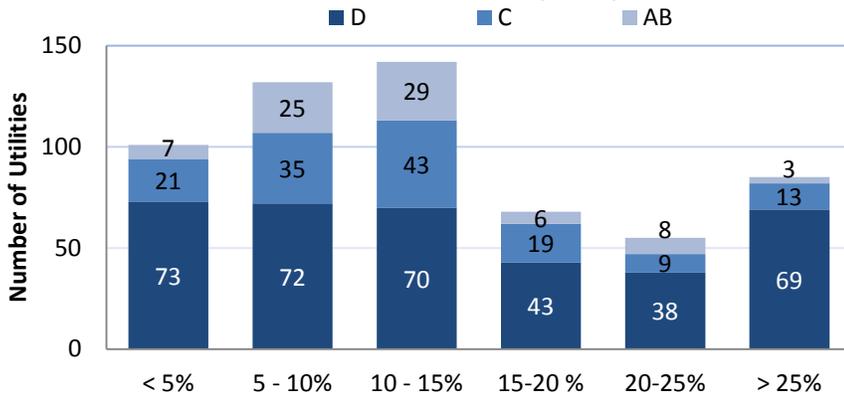
Average Utility Energy Use by Supply Source (kilowatt hours per 1,000 gallons pumped)



Pumping, treating, and distributing water is energy-intensive. The energy needed to provide water depends on the source. Ground water often requires less treatment than surface water, but large pumps are needed to lift groundwater from aquifers. Total energy use, 355 million kilowatt-hours in 2011, varied little from the previous year.

Estimated Water Loss in 2011: 22.5 billion gallons

Estimated Water Loss (2011)



Water loss includes unauthorized consumption, meter inaccuracies, accounting errors, water main leaks, overflows, theft, and other unaccounted for water. Water losses decreased 6% to 22.5 billion gallons in 2011, or 12% of the total volume pumped and treated. PSC water loss limits are 15% for Class AB and 25% for Class C and Class D utilities. A total of 99 utilities had water losses exceeding the limit in 2011.