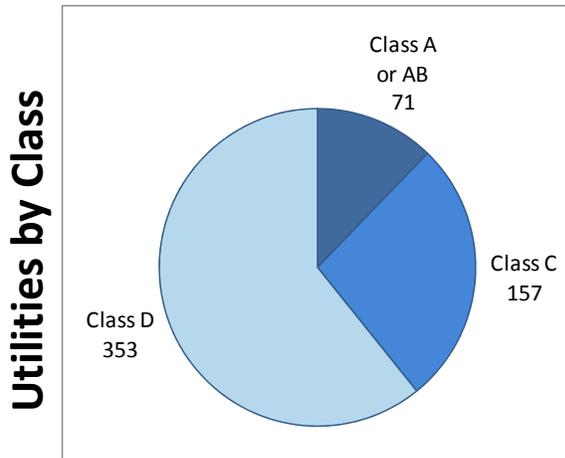


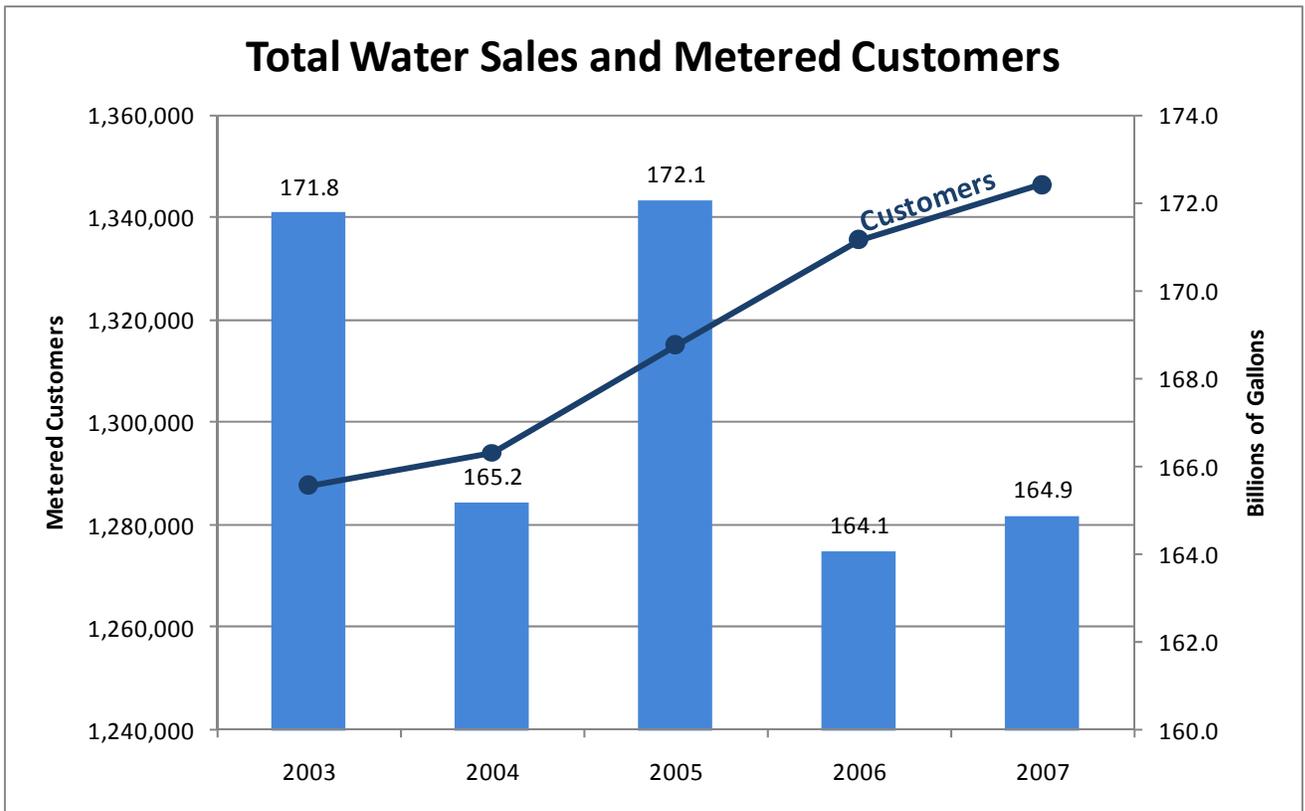
Public Service Commission of Wisconsin

2008 WISCONSIN WATER FACT SHEET

The Public Service Commission (PSC) regulates the rates and standards of service of all Wisconsin public water utilities. This Fact Sheet was prepared by PSC staff using annual report data submitted by utilities for 2007. For additional information, contact the PSC media line at (608) 266-9600.



