

### 1. GENERAL ELECTION?

Inevitably the talk of a General Election this year dictates the major theme of this Directive. Some of you I know will be expecting this, others will groan heavily.

Please appreciate that we are not conducting a poll, nor are we asking for detailed political analysis. What we want to record are the thoughts and feelings that will weigh with you when the date of the Election is announced. Imagine that it is to be within, say, a week of your receiving this; what are the general or particular, national or local considerations which will determine the way in which you vote.

If you have made up your mind already and care to tell us, and if you would like to say how you voted in the last General Election, that would of course be of interest, but, I repeat, we are not conducting a poll and it is the reasons of all sorts behind the actual vote that we would like to record.

Non-voting is no less interesting. On average about 25% of the population do not vote in General Elections and apart from particular reasons - holidays or a recent change of address - we would like to hear from or about people who tend not to exercise their right to vote.

### 2. THE WATER-WORKERS' STRIKE

First of all many thanks to those who have written in about this already. I would like to have as much as you care to record of your experiences over the period of the strike. Even if you live in one of the fortunate areas which was not affected, would you nevertheless say in what way you responded to the Save Water appeals. If you did save water, did you keep up your efforts throughout the period? Negative reporting on this, as in all matters, is always valuable. One of my own "overheards" was from a man in his late thirties "Lot of nonsense, pull the chain and support the workers, I say."

### 3. £1 COIN

We are told that the £1 coin will be coming out in April. Reactions please on design, size and convenience thereof.

### 4. VIEWING AND READING

I thought it would simplify things if I put this section in a questionnaire.

PLEASE TURN OVER.....

#### 4. VIEWING AND READING (continued)

You can just fill this in and return it if you like but don't forget what's on the other side!

(a) Which daily newspaper do you read regularly?

(b) Which weekly or monthly magazines or journals do you take regularly?

(c) As regards your answers to (a) and (b), have there been any changes, say, in the last 5 years?

(d) On television or radio, have you a preferred news or current affairs programme that you watch regularly?

(e) On television generally, what are your favourite programmes at the moment?

(f) Do you watch Channel 4 regularly/irregularly/never?

(g) Do you have a video recorder? Yes/No

(h) If the answer to (g) was YES, do you use it mostly for recording TV material or for watching rented cassettes? TV only/rented cassettes

NB I am enclosing an account of Mass-Observation primarily intended for new Observers. I'd be grateful if the 'old hands' would also read it, and in particular, note item at end on newspaper cuttings.