



## **PPL Montana Quality-of-Life Study**

In 2005 PPL Montana commissioned the Roper Public Affairs Group to conduct a wide-ranging study of Montana residents on quality-of-life issues. The University of Montana's Bureau of Business and Economic Research assisted as a third-party expert to help shape survey questions and structure the analysis.

As a concerned partner in the future of Montana, we commissioned this study to collect valuable insights into the opinions, attitudes, wants and needs of our state's residents to help foster dialogue with government, business and advocacy groups.

It's clear from the survey results that we all have strong opinions about what needs to be done to continue making this state a great place in which to live and raise families. We hope this information is useful for government and private sector leaders as they work to form stronger partnerships to set the course for Montana's future. We all share a real stake in a vibrant future for Montana.

**Methodology:** The survey had two parts. The first was a qualitative study exploring Montanans' attitudes, conducted in October 2005. This part of the research helped identify key issues of importance and concern to the citizens of Montana. These results were used to determine the questions for the second part, a quantitative survey in which Roper interviewed 1,013 Montanans across the state during a two-week period in December 2005.

Roper selected a statewide, representative sample of Montana households by using random-digit dialing procedures. A 20-minute telephone survey polled adults 18 and older. The data was weighted for age, gender and region, with weighting targets drawn from the latest U.S. census population estimates. The response rate was 23 percent. The survey's findings can be projected to Montana's population within a sampling error rate of plus or minus 3 percent.

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