As of January 1, 2008, the PSC regulated 581 public water utilities in Wisconsin. Most are municipally owned, but seven are private or investor-owned systems. In 2007, one new utility was created and two systems were dissolved. Class AB utilities serve 4,000 or more customers, Class C utilities serve between 1,000 and 4,000 customers, and Class D utilities serve fewer than 1,000 customers.

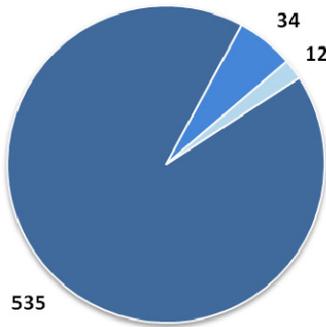


In 2007, water sales from these 581 utilities totaled nearly 165 billion gallons, which is a 4 percent decrease from 2003. Statewide water sales show variability over the past five years, while the number of customers served by water utilities has steadily increased 4.6 percent since 2003. Some of the variability in water sales can be attributed to weather and economic conditions.

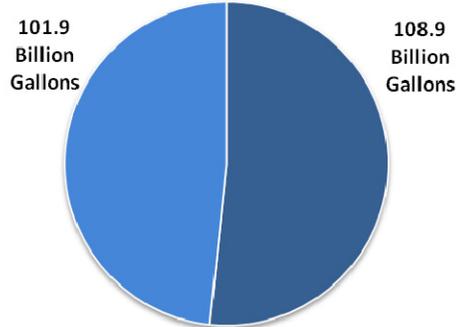
Source of Water Supply

■ Groundwater
 ■ Surface Water
 ■ Both

Number of Utilities



Total Volume Pumped



Most water utilities rely on groundwater as their source of water supply. However, 46 of the state's 581 utilities, or 7.9 percent, relied on surface waters for all or some of their water supply in 2007. All of the surface water utilities are located in the Great Lakes Basin. By volume, surface water in the Great Lakes Basin supplied 48.3 percent of the total water pumped by Wisconsin water utilities in 2007. This includes sales, water used for utility or other un-metered uses, and water lost through leaks or meter inaccuracies.

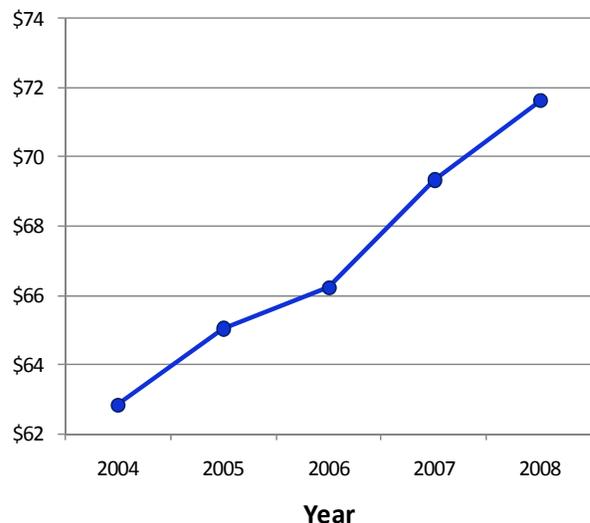
Sales per Residential Customer (Gallons per Year)

	2003	2004	2005	2006	2007
Statewide Average	63,600	60,000	63,000	58,500	58,800
25th Percentile	42,000	39,600	40,600	38,900	38,700
Median	47,800	45,300	46,900	44,500	44,800
75th Percentile	56,200	52,600	54,500	51,500	51,800

**The statewide average is calculated by dividing the total number of gallons sold to residential customers by the total number of residential customers for all utilities. The median and quartile statistics are based on the average residential water use calculated for each utility.*

The amount of water sold per residential customer was 58,800 gallons in 2007, a decrease of 3.5 percent since 2003. But this benchmark varies across the state. Several Wisconsin water utilities have implemented water conservation programs, including conservation-oriented rates, to encourage more efficient water use. As of March 2008, the average statewide quarterly cost of water for 18,750 gallons of water was \$71.63 for residential customers. Since 2004, the average cost of water has increased 14.0 percent, which exceeds the rate of inflation. Higher energy and chemical costs, rising capital costs, and the difficulty of obtaining additional water supplies are among the factors that drive these costs.

Average Residential Quarterly Water Rates



Based on 18,750 gallons per quarter