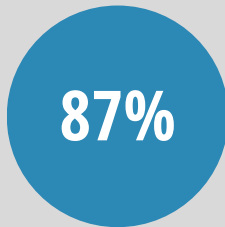


WATER QUALITY & CUSTOMER SATISFACTION SURVEY - WINTER 2024

Executive Summary



total survey responses



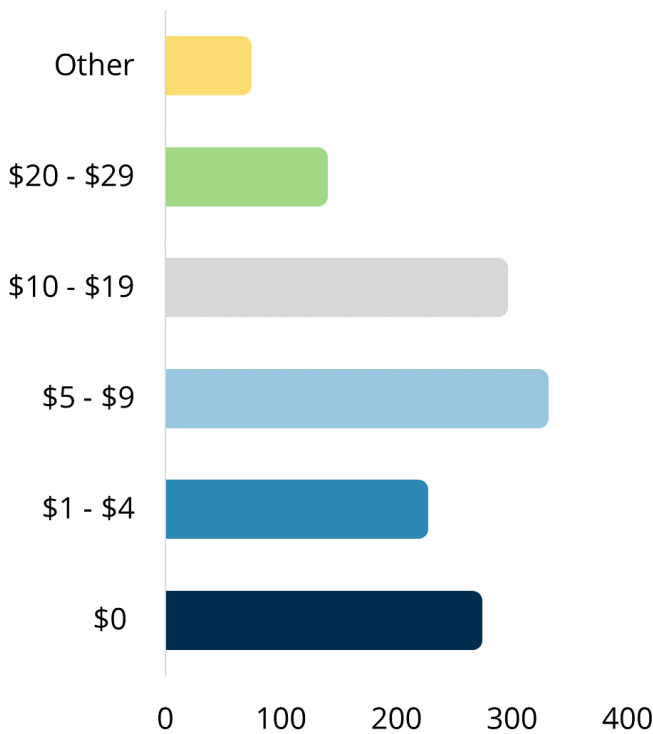
customers have a water softener



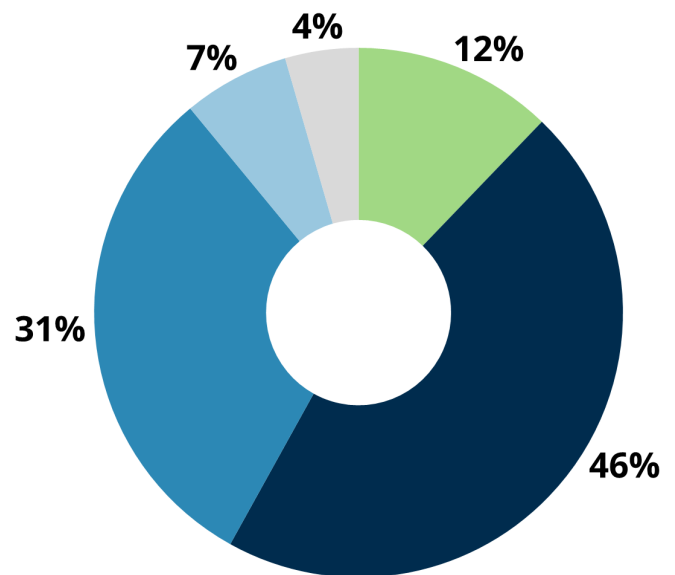
average spend per month on softening system



average spend per month on bottled water or home water filter system



On average, customers are willing to spend **\$8.32** per month for KU to soften the water so they no longer have to do it at their home or business.



IMPROVEMENTS/CHANGES

- Purchase Surface Water
- Reverse Osmosis
- Ion Exchange
- No Improvements/Changes
- Other

CUSTOMER COMMENTS

Key themes

Wear on appliances (faucets, fixtures, softeners, water heaters, etc)

Poor quality Hard water

Tastes bad Won't drink it