

MOSCOW

Guardian

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The weekly news source for Moscow's foreign community



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What do YOU think?

BY MICHAEL HETZER

Foreigners in Moscow are out of touch with the city around them; they came because their employers sent them; they like their jobs but hate Moscow; they are cautiously optimistic about the future; they feel exploited by a Soviet system hungry for their money; and more than half plan to be gone within two years.

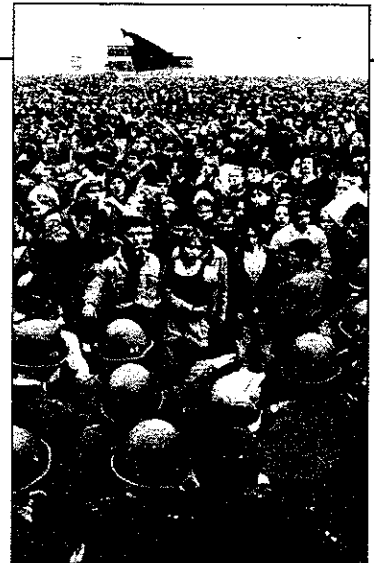
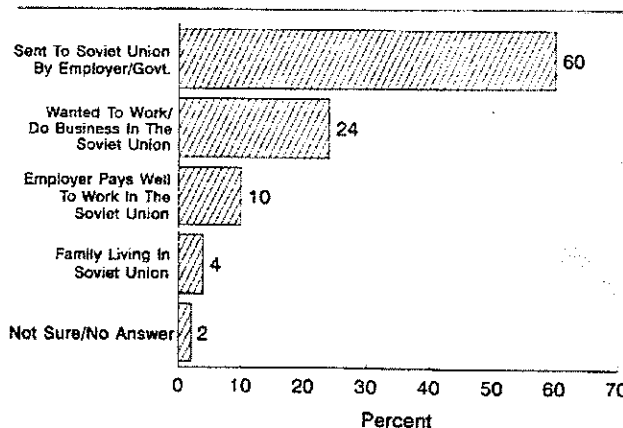
These are just a few of the conclusions of a ground-breaking poll released this week by PBN Company, a U.S.-based public relations firm, and GLS Research, a San Francisco-based polling company. The poll, the first-ever to survey the foreign community, asked 609 foreigners 51 questions about their attitudes toward

life, work, politics and the future. A portion of the survey's findings was released this week.

"We wanted a definition of: 'How's your life?'" said Peter Necarsulmer, President of PBN Company. "We believe we've got that."

See **WHAT DO YOU THINK?** page 3

REASONS FOR LIVING AND WORKING IN MOSCOW



TITUS VEGIER

Police and spectators face off

Rock 'n' Riots at Tushina Airbase

BY HISKE DIBBETS

"Hey Moscow, are you having some fun today?!" screamed the lead singer of Metallica last Saturday between sets at the Monsters of Rock concert. A crowd of more than 300,000, which had gathered at Tushina airbase to be part of the massive event, gave him a collective "Da!"

But all that happened was not in the name of fun. The Monsters of Rock concert, intended as a post-coup celebration sponsored by Time Warner, nearly turned into disastrous event. During the concert, people started randomly throwing bottles in the air, causing several injuries. When the police, who had specifically banned glass and bottles on the field, arrested some youths, more violence broke out. Some of the 11,000 militia present fiercely beat up people, while some of the audience provoked them with pieces of glass and weapons. Many were carried with cuts and bruises to ambulances on the

See **ROCK 'N' RIOTS** page 7

What do you think?

Continued from page 1

For the foreign community, most of the results are hardly surprising. Moscow is a difficult place to live in, a hard place to run a business in, has above average cultural offerings but below average restaurants and tends to overcharge foreigners for goods and services.

"They view coming to Moscow as a risky polar expedition," quipped Dr. Nikolai Popov, chief of the political surveys department of the Soviet Center for Public Opinion and Market Research, who helped in the polling.

But foreigners stay because of the work. Though 65 percent rated Moscow as a below average place to live, 61 percent rated it as an average or above average place to work.

"Some of it is the mystery of the place and the idea that it is a elusive prize," said Richard Aelion-Moss, head of representation for General

Electric in Moscow. "In the West the pace of business is much quicker and the obstacles are much different. This is a rather unique place...and interesting challenge."

But the survey also revealed a foreign community removed from everyday Moscow life. In a city awash in organized crime, prostitution, pollution and poor health conditions, what problem did foreigners rank as Number 1? Poor road conditions.

"How involved are we in local life?" asked Aelion-Moss, who was polled in the survey. "How do we know how they live? Who commutes to work on the subway? I don't. I don't stand out in the rain waiting for a cab. I certainly don't shop in state stores."

Necarsulmer predicted that the poll would be used by firms recruiting people to the Soviet Union, as well as for businessmen trying to identify opportunities in the foreign commu-

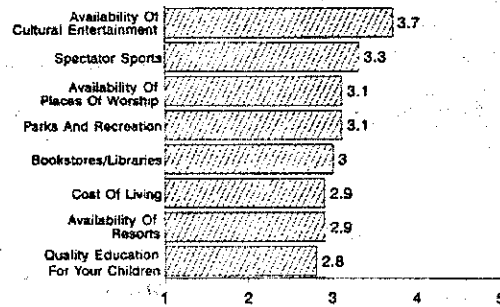
nity market.

"This could be also called the greatest percentage of the hard currency market," said Necarsulmer. "The hard currency market is a very good point of entry [to the Soviet market]."

But Necarsulmer said that, while much was predictable, it was important to have a scientific measure.

"We expected that people didn't like Moscow roads," he said. "But now these assumptions are supported."

QUALITY OF LIFE INDICATORS (First Chart -- Top Eight Indicators)



(On a 1 to 5 scale where 1 means "poor in Moscow" and 5 means "excellent in Moscow")

What do you think?

Continued from page 3

Or as Popov said: "The real value...is that now the information has moved from the theoretical to the measurable."

Among the other findings of the poll:

- The mean age of respondents was 41.
- 87 percent were male.
- 80 percent were married.
- 64 percent would seek treatment abroad for an injury or illness.
- Help in locating office space was the most difficult of services to find in Moscow.

- Metro was the highest rated service in Moscow
- Yeltsin's office was the best-performing office in the country. Gorbachev's was fourth.
- Foreigners are divided on their prediction of the future, with 45 percent saying it will break up while 37 percent believe it will remain intact.
- 67 percent believe the failed coup d'etat will greatly speed reform.
- Mikhail Gorbachev and Boris Yeltsin had statistically equal favorability ratings: Gorbachev — 76 percent, Yeltsin

— 75 percent.

- 60 percent of foreigners came to Moscow because they were sent by their employer.
- 31 percent do not speak Russian, while 47 percent speak both English and Russian.

- 53 percent intend to stay in the Soviet Union no more than two years.
- 78 percent expect the cost of living to increase over the next year.
- 72 percent believe foreigners are overcharged when purchasing goods and services in the Soviet Union.

About the poll

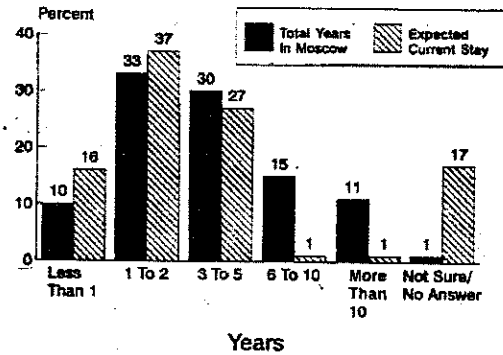
Who: 609 foreign nationals selected randomly from 3,752 names obtained from "Information Moscow." Among those interviewed were: 93 representatives of the news media, 211 businessmen and 305 diplomats.

How: A 35-minute telephone interview in Russian or English.

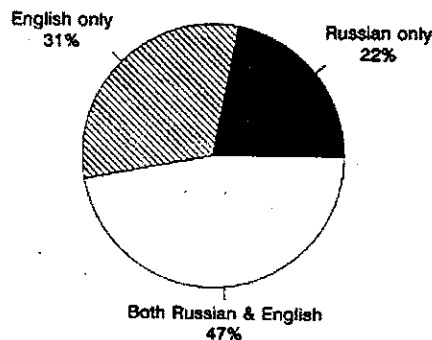
When: September 5-18, 1991

By: PBN Company, GLS Research and the Soviet Center for Public Opinion and Market Research (VTIOM).

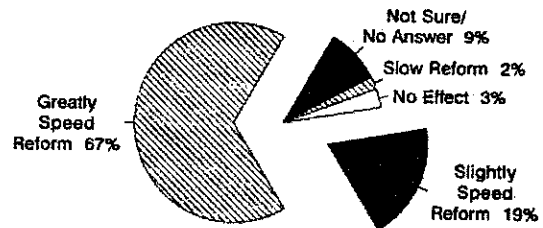
TIME SPENT IN MOSCOW



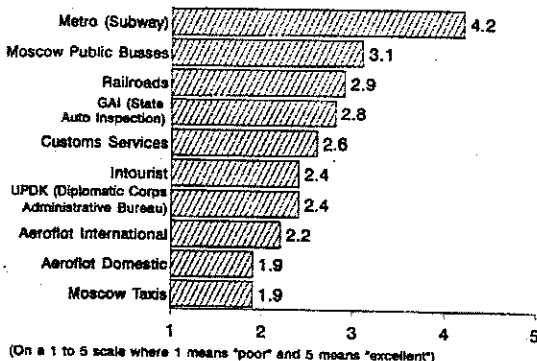
LANGUAGES SPOKEN FLUENTLY



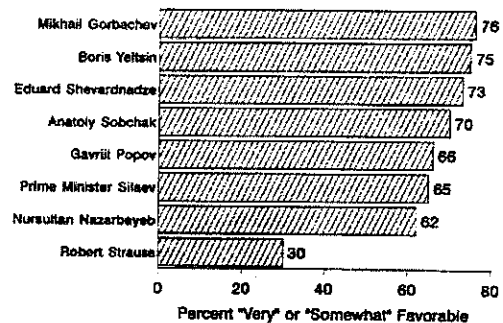
EFFECT OF COUP D'ÉTAT ON REFORM IN SOVIET UNION



RATINGS OF SERVICES AND AGENCIES FOUND IN MOSCOW



FAVORABILITY RATINGS



(The highest "unfavorable" rating was 8%. There were large proportions of "don't know" responses for all the names listed. For example, 67% of those polled did not offer an opinion on Robert Strauss.)