

## MASS-OBSERVATION: SPRING DIRECTIVE 1982

### PARTICULAR

1. a) House prices. Please check Estate Agents' windows and report highest and lowest prices being asked in your area for residential properties, not shops, offices etc.

Give brief description of each, as it might be "detached, 6 bedrooms, 3 reception rooms,  acre of garden" or "terrace house, 2 bedrooms, 1 reception and kitchen/dining room, 'patio' at back".

b) Give brief description of local area values; which areas are considered 'desirable' or 'posh' and why. Please bear in mind that proximity to shops, schools, station etc should be distinguished from less precise reasons such as 'generally nice area'. But we would like to know why some parts are thought of as being 'nicer' than others.

c) If you own or are buying would you tell us the value of the property when you moved in and the date, and have a stab at estimating its present value.

d) If you collect some representative 'particulars' from Estate Agents, that would be good; if you are able to interview an Estate Agent on the present state of the local house-market so much the better.

2. Over the next quarter please list all unsolicited material that comes through your letter box, both hand-delivered and through the mail. These will of course be advertisements of all sorts but there may also be local news - a Jumble Sale, a political meeting - these should be included. All you need do is make a brief note, e.g. insurance, double-glazing, cut-price coupons, thermal underwear, Readers Digest (or other) Prize Draw, "Good prices for your antiques", Church Jumble Sales, etc etc. Please note how many you receive of each BUT PLEASE DO NOT SEND THE ACTUAL MATERIAL TO US!
3. Please recall and record your experiences of the January weather and any marked increases locally in food prices attributed to it.
4. Please record how the railway strike affects you, or if it is over, how it did affect you. If not at all, do say so.

### GENERAL

Mass-Observation reaction to the SDP/Liberal Alliance was muted. Nevertheless we want to test the prediction that local elections this year (in May) will be more lively than usual. Please keep eyes and ears open in preparation for the Summer Quarter Directive.

a) For the present, find out whether people know when the local elections are to be held. Whether they voted last time and intend to vote this time. If possible, how they intend to vote. Reports of early canvassing or other local political activity would be welcome.

b) If you have been keeping a tally of local shops changes, please keep up this excellent record, and we must continue to ask for the effects of unemployment on family life.