



APPLE VALLEY VOTERS – AND THE FACTS – POINT TO YES

DO APPLE VALLEY VOTERS SUPPORT AVR PURCHASE?

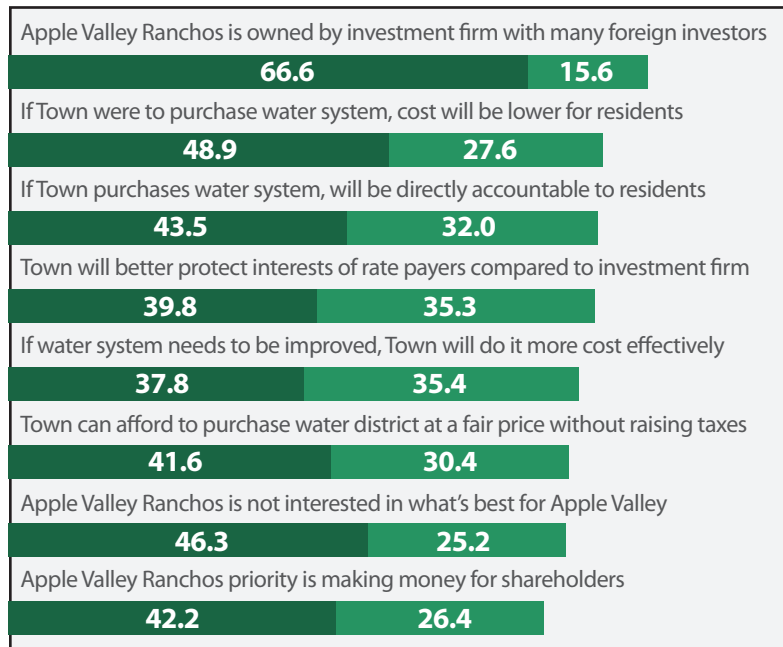
Survey Results

More than two-thirds of registered voters surveyed* in August 2014 said they would support or probably support the Town's acquisition of the Apple Valley Ranchos Water Company (AVRWC) after hearing pros and cons on the issue.

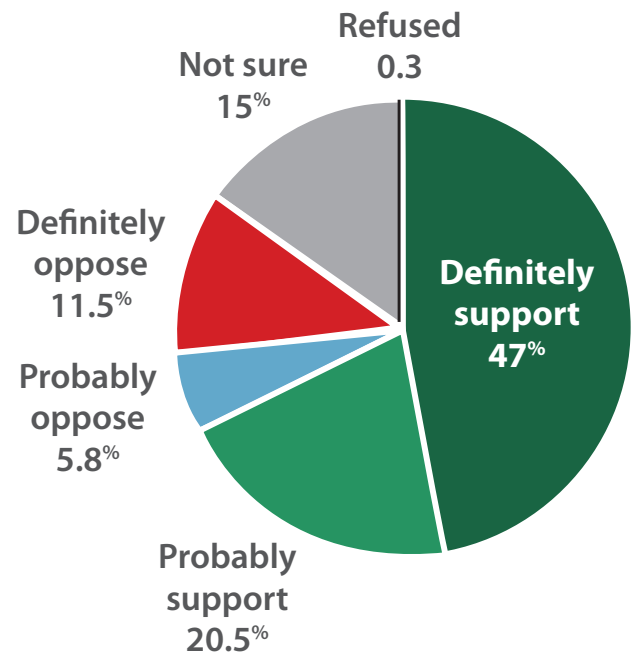
*Telephone survey of 400 people, measured public opinions on water issues and the Town's proposal to buy the water company as a means of providing local control and greater rate stability. The survey was conducted by True North Research, with a sampling error of +/- 4.86%.

67%
SAY YES

■ Very convincing ■ Somewhat convincing



0 10 20 30 40 50 60 70 80 90 100
% Respondents



Some 35 percent had a somewhat or very unfavorable opinion of AVRWC. When asked about reasons for the unfavorable opinion, 93 percent identified rate increases and the cost of water.

Survey respondents were asked three different times if they support or oppose the Town purchasing the water system from AVRWC. The first time was at the beginning of the survey with no additional information. The question was asked again after positive arguments for purchase were presented and a third time after negative arguments were listed. In the end, overall support was found among 68 percent of all voters surveyed, with 47 percent indicating that they would definitely support the proposal.

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