



PPL Montana Quality-of-Life Study Frequently Asked Questions

What is the PPL Montana quality-of-life study?

It is an objective summary of what matters most to Montanans regarding the state's future direction. The study included focus groups to help identify key issues, followed by a telephone survey of more than 1,000 Montana residents statewide in late December 2005. PPL Montana released initial findings on March 14, 2006, and the complete report — including the survey questions and answers — on March 28, 2006.

Who did the survey?

The survey was conducted on behalf of PPL Montana by the Roper Public Affairs Group, with invaluable assistance from the University of Montana Bureau of Business and Economic Research.

Roper and the University of Montana are experts in measuring public opinion. And, Paul Polzin and his group at the University of Montana also are experts in the economic climate in Montana. They were the perfect team for this endeavor.

Why did PPL Montana do the study?

We've made a large, long-term investment in this state and — with our 500 employees — we share a real stake in its future. We felt this was a way we could participate in and encourage informed public policy discussions on key issues that Montanans say they care about.

We wanted to find out what matters most to Montana's residents regarding the state's future direction and bring those issues to the forefront of public policy dialogue. We felt a thorough, objective survey such as this is the best way to get that information.

Why do the study now?

We get information and feedback on a daily basis from our employees, our community and business relationships and state leaders about certain key issues facing the state. We felt that the time was right to launch a formal, third-party effort to gauge what is on the minds of our fellow citizens on a broader range of topics.

What does PPL Montana plan to do with the results?

It's clear from these survey results that all of us have strong opinions about what needs to be done to continue making this state a great place to live and raise families.

There are a number of issues that this survey identifies as key concerns facing the state — and a number of positives. We will use this information to participate in and encourage informed public policy discussions on key issues that Montanans say they care about, and work with others where we think we can best help out.

And we're asking others to do the same. We hope public and private groups and individuals also will use this information to understand the issues important to Montana residents, hold constructive public dialogue and collaborate on solutions as we set the course for Montana's future. The best public policy is based on the voices of all the people once they have the facts before them.

We are making the results public through the media and on our web site. We are providing additional information to the University of Montana's Bureau of Business and Economic Research. And, we are providing copies to government and private sector leaders.

There have been other similar surveys announced recently. What more does this add?

All of these surveys give us more information than we had before. All surveys have a certain margin of error and when one survey finds similar results on a specific issue, it adds a deeper level of certainty to the findings.

We're glad that we can add our survey results to the data already collected from past surveys and research to provide a framework for meaningful public discussions.