



Contact: David Hoffman  
Manager-External Affairs  
406-457-5300

**Longtime Montanans vs. Newcomers**  
**Surprisingly, Statewide Survey Reveals They See Eye to Eye on Most Issues**

HELENA, Mont. (March 14, 2006) — While the popular perception is that tensions exist between longtime Montanans and newcomers to the state, the reality is that new and old actually agree on almost every issue, including the tensions between them, according to a statewide survey commissioned by PPL Montana.

At first blush, survey results released today hint that a majority of residents who grew up in the state share a general sense that newcomers are changing Montana for the worse. However, a closer look reveals that most Montanans feel the state benefits from the attitudes and outlooks of the newcomers, largely because they mirror the attitudes of those who are either native to Montana or who have lived here more than five years.

Newcomers' attitudes toward Montana and its way of life are so similar to those of their longtime counterparts that, in a sense, they either "become Montanans" upon moving to the state, or they already are "Montanans in spirit" before they even get here.

The Roper Public Affairs Group, which conducted the wide-ranging survey for PPL Montana, interviewed 1,013 adult residents across the state during a two-week period last December. The University of Montana consulted on the survey.

"We commissioned this survey to collect valuable insights into the opinions, attitudes, wants and needs of our state's residents so that government and private-sector leaders can form stronger partnerships to set the course for Montana's future," said Brad Spencer, chief operating officer of PPL Montana.

"We feel these survey results dispel the notion that longtime residents and newcomers, as a matter of course, have opposing views about issues facing Montana," Spencer said. "Instead, the survey provides a basis for focusing on our similarities to bring about great new things for this state."

"The University of Montana participated in PPL Montana's statewide survey because we felt the data would contribute significantly to ongoing public policy discussions involving the state's future," said Paul Polzin, director of the University of Montana's Bureau of Business and Economic Research in Missoula.

When asked if tensions between longtime residents and newcomers could be a problem for Montana's future, 63 percent of those who grew up in Montana and 61 percent of those who moved here said yes. But at the same time, the survey results demonstrated that both camps see eye to eye far more often than not.

***Living in Montana***

In listing the reasons they choose to live in Montana, longtime residents and newcomers alike say Montana is one of the best states in the country, its natural beauty is a key draw, and the state is a good place to raise children. In supporting their general impressions, residents pointed to Montana's strong sense of community, low crime rate, clean environment, availability of outdoor recreation and affordable cost of living.

more...

### ***Most Serious Issues***

Longtime residents and newcomers agree with each other that drug abuse and the lack of well-paying jobs are the most serious issues that could affect Montana's future. Rising energy costs also rank as one of the top three worries by both groups, although newer residents see it as slightly less of an issue than do longtime residents.

More than 60 percent of both groups also cite health care costs, affordable housing, access to public lands and waterways, insufficient planning to cope with growth, increasing environmental pollution and losing a sense of community among serious issues facing the state.

### ***Need for Economic Growth***

On economic development matters, longtime Montanans and newcomers agree that Montana's economy is "fair" or "poor," while their own household's financial situation is "good" to "excellent." They also agree that a strong, healthy economy is essential for the state's future and that state government should be more active in attracting businesses and higher-paying jobs.

New and longtime residents concur that renewable energy sources will develop the economy while protecting the environment.

### ***Education Issues***

Most longtime residents and newcomers generally agree on education issues facing the state. However, there is a difference in the level of seriousness each attaches to issues affecting K-12 and higher education. Longtime Montanans place a greater sense of urgency on addressing rising tuition costs for public colleges and universities, overcrowding in K-12 public schools and the level of funding for K-12 public schools.

Furthermore, the majority of longtime residents and newcomers give the quality of public education in Montana a grade of "B" or better.

"As Montana moves ahead to deal with the various challenges facing the state, it's important to realize that most of us share the same concerns and hopes for the future, and that provides us with a solid foundation to work together on solutions," Spencer said.

PPL Montana will be issuing complete results from the Roper survey later this month.

PPL Montana, a subsidiary of PPL Corporation (NYSE: PPL), has electric generating facilities throughout the state with a combined generating capacity of about 1,200 megawatts. PPL Montana has offices in Billings, Butte and Helena, and employs 500 people. The company operates coal-fired power plants at Colstrip and Billings, as well as 11 hydroelectric power plants along Rosebud Creek and the Missouri, Madison, Clark Fork and Flathead rivers. PPL EnergyPlus, another PPL subsidiary, operates a trading floor in Butte that markets and sells power in the wholesale energy market.

# # #

***Editor's Note: This news release is accompanied by two sidebars that expand on these results. Please call the number above if you did not receive all three news releases. Additional survey information can be found on our Web site at [www.pplmontana.com](http://www.pplmontana.com).***

***A complete videotape of the news conference will be delivered to television stations, and select audio files will be delivered to radio stations by 3 p.m. today.***