

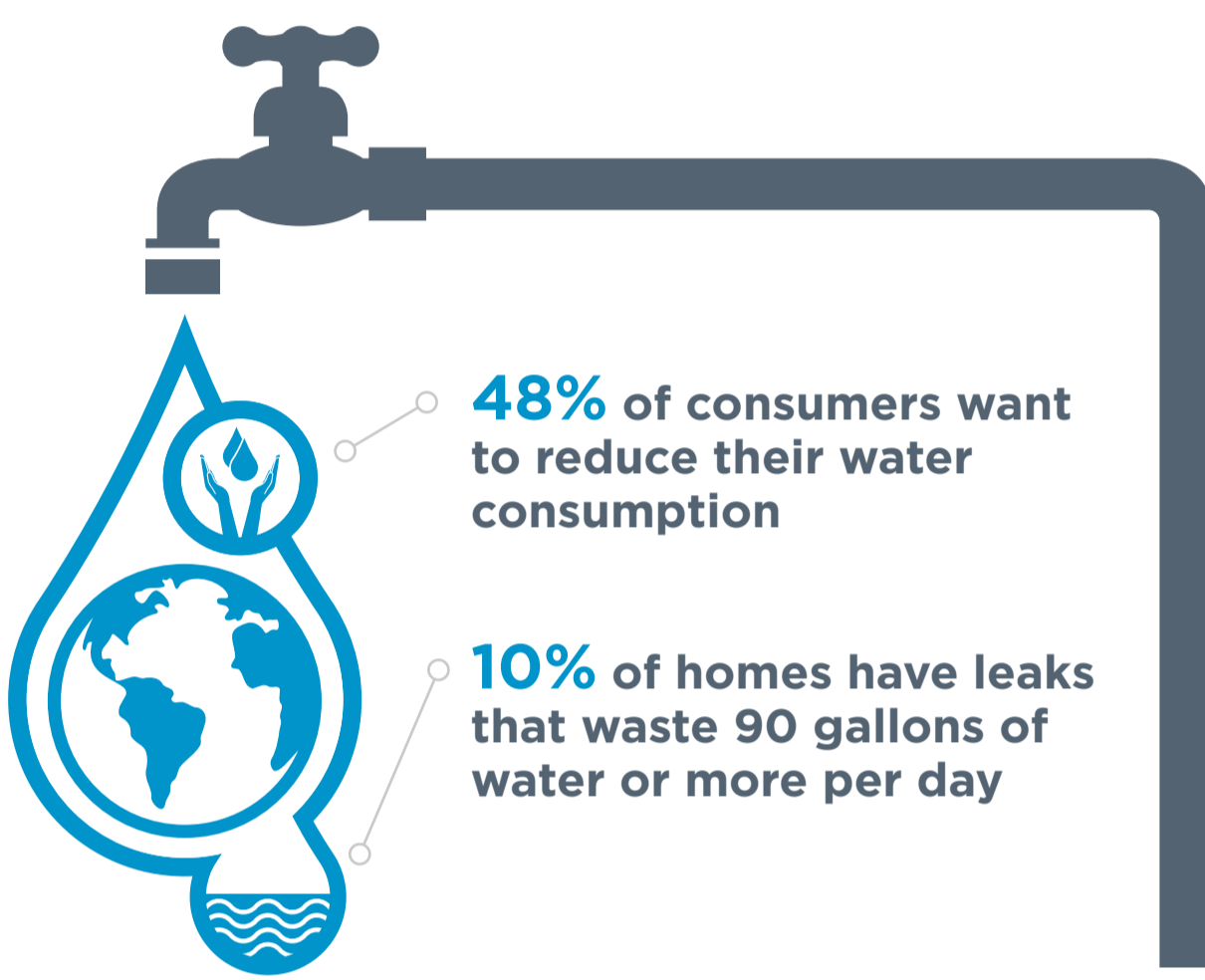
Water Analytics Help Customers Make Every Drop Count

Customer Satisfaction Remains Static or Declines as Usage Spikes

Residential water usage increased about **6%** year-over-year while customer satisfaction stagnated following five years of steady improvement.

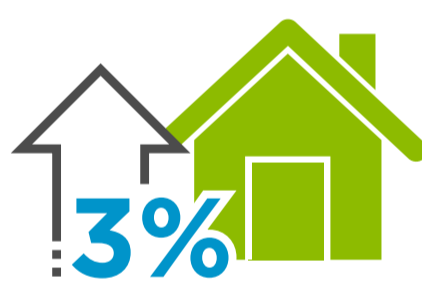


Growing Interest in Water Consumption and Efficiency Programs

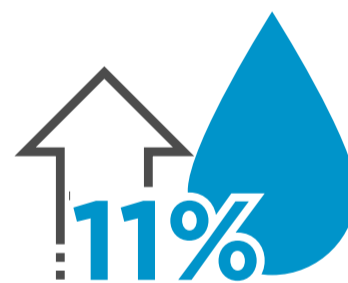


Remote Work Trend Placing Greater Focus on the Home

Homeowners spent **3%** more on home improvements, additions, and repairs during the pandemic.



Water consumption up **11%** from March to July 2020 compared to the same period in 2018-2019.



Water Bill Share of Wallet Is Increasing

Water rate growth is currently outpacing other household utility services at an average of



KUBRA Dropcountr is a cloud-based customer engagement and analytics solution that offers free mobile and web apps for your residential and business customers, called HOME and BUSINESS, and CLEAR Utility, a dashboard that provides analytics and communication for your staff. [Click here to learn more.](#)

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Sources:

- Water Utility Residential Customer Satisfaction Remains Steady as Usage Surges in Pandemic, J.D. Power Finds, 2021.
- As Homeowners Get Smarter About Their Water, Key Stakeholders Are Rolling Out New Solutions and Strategies, Bluefield RESEARCH, 2022.
- Fix a Leak Weak, EPA, 2022.
- COVID-19 and Urban Water Consumption, Dropcountr, 2020.
- Up 43% Over Last Decade, Water Rates Rising Faster Than Other Household.