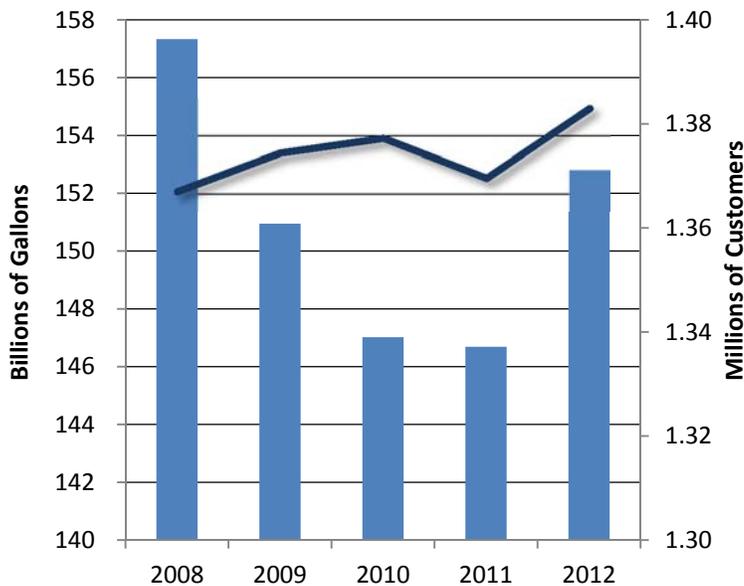


2013 WISCONSIN WATER FACT SHEET

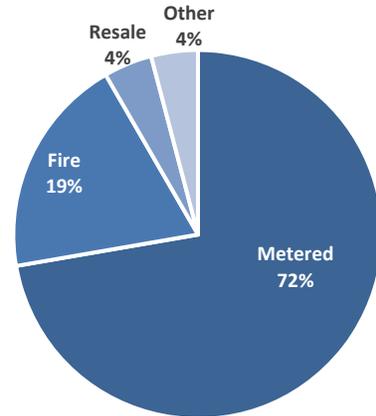
PUBLIC SERVICE COMMISSION OF WISCONSIN

The Public Service Commission (PSC) regulates 583 public water utilities in Wisconsin. Of that number, 78 are Class AB utilities serving 4,000 or more customers, 140 are Class C utilities serving from 1,000 to 4,000 customers, and 365 are Class D utilities serving fewer than 1,000 customers. Most are municipally owned, but 6 are private or investor-owned systems.

Retail Water Sales and Metered Customers



Water Utility Revenues in 2012



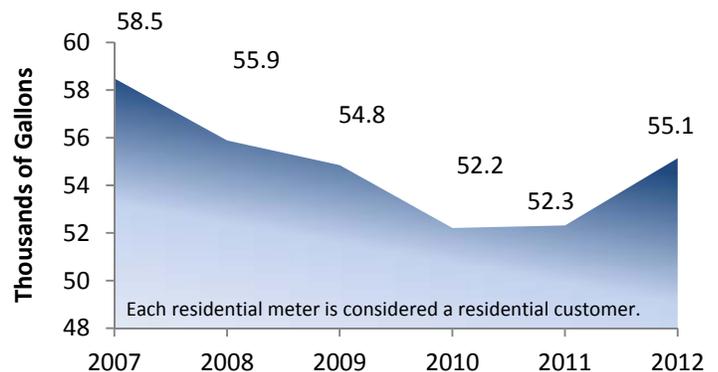
In 2012, utilities generated \$699 million in revenue through metered retail sales, wholesale sales, fire protection, and other charges.

Retail sales from the state's water utilities increased by just over 4 percent between 2011 and 2012, due likely to the unusually hot and dry summer. Nonetheless, over the last five years, sales have declined by 3 percent to 1.53 billion gallons in 2012, despite a 1.1 percent increase in the number of metered customers over the same period.

On average, residential customers used 55,100 gallons of water in 2012

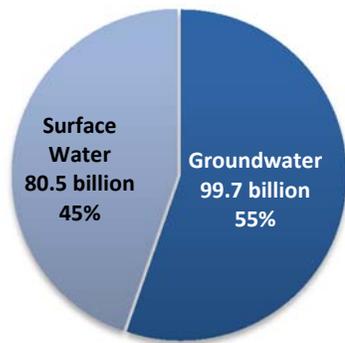
Between 2011 and 2012, the statewide average sales volume per customer increased by 5.4 percent. However, since 2007, there has been a decline in average use of almost 6 percent. As of February 2013, the average water bill for a residential customer using 18,750 gallons in a quarter was \$86.59. Since 2007, the average bill has increased by 25 percent. Rising energy, chemical, infrastructure, and capital costs are among the factors driving increased water bills.

Residential Sales Volume per Customer (statewide average)

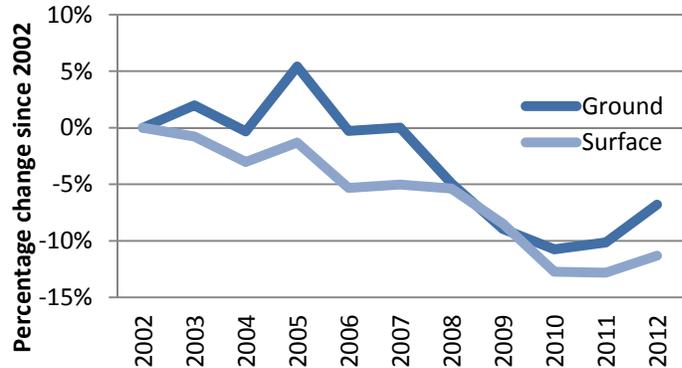


Total Volume Pumped in 2012: 180 billion gallons

Source of Water Pumped (2012)



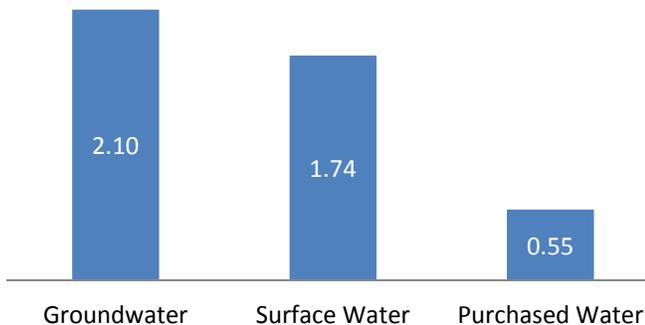
Total Water Pumped



Most Wisconsin utilities rely on groundwater as their primary source of water. In 2012, 520 utilities (89 percent) relied solely on groundwater, while 63 utilities (11 percent) used surface water for some or all of their water supply. All of the surface water utilities are located in the Great Lakes Basin. Despite an increase of 2.8 percent between 2011 and 2012, there has been an overall downward trend in total volume pumped since 2007. This trend is likely due to a combination of the implementation of water conservation and efficiency programs and the decline of industries that have historically used large volumes of water.

Wisconsin water utilities used 362 million kilowatt-hours of electricity in 2012

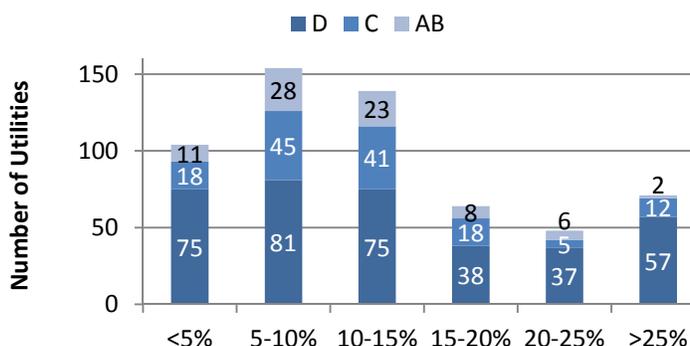
Average Utility Energy Use by Supply Source
(kilowatt hours per 1,000 gallons pumped)



The energy required to pump, treat, and distribute water can be a significant component of a utility's overall costs. A water utility's energy use depends on its source of supply. Groundwater often requires less treatment than surface water; however, large pumps are needed to lift groundwater from aquifers. Total water utility energy use in 2012 was 1.9 percent higher than it was in 2011. Between 2011 and 2012, average kilowatt hours per 1,000 gallons pumped decreased for surface and purchased water and increased for groundwater.

Estimated Water Loss in 2012: 20.9 billion gallons

Estimated Water Loss (2012)



Water loss includes unauthorized consumption, meter inaccuracies, accounting errors, water main leaks, overflows, theft, and other unaccounted for water. Total estimated water loss decreased by 7.6 percent in 2012. PSC water loss control benchmarks are 15 percent for Classes AB and C utilities and 25 percent for Class D utilities. Non-revenue water should be lower than 30 percent. In 2012, a total of 109 utilities exceeded these benchmarks